



REPORT

Incheon, Republic of
Korea

12-13 April 2017

Second meeting of the IYPH Steering Committee April 2017



Food and Agriculture Organization of the United Nations

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1. Opening of the Meeting

- [1] The IPPC Secretary, Mr. Jingyuan XIA, opened the 2nd meeting of Steering Committee of the International Year of Plant Health (hereinafter “IYPH StC”). He congratulated the IYPH StC members on their proactive work during the first meeting and for the adoption of IYPH and outputs and outcomes by the twelfth Session of the Commission on Phytosanitary Measures (CPM-12). He thanked the Republic of Korea for hosting the meeting and for their continued support to the IPPC Work Programme. He also reminded the upcoming side event on IYPH promotion planned during the 40th meeting of the FAO Conference, and that in case of approval by the FAO Conference, the final step towards the IYPH proclamation would be the review of the IYPH draft resolution by the United Nations General Assembly (UNGA) in September 2018.
- [2] Ms. Kyu-Ock YIM (Bureau member from Asia) welcomed participants on behalf of the Animal and Plant Quarantine Agency of the Republic of Korea, hosting the meeting at the margins of CPM-12. She recalled the strong support by the Republic of Korea of IYPH 2020, and reported that awareness about plant health in the Republic of Korea has raised significantly due to CPM-12, and so will be the case worldwide if an IYPH is established.
- [3] The Chairperson of IYPH StC welcome all participants to Incheon, Republic of Korea for the 2nd IYPH StC meeting.

2. Adoption of the Agenda

- [4] The IYPH StC adopted the Agenda (Appendix 1).

3. Administrative Matters

- [5] The IYPH StC noted the local information document¹, the participants list (Appendix 2), and relevant changes to the membership lists.²
- [6] The IYPH StC elected Ms. Kyu-Ock YIM (Republic of Korea) as the new vice-chairperson, replacing Ms. Akiko NAGANO (Japan), who resigned prior to the meeting due to new professional commitments and wished her good luck for her future endeavors.
- [7] Ms. Kyu-Ock YIM also agreed to lead the Working Group on Finances. Ms. Lois RANSOM (Australia) and Ms. Christine HARMENING (Germany) were also appointed as members of this working group, in addition to Mr. Ralf LOPIAN (Finland), Ms. Pauline EID (Lebanon) and Mr. Viliami KAMI (Tonga), who were previously appointed.
- [8] The Working Group on Communications and Partnerships will continue to be led by Mr. Ryan ANSELM (Dominica), and composed of Mr. Alvaro SEPULVEDA (Chile), Mr. Kenneth MSISKA (Zambia), Ms. Shaza OMAR (Egypt), in addition to new members Mr. Jesulindo Nery de SOUZA JUNIOR (Brazil), Ms. Stephanie DUBON (USA), Ms. Stephanie BLOEM (NAPPO), and Ms. Pauline EID (Lebanon).

4. Report on the Current Status of Activities for Declaration of the IYPH 2020

- [9] The Chairperson reported one major development since the last meeting of the IYPH StC, namely the endorsement of the IYPH draft resolution by the 155th Session of the FAO Council. He also informed that the same draft resolution will be discussed at the upcoming 40th Session of the FAO Conference (3-8 July 2017), in Rome.
- [10] The IYPH StC agreed that the set of activities towards the proclamation of an IYPH in 2020 will be officially initiated after the FAO Conference endorses the IYPH.

¹[Link to Local information](#)

²[Link to Membership list](#)

- [11] The IPPC Secretary recalled that, when adopted, the FAO Office of Partnerships, Advocacy and Capacity Development (OPC) will take the lead in undertaking activities related to IYPH 2020. The Chairperson informed that, following talks with the FAO OPC Director, it was highly recommended that activities of the current IYPH StC would be incorporated into the FAO Steering Committee, with current members keeping a responsibility to elaborate the technical content.
- [12] One member informed that usually International Years Steering Committees are composed of Permanent Representatives, FAO technical officers, representatives of civil society and the private sector, on a voluntary basis. The IPPC Secretary informed that the future Steering Committee will be coordinated by FAO OPC, but the implementation and resource allocation will be the responsibility of the IPPC Secretariat.

