



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

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Продовольственная

Organización de las Naciones Unidas para la Alimentación y la Agricultura

COMMISSION ON PHYTOSANITARY MEASURES

Eighth Session

Rome, 08 - 12 April 2013

IPPC Communication Work Plan

Agenda item 11.2

Prepared by the IPPC Secreteriat

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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Attachment 1

Objective	Action	Output	Target date											Main Collaborators
			2013				2014			2015				
Partnership Guidelines	 Draft text with assistance of Ms Yim (Rep. of Korea) and Mr Lopian (Finland) 	1. Guidelines												FAO, Donors, Industry,
	2. DTP	2. Establish Partner Website												IGOs (e.g. CBD, Ozone Sec)
	3. Print													
Food security: producing a brochure on	1. Produce text	1. Brochure												
	2. Peer review	2. Press release												
	3. DTP material/s	3. News article (every 2 months)												FAO (particularly regional offices & TC), AGP,
poverty reduction and on the IPPC work on it	4. Video production	 "Editorial" (every 3 months) 												RPPOs, NPPOs, RECs Industry
	 Work with FAO and IPPC collaborators for distribution etc. 	5. e-learning module												
		6. Video			—					_	_	+	<u> </u>	
Case study on food security and the	1. Contract an author to write this case study.	1. Pamphlet												
IPPC	2. DTP article	2. Video												Individuals
	Contract video production					L	\square	_	_			_		
	1. Produce text	1. Brochure												
	2. Peer review	2. Press release												
Environment: internet trade, forestry	3. DTP material/s	 News article (every 2 months) 												FAO (particularly regional offices), AGP, CBD, IUCN WWF Forestry org, RPPOs, NPPOs, RECs, Industry
people e-learning, and CBD	4. Video production	 "Editorial" (every 3 months) 												
	Work with FAO and IPPC collaborators for distribution etc.	5. e-learning module												
		6. Video			<u> </u>				\rightarrow	_	+	—	<u> </u>	
Case study on environment and the	 Contract an author to write this case study. 	1. Pamphlet										_		
IPPC	2. DTP article	2. Video												Individuals
	3 Contract video production							_	\rightarrow		_	_		
	1. Produce text	1. Brochure												
Trade: sea containers, e-phyto, new pests	2. Peer review	2. Press release					L 1							
	3. DTP material/s	 News article (every 2 months) 												FAO (particularly regional offices), AGP, Forestry
	4. Video production	 "Editorial" (every 3 months) 												organizations, RPPOs, NPPOs, RECs, Industry
	Work with FAO and IPPC collaborators for distribution etc.	5. e-learning module												
		6. Video												

Communication Workplan 2013-2015

Objective Case study on trade and the IPPC	Action 1. Contract an author to write the case study.	Output	Target date												Main Collaborators
		1. Pamphlet	2013 2014								2015				
	2. DTP article	2. Video													Individuals
	3. Contract video production														
New logo	1. Hold a competition to develop a new IPPC logo	 Re-launch IPPC with new IPPC logo 													Public, NPPOs, RPPOs, FAO
	2. Register logo														TRO
Editorial system	1. Create a roster	1. Two articles per													
	 Convert the 60th Anniversary site into an editorial blog 														Various
	Secretary to lead														
	1. Create newsletter	1. News on IPP													
Regular new articles on activities	2. Create mailing lists	2. Newsletter													all targeted
	3. Create subscription system	3. Mailouts													
	1. Build FB audience	1. FB													all targeted
	2. Build Twitter audience	2. Twitter													
Social media updates	3. Build Flickr photo content	3. Flickr													
	4. Build YouTube content	4. YouTube													
	5. Get user engaged in LinkedIn	5. LinkedIn					1								
	1. Establish awareness campaign	1. Establish campaign													FAO, industry, NPPOs
"Sea containers" awareness campaign	2. Launch campaign	2. Launch campaign													
	 Develop campaign based on progress being made in standard setting and implementation. 														,
	1. Establish awareness campaign	1. Establish campaign													
"ePhyto" awareness campaign	2. Launch campaign	2. Launch campaign													FAO, industry, NPPO:
	 Develop campaign based on progress being made in standard setting and later implementation. 														RPPOs
"Capacity Development " awareness	1. Implement campaign based on advice from the	1. CD awareness													NPPOs, RPPOs
campaign	Capacity Development Committee. 1. Establish awareness campaign	campaign				-	-		-	-	_				FAO, industry, NPPOs
"Information Exchange" Awareness Campaign	1. Establish awareness campaign 2. Launch campaign	1. Establish campaign 2. Launch campaign								_	_				
	 Launch campaign Develop campaign based on progress being made 	2. Launen eampaign													
	in standard setting and later implementation.														
	1. Expand awareness campaign	1. Establish campaign							Τ						
"Donor" Awareness Campaign	2. Launch campaign	2. Launch campaign													FAO, industry, NPPOs,
······································	 Develop campaign based on progress being made in standard setting and later implementation. 														RPPOs

	1. Develop text for the brochure & FAQs	1. Brochure				1 1			1 1		1	
How to contribute to the IPPC Post-graduate studies	2. Design brochure	2. FAQs									Donors, industry and NPPOs	
	3. Add FAQs	3. Web page										
	4. Distribute material	4. Mail outs		11					111			
	1. Catalogue of existing courses	1. Catalogue										
	2. Curricula for possible courses	2. Curriculum										
	3. Feasibility study	3. Report									Academia, NPPOs	
	4. Fund raising	4. Project										
	5. Develop course content	5. Course content		I Г								
		6. On-line courses										
	When addition	nal staff and resources bec	ome avai	lable					<u> </u>		•	
Annual IPPC report											FAO	
		1. Public Private										
		partnerships 2. International rules		-							-	
Brochures	Extend range of glossy brochures	2. International rules 3. Meeting			_	1 1					-	
		Phytosanitary		L I					1 1			
		4. Transparency and										
		knowledge sharing	_		_		_			_		
Utilize mailing lists	1. Develop mailing lists	1. Regular utilization of			_		_	_			Various	
o tinize maning lists	Install software that allows management of these lists	mailing lists									-	
Discussion fora	1. Revise current IPP fora	1 New fora									Various	
Discussion fora	2. Develop a schedule for discussion	1. Ivew Iola									* 411008	
Develop an online journal	1. Pest reporting	1. Pest reporting journal									NPPOs, RPPOs	
Factsheets	 Draft as needed for partners, briefings and awareness campaigns 	1. Factsheets									Donors, NPPOs, RPPO Industry	
Videos	1.90 introduction	1. videos									NPPOs	
Develop IPPC e-learning course	 Develop very general / introductory learning material 	 Material for the "Introduction to the 									A11	
	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	 Annual photographic competitions 									A11	
competitions	2. Run poster competitions	2. Annual poster competition									A.	
	1. Two IPPC posters per annum	 New poster every second quarter 										
Posters	 Make available 3rd party material through Resources website Work with countries and RPPOs to develop 	2. Web presence									A11	
Youth Educational Material	local material 1. Develop awareness material and distribute	1. Awareness material									Youth, academia	
											i com, acasenna	
Major wo	rk period											
Ongoing t												