



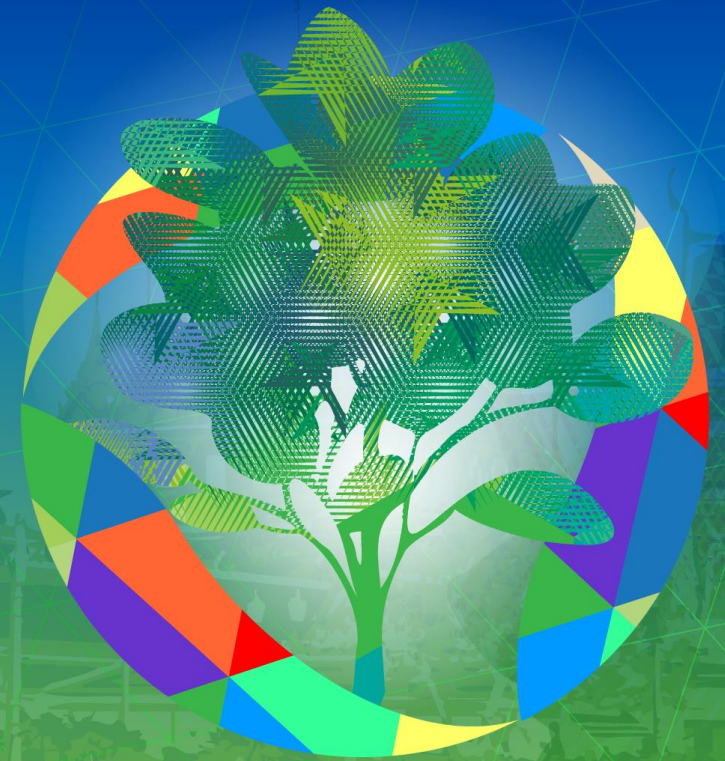
Food and Agriculture
Organization of the
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International
Plant Protection
Convention

37th Technical Consultations among Regional Plant Protection Organizations (TC-RPPO)

23–26 September 2025, Bangkok, Thailand



Agenda 7.8 - Rotating RPPO hosting of International Day for Plant Health (IDPH)



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Background



12 May – UNGA designated date (2022 adoption)

Raise global awareness on how protecting plant health can help end **hunger, reduce poverty, protect biodiversity and the environment**, and **boost economic development**.

The Day is a key legacy of the [International Year of Plant Health 2020](#)

Champions: Zambia, Finland, the Philippines



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Background

1. High-Level Event (hybrid) and technical session
2. Global campaign

Themes

2022: Plant health innovation for **food security**

2023: Plant Health for **environmental protection**

2024: Plant health, **safe trade** and digital technology

2025: The importance of plant health in **One Health**

2026: TBD





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Background

IDPH 2025, El Salvador (hosted by OIRSA)

- First time IDPH was held outside FAO HQ to showcase regional innovation, i.e. OIRSA's 3D virtual reality for pest surveillance
- Successful partnership with IPPC
- Global engagement, media coverage

The IPPC Secretariat wishes to extend its deep appreciation to OIRSA for an excellent organization of the high-level event and their extensive promotion in the media and on social media.





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Key outcomes: IDPH 2025 campaign



1+ billion

Impressions on IDPH
content (number of times
IDPH content was
displayed online)

187+ million

Users reached (number
of unique individuals who
saw IDPH content)

1300

Virtual
Participants and
livestream views

1000+

Views of new video
on plant health
and One Health

45

Media outlets
covered IDPH
around the world

60+

Countries celebrating
and organizing an
IDPH event



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Best practices: The road to success

1. Presence and call strong to action

- FAO Director-General and/or the Deputy Director-General
- Ministers of agriculture and high-level officials
- FAO Permanent Representatives

2. Technical sessions

- Inclusivity, depth of topics
- World-class experts/speakers
- Balanced geographic and gender representation

3. CPM Bureau and the Strategic Planning Group

- Guidance and insights in the thematic planning, e.g. identifying potential sub-topics of interest to NPPOs;



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Best practices: The road to success

4. IPPC Contracting Parties, NPPOs, RPPOs

- Engagement and/or implementation of public campaigns

5. Robust global communications campaign

- Led by the IPPC Secretariat
- Dove-tails the legacy of the International Year of Plant Health 2020
- Focused messages → FAO's Strategic Framework on the Four Betters and SDGs;

6. OIRSA hosting of the IDPH 2025 high-level event

- greater in-person participation
- boosted virtual engagement, social media reach and media coverage

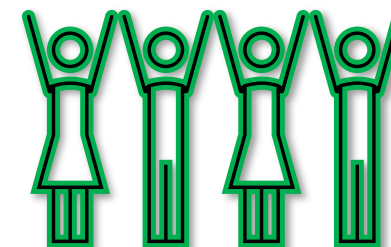


IDPH 2026 and beyond

Proposal to CPM Bureau (June 2025):

Explore different regions to host IDPH

- The **success of the IPPC-OIRSA partnership** can be replicated with another RPPO or regional organization
- Possibly on a **rotational basis** in the next three years to further widen IDPH impact
- **Details** can be planned and organized together with the IPPC and the respective FAO regional office
 - theme, requirements for the high-level event, scope of work, administrative and logistical requirements, communications plan
- CPM Bureau recommended to consult the TC-RPPO for insights and feedback.





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We welcome your ideas and feedback.



#PlantHealthDay



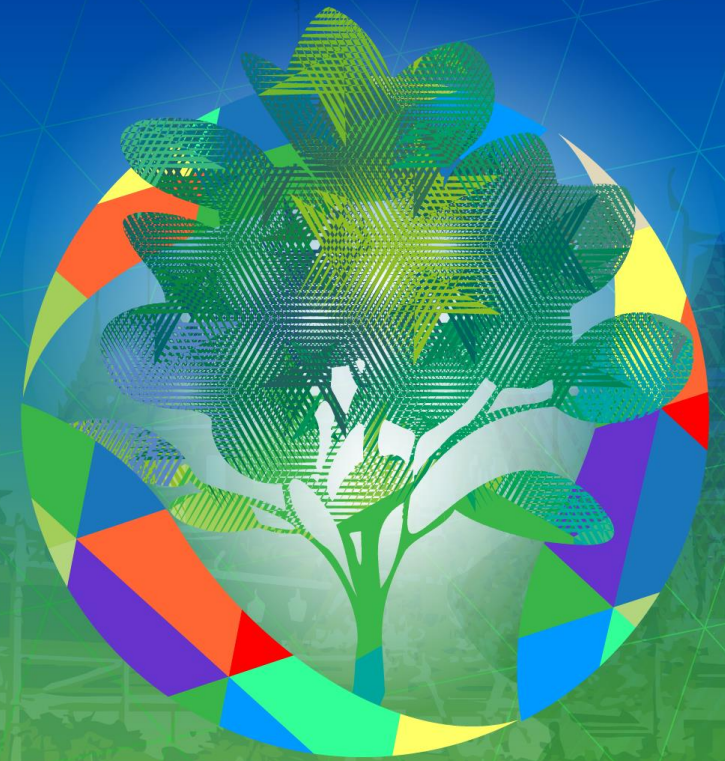
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Thank you