5. Review of the First IYPH Steering Committee Meeting's Action Plan

- [13] The IYPH StC reviewed the action plan arising from the first IYPH StC meeting and acknowledged that items 1, 2, 4, 6, 7, 19, 21 and 24 had been fully dealt with or completed; that work on items 3, 8, 9, 10, 12, 13, 18, 20, 22 and 23 was in progress; that work on items 11 and 17 was partially completed; and that work on items 5, 14, 15, 16 will start after the IYPH endorsement by the FAO Conference.
- [14] In particular:
- (1) Completed, with IYPH outcomes and outputs adopted by CPM-12.
 - (2) Completed, with working groups established at the first IYPH StC meeting.
 - (3) In progress. The IYPH StC agreed to develop a financial strategy after the FAO Conference endorsement, but discussed the need to develop a budget towards the IYPH proclamation of approximately 160.000 to 200.000 USD, mainly to develop promotional material and to provide presentations at some conferences/meetings for awareness raising. The IYPH StC noted that 87.000 USD are currently available (27.000 USD from Ireland, 20.000 USD from the Republic of Korea, 40.000 USD from USA/NAPPO), and that there would be a need for double this amount until the proclamation process. One member proposed to develop a list of activities related to IYPH to be funded. Lois to be initiating this process.
 - (4) Completed at CPM-12.
 - (5) Not started, to be started after approval by FAO Conference.
 - (6) Completed, including a CPM-12 recommendation on analyzing Secretariat needs after 2018 proclamation, then discussed at CPM Bureau and Financial Committee.
 - (7) Completed.
 - (8) In progress, with draft Communication Strategy and Work Plan developed, to be discussed at 2nd IYPH StC.
 - (9) In progress, with draft newsletter being developed by one member of the Communication and Partnerships Working Group.
 - (10) In progress, with social media plan being implemented by the IPPC Secretariat.
 - (11) Partially completed, with IYPH side event at CPM-12 not organized, but presentation done during plenary session and video produced on IYPH promotion.
 - (12) In progress, there was no update on potential partners, but this is considered as a continuing activity.
 - (13) In progress, the Chairperson discussed with CBD representative (Junko Shimura) at CPM-12, who might attend UNGA with IPPC Secretariat. To be followed-up by IPPC Secretariat (maybe FAO/UNEP agreement once FAO Conference has endorsed the IYPH draft resolution). IPPC Secretary also suggested to contact UN Biodiversity Liaison Group (BLG).
 - (14) Not started.

- (15) Not started. It was noted that the IPPC Secretary will meet a World Bank representative and discuss IYPH-related matters. One member informed that the Central America Development Bank is willing to invest funds on initiatives such as international years.
- (16) Not started.
- (17) Partially completed. The generic support letter has to be finalized by the Chairperson; the factsheet, IPPC secretariat letter to NPPOs and RPPOs, and press release were not done; FAQs were posted on OCS for comments, final version to be finalized; IYPH presentation/movie done, to be improved. One member informed that the USA had reviewed some IYPH material to make it known to their stakeholders; The IPPC Secretariat was informed that Comunidad Andina had also developed a video to promote IYPH in Spanish. One member noted the need for talking points and a factsheet on IYPH for FAO Permanent Representatives attending the FAO Conference. The Chair informed that the generic support letter will include talking points on why IYPH should be supported, to be ready by the end of May 2017.
- (18) In progress, a *note verbale* will be sent to all FAO Permanent Representatives, possibly to the Ministries of Foreign Affairs (currently being developed by Chairperson). The Chairperson also informed that the Finnish Permanent Representation would host a reception to promote IYPH during the FAO Conference.
- (19) Completed, the IPPC Secretariat informed that the FAO OCC confirmed the possibility to develop a physical booth to be displayed during the 40th Session of the FAO Conference and confirmed that it is willing to help.
- (20) In progress, with the generic IPPC factsheet completed, and other two factsheets on plant health and food security and plant health and trade facilitation to be completed by year-end. The IPPC Secretary informed the IYPH StC of plans for factsheets development, and requested IYPH StC members to contribute to developing the content of IPPC factsheets. One member asked to develop a call for sharing of contents for IPPC factsheets, and the proposal was well received. One member recalled the importance of data to highlight the relevance of IPPC to annual themes, e.g. the example made at CPM-12 for the avocado industry.
- (21) Completed, the IPPC Online Comment System (OCS) has been used for the editorial process of IYPH advocacy material.
- (22) In progress, updating and improving the web page for IYPH 2020 is an ongoing activity, a world map with contacts from IYPH StC members from different regions has been added.
- (23) In progress, the IYPH StC should send proposals on IYPH activities. One member informed that information on IYPH has been channeled through IPPC Regional Workshops. One member requested that the IPPC Regional Workshops not only have a brainstorming session on IYPH, but also discussion on more specific activities, and suggested that the IYPH StC should be looking at this (e.g. NAPPO is thinking about activities for university students). Another member highlighted the need for planning activities and relevant resources required. The Chairperson informed that he had contacted members from the European Region, and that the EU presidency has sent a questionnaire including mention of IYPH, and the analysis of answers is being held, which will result in the listing of proposed activities in the region. Members from other regions were requested to do the same. One member informed that COSAVE took the initiative to present IYPH to Ministers from its member countries, and achieved to get a Ministerial declaration of support to IYPH.
- (24) Completed, the next meeting of the IYPH StC was confirmed to be held at FAO headquarters in Rome from 8 to 10 November 2017.

