



### IPPC COMMUNICATIONS PLAN 2013

1. The IPPC Communication Strategy is in the process of finalization and will be considered by the Strategic Planning Group (SPG 2012/02).
2. It was agreed by the Bureau that it would be appropriate for the Secretariat to develop a draft IPPC Communication Plan for 2013.
3. Given the need for CPM and the Bureau to provide appropriate oversight and monitoring of this process, the Secretariat decided to present this information in a way that would allow rapid assessment of deliverables and status.
4. It was decided to provide a summary matrix of all Secretariat communication deliverables as follows:

	Tools / publications			Actions / promote		
	Advocacy	Web	Publications	Media	Personal	Distribution
<b>Global</b> about IPPC						
<b>National</b> – input and roles of NPPOs						
<b>Secretariat</b> activities						
<b>Non-secretariat</b> activities						

5. Due to limits of size of the paper, the table has had to be divided into two (Attachments 1 & 2). Each deliverable is listed with an expected timeframe for delivery.
6. As 2013 is the first full year for a formal communications plan, it was felt that emphasis should be on global awareness and material to support the resource mobilization. In addition, it is felt this will also be a year in which to assess what material is available at the national level that may be utilized more widely.
7. The details of this table will vary substantially as it is very dependent upon available resources, particularly with respect to staffing.
8. The SPG is invited to:
  - 1) *provide guidance* on this format and content of the envisaged workplan;
  - 2) *provide specific guidance* of which non-Secretariat activities need to be monitored and communicated.

	Tools								
	Publications								
	Advocacy			Web			Publications		
	Types of FS, Flyers, posters & brochures			Web			Actions / publications (IRSS, Manuals, Standards)		
	Type	Area	Deadline	Web Area	Task	Deadline	Type	Area	Deadline
<b>Focus Global about IPPC</b>	3 brochures	Donors	31/03/2013	Donors	New pages	31/03/2013	Stories/ case studies		2 per annum
	10 Factsheets	2 Resource Mobilization	31/03/2013, 30/10/2013	Wikipedia	Check and expand	Ongoing	Declarations		Annual
	1 Flyer	2 IRSS	31/03/2013, 30/06/2013	Statistics		Ongoing	Certificates	Meeting attendance	Ongoing
	Posters	2 General	31/03/2013, 30/10/2013	Images	Collect	Ongoing, prototype by 30/03/2013	Strategies		As adopted by CPM
	3 Videos	Food security	31/03/2013						
		Environment	30/06/2013						
<b>National (input and roles of NPPOs)</b>		Capacity development	30/06/2013						
	10 Interviews		30/06/2013						
	Posters	Prevention	30/03/2013	NPPOs	Increase number of pest reports	Ongoing	10 Manuals	Capacity Development	Ongoing, project dependent.
<b>Secretariat activities</b>		Risk management	30/06/2013						
	5 videos								
	3 brochures	Standard setting	31/03/2013	Standard setting pages	update	ongoing	2 Technical studies	IRSS	Ongoing
		Capacity development	30/06/2013	Resource Mobilization	update	ongoing			
		Information Exchange	31/12/2013		New page on how to participate	31/03/2013			

Secretariat activities	10 Factsheets	1 Information Exchange	30/06/2013	Capacity development	update	ongoing	
		2 standard setting	31/03/2013, 30/06/2013		update	ongoing	
		2 Capacity Develop	31/03/2013, 30/06/2013	Information exchange	update	ongoing	
		2 IRSS	31/03/2013, 30/06/2013		revise user manual	01/06/2012	
	5 flyers	Standard setting	30/06/2013				
		Capacity Development	30/06/2013				
		Information exchange	30/06/2013				
	Posters	1 Information exchange	30/06/2013				
		1 Capacity development	31/05/2013				
Non-Secretariat activities				15 posters			
				20 databases			
				NEPPO website	Build as per APPPC	30/06/2013	

	Actions Promote								
	Media			Personal			Distribution		
	News, press, social media			Represent, appearances					
	Type	Area	Deadline	Type	Area	Deadline	Type	Area	Deadline
Focus Global about IPPC	Newsletter	General	every 4 months				FAO HQ	Awareness	Ongoing
	3 press releases	Food security, environment and capacity development		3 workshops	Capacity development		Mailing Lists	All audiences	Ongoing
	FB		daily	5 Draft ISPM workshops	Capacity development	October	International events calendar	Collect	Ongoing
	Twitter		daily	3 RPPO meetings	Awareness		IPPC events calendar	Collect	Ongoing
	Flickr		Ongoing	TC for RPPO	Organization	August	FAO reps	Awareness	Every 6 months
	LinkedIn		Ongoing	3 Scientific meetings	Awareness	As occasion arises	Donors	Awareness	Every 6 months
	Google+		daily				Perm reps to FAO	Awareness	Every 6 months
	YouTube		Ongoing						
	60th Anniversary	Secretary blog	Ongoing						
	Articles	Awareness							
	News aggregation	Pest reports	Daily update						
	Competitions	Photos Logo Posters essays videos							

<b>National (input and roles of NPPOs)</b>	Newsletter      Automatic      Every month	2 national seminars      Awareness	
<b>Secretariat activities</b>	<b>Bureau Update</b> 25 news items      As activities occur		
<b>Non- Secretariat activities</b>	5 news items		20 news items