


February 2013

	منظمة الأغذية والزراعة للأمم المتحدة	联合国 粮食及 农业组织	Food and Agriculture Organization of the United Nations	Organisation des Nations Unies pour l'alimentation et l'agriculture	Продовольственная и сельскохозяйственная организация Объединенных Наций	Organización de las Naciones Unidas para la Alimentación y la Agricultura
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# COMMISSION ON PHYTOSANITARY MEASURES

<b>Eighth Session</b>
<b>Rome, 08 - 12 April 2013</b>
<b>IPPC Communication Work Plan</b>
<b>Agenda item 11.2</b>
<b>Prepared by the IPPC Secretariat</b>

1. The IPPC Communication Strategy is presented to CPM for their consideration and possible adoption (CPM 2013/11).
2. The Secretariat was also requested to develop a draft IPPC Communication Work Plan and the SPG requested this cover the period 2013 - 2015.
3. Given the resources (particularly staffing) available to support this programme, it is likely the communication work plan will need substantial review as further resources become available and experience is obtained in communicating IPPC activities.
4. Many of the activities listed are new initiatives and will hopefully become embedded in the routine work programme of the Secretariat.
5. Although there is a lead person in the Secretariat for Communication, the programme will be delivered by the Secretariat as a whole.
6. As 2013 is the first full year for a formal communication work plan, it was felt that emphasis should be on global awareness and material to support the resource mobilization. In addition, it is felt that 2013 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 deliverables from this table are 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 IPPC Communication workplan for 2013-2015;
  - 2) *provide specific guidance* on which non-Secretariat activities need to be monitored and communicated.

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How to contribute to the IPPC	1. Develop text for the brochure & FAQs	1. Brochure																		Donors, industry and NPPOs
	2. Design brochure	2. FAQs																		
	3. Add FAQs	3. Web page																		
	4. Distribute material	4. Mail outs																		
Post-graduate studies	1. Catalogue of existing courses	1. Catalogue																		Academia, NPPOs
	2. Curricula for possible courses	2. Curriculum																		
	3. Feasibility study	3. Report																		
	4. Fund raising	4. Project																		
	5. Develop course content	5. Course content																		
	6. On-line courses	6. On-line courses																		
<b>When additional staff and resources become available</b>																				
Annual IPPC report																				FAO
Brochures	Extend range of glossy brochures	1. Public Private partnerships																		
		2. International rules																		
		3. Meeting Phytosanitary																		
		4. Transparency and knowledge sharing																		
Utilize mailing lists	1. Develop mailing lists	1. Regular utilization of mailing lists																		Various
	2. Install software that allows management of these lists																			
Discussion fora	1. Revise current IPP fora	1. New fora																		Various
	2. Develop a schedule for discussion																			
Develop an online journal	1. Pest reporting	1. Pest reporting journal																		NPPOs, RPPOs
Factsheets	1. Draft as needed for partners, briefings and awareness campaigns	1. Factsheets																		Donors, NPPOs, RPPOs, Industry
Videos	1. 90 introduction	1. videos																		NPPOs
Develop IPPC e-learning course	1. Develop very general / introductory learning material	1. Material for the "Introduction to the																		All
	2. Develop on-line material	2. On-line course																		
Games / Apps	1. Develop two apps per annum	1. IPPC Apps																		Public, NPPOs
Competitions	1. Run photographic competitions	1. Annual photographic competitions																		All
	2. Run poster competitions	2. Annual poster competition																		
Posters	1. Two IPPC posters per annum	1. New poster every second quarter																		All
	2. Make available 3rd party material through Resources website	2. Web presence																		
	3. Work with countries and RPPOs to develop local material																			
Youth Educational Material	1. Develop awareness material and distribute	1. Awareness material																		Youth, academia



Major work period  
Ongoing tasks