[15] The IYPH StC:

- (1) *Agreed* that relevant progress had been made; and
- (2) *Decided* to focus on the development of a Communications Work Plan and the organization of a side event at the 40th Session of the FAO Conference.

6. Follow-up to CPM-12 Decisions on Resourcing and Work Priorities

- [16] The Chairperson informed the IYPH StC about decisions taken at CPM-12 with regard to IYPH 2020. In particular, CPM-12 adopted the outputs and outcomes developed by the IYPH StC at their first meeting, which will constitute the starting point for the IYPH programme development.
- [17] He also informed that the Republic of Korea pledged to contribute to the IPPC extra-budgetary resources, and that part of the contribution would be allocated to IYPH. He further recalled that CPM-12 had requested the IPPC Secretariat to carry out an analysis on its needs to appropriately support IYPH 2020, possibly to be done through the establishment a secretariat task force on IYPH. Finally, the Chairperson recalled that contracting parties at CPM-12 pledged to contact their country representatives in order to gather support for the endorsement of the IYPH draft resolution by the 40th Session of the FAO Conference.
- [18] The IPPC Secretary also informed that 100.000 USD will be allocated to IYPH-related activities by the IPPC-China Project under the Framework of SSC Programme.
- [19] The IYPH Steering Committee:
- (1) *Noted* the development made on IYPH at CPM-12.
 - (2) *Requested* the IPPC Secretariat to initiate the development of a task force to analyse the IPPC Secretariat needs in view of its broader involvement in IYPH 2020 activities and planning.

7. Planning of IYPH Side Event at FAO Conference

- [20] The Chairperson informed that the IPPC Secretariat and the government of Finland are planning to hold a side event at the upcoming 40th Session of the FAO Conference. The IPPC Secretariat informed that contacts had been made with the relevant FAO division in charge of the organization of side events at the FAO Conference. The Chairperson also informed that the Permanent Representation of Finland to the UN Agencies in Rome will also organize a reception during the FAO Conference at the presence of the Finnish Ministry of Agriculture and Forestry.
- [21] The IYPH StC suggested to present on IYPH outputs and outcomes adopted at CPM-12 (2017), the IPPC thematic years, UN Sustainable Development Goals referenced to in the new IPPC strategic framework, benefits of international standards (example of avocado industry in Mexico), elements of trade facilitation agreement, ePhyto, showing that the IPPC is essential and it is moving ahead, and will be instrumental to achieve UN SDGs.
- [22] Several members mentioned that a video should be prepared on the basis of the one prepared for CPM-12, including data and figures and focused on the importance of plant health towards food security, trade facilitation, environmental protection, climate change and conservation of nature.
- [23] The IYPH StC requested the IPPC Secretariat to email IPPC contracting parties to gather photos on plant health and food security and to contact the FAO OCC, sharing the video prepared for CPM-12 by 21st April, and agreed that the video should be ready by 15 June. The IPPC Secretariat and the IYPH StC Working Group on Communications and Partnerships will be working on developing this new video.³
- [24] The IYPH StC discussed the need to consider regional balance of speakers. One member recalled that this year's FAO Conference theme is climate change, therefore some links to this theme should be done. Several members recognized that whatever we do, we need to tell a story (e.g. bring some case studies like *Xylella fastidiosa* or *Tuta absoluta*, or stories about climate change in Africa or highlighting the fact that plants are what our food is made of).

³ Input on video projected at the meeting: <http://www.hungrypests.com/> and <https://www.youtube.com/watch?v=5npdIwZqYwk>.

[25] After thorough discussion, the IYPH StC decided to invite the following speakers for the side event at the FAO Conference: Ren WANG (FAO Assistant-Director-General) for welcome remarks; Kimmo TIILIKAINEN (Minister of Agriculture of Finland) for introductory remarks; Ralf LOPIAN (IYPH StC Chairperson), presenting on IYPH importance and planning; Robin WALL-KIMMERER (Professor of Environmental Science at State University of New York), presenting on plant health and climate change, with link to UN Sustainable Development Goals; Viliami KAMI (IPPC Contact Point for Tonga), presenting on climate change and the value of plants for humanity; Ron CAMPBELL (Mexican Hass Avocado Importers Association), presenting on use of IPPC standards, plant health and trade facilitation benefits. Other ideas for stakeholders included a representative of the International Seeds Federation and the Agri-Food Network as the CFS Private Sector Mechanism.

[26] The IPPC Secretariat was requested to prepare and disseminate invitations for the side event.

[27] One member suggested that targeted factsheets should also be prepared. One member asked to create a pin to be distributed at the side event. Another member stressed the need to work on gathering data about plant health and climate change.

[28] The IYPH StC:

- (1) *Agreed* to the principles on the side event: it should be interesting, telling a story, with differentiated speakers, including stakeholders; the main focus should be on plant health and climate change, but there should also be links to food security and trade facilitation.
- (2) *Agreed* to the list of invited speakers to the FAO Conference side event and assigned responsibilities to make initial contacts with them.
- (3) *Agreed* to prepare a pin, a physical booth and a video to be developed with the support of FAO OCC.

8. Report of Working Group on Communication and Partnerships

[29] Communications Strategy: The IYPH Communications Strategy and Social Media Strategy were not reviewed at this meeting, but were considered as basis for the development of an IYPH Communications Work Plan.

[30] Communications Work Plan: The IYPH StC agreed that the overall objective of the IYPH Communications Work Plan is to develop an effective media strategy to rally support for the proclamation of IYPH 2020. As per social media accounts, the IYPH StC considered whether to create new accounts or make use of IPPC/FAO ones, and concluded that as of now, the IPPC accounts can be used, with a need for branding IYPH-related content (e.g. through the development of a hashtag and slogan). Editorial calendars will be developed and implemented by the IYPH StC. The IYPH StC Communication and Partnerships Working Group has been tasked to identify relevant audiences for different communication targets and tools. The IPPC Secretariat was asked to make appropriated changes to the IYPH web page, including updating the map with new IYPH StC contacts and the chronology of events, to copy IYPH-related articles to the page and to investigate solutions for a more impactful page, including posting a video on why people should care and a Twitter box.

[31] The IYPH StC:

- (1) *Agreed* to the attached Communication Work Plan (Annex 3).

[32] Partnerships: current list and plans: The IYPH StC decided to focus their next meeting on partnerships, adjourning its discussion on the matter once the FAO Conference has endorsed the IYPH draft resolution.

[33] The IYPH StC:

- (1) *Agreed* to discuss this matter at their next meeting.

9. Report of Working Group on Finances

- [34] The Chairperson recalled that no financial strategy for IYPH has been developed yet, as the IYPH StC deemed premature to develop one. Nevertheless, the IYPH StC discussed ideas to develop a financial plan and resource mobilization strategy.
- [35] One member noted the CPM-12 report on contributions and relevant allocations to IYPH, but highlighted the need to demonstrate the need for additional resources. He considered that to address any potential donor there is a need to develop a work plan costing out the different activities that are currently not funded.
- [36] The IPPC Secretary noted the need to support IYPH-related activities (e.g. in 2020 Ministerial CPM, advocacy material and tools) and IPPC Secretariat resources supporting these activities. The Chairperson noted that a way to sponsor IPPC activities could include paying the IPP Secretariat staff through projects (e.g. certain countries might be willing to fund a staff member organizing a congress on Plant Health).
- [37] One member noted that there is a need to define priorities and allocate relevant resources, as soliciting funds is more efficient with specified activities and outcomes. Another member reminded that the intention of the Communications Work Plan is to cost out resources needed to implement the various activities. One member also noted the need to differentiate activities at the global, regional and national level. Another idea was to include a donors section in the IYPH website, listing all contributors to IYPH. It was noted that contributors, especially from the private sector, should also be involved in the decision-making process, taking part in the IYPH StC.
- [38] One member raised the point of coordinating regional and national level activities related to IYPH, in order to align these with IYPH planned activities. He highlighted that to cooperate with other relevant international organizations, early communication is important to incorporate the budget into their financial planning.
- [39] The IYPH StC discussed to post the Communications Work Plan costing out all activities in the donor's page in order to allow for targeted contributions. The IYPH StC also noted the fact that there are cost-free activities that can be undertaken to support IYPH, including presentations at conferences and information exchange (e.g. International Conference on Plant Pathology, where a presentation will be held on IYPH in 2018).
- [40] Another member mentioned the possibility to approach potential donors like the United Nations Foundation and international development banks. One member suggested to include practical information in the presentations delivered at the planned conferences on how to contribute and relevant contacts. One member pledged to contact the relevant secretariats on lessons learned from previous international years.
- [41] The Chairperson also presented the decision by the CPM Financial Committee that funds allocated to IYPH should only be spent towards IYPH-related activities and can be carried over towards 2020. The IYPH StC requested the Chairperson and lead for the IYPH Working Group on Finance to develop a work plan and budget specific to IYPH, to be reported to the IYPH StC.
- [42] The Chairperson also suggested to explore possibilities for joint requests for funding by the IPPC Secretariat and RPPOs.
- [43] The IYPH StC:
- (1) *Decided* to incorporate stakeholders on the IYPH as soon as possible, in order to get their input and recognize potential financial contributions.
 - (2) *Requested* the IPPC Secretariat to include a donors section on the IPPC website, listing all contributions to IYPH.

- (3) *Requested* the Chairperson and lead for the IYPH Working Group on Finance to develop a work plan and budget specific to IYPH, to be reported to the IYPH StC.
- (4) *Decided* to further analyse lessons learned from previous years with regard to financial planning, resource mobilization and reporting.
- (5) *Decided* to include a session on how to contribute in the general presentations to be used at the planned conferences.

10. IYPH 2020 Programme Development

- [44] The IYPH StC agreed to develop a detailed programme for IYPH 2020 after the endorsement by the FAO Conference.
- [45] Some preliminary discussions were made on the IYPH 2020 programme development. It was noted that RPPOs are already promoting the IYPH at the national level. One member noted that it would be preferable to include stakeholders also in the programme development process. Another member presented the possibility to include the ePhyto Industry Advisory Group in the discussions, and agreed to include an agenda point on IYPH at their next meeting. One member raised concerns over including industry representatives at an early stage, when a definite programme has not been developed yet.
- [46] The IYPH StC discussed the idea to develop a list of topics that could be promoted at the national, regional and global level in order to coordinate messages and activities on IYPH and avoid inconsistencies or incorrect messages. With regard to the global level, it was suggested that the process should take into account parameters on economic and social impacts on a number of countries.
- [47] One member expressed doubts over the need to develop a list of activities that would be suited for regional or for global activities, but it was clarified that the reason for a list of topics is to ensure that the message is clear and consistent, but the methodologies should be different.
- [48] The IYPH StC noted the need to establish criteria for supporting IYPH events, and agreed to refer to the CPM-agreed definition of Plant Health and to the IPPC Strategic Framework 2020-2030, including reference to the IPPC mission and vision and the UN SDGs.
- [49] The IYPH StC discussed possible ideas for the IYPH programme development. The NAPPO representative informed that a call for project proposals will be issued in June 2017 and, if approved, it will trigger the creation a group of experts from each member country, including industry representatives, in charge to develop ideas related to possible IYPH activities.
- [50] One member also recalled that in 2016 the IPPC Regional Workshop for the Caribbean developed a list of activities, which will be compiled by the IPPC Secretariat.
- [51] The IPPC Annual Themes were also recalled as crucial areas for the IYPH programme development, in addition to “Plant Health and Climate Change”, UN SDGs, and also FAO themes including gender, smallholder farmers and nutrition. Some members also suggested to associate plant health and human health, and reminded that human existence actually depends on plants. Other IYPH StC members suggested that the link should be rather made over the social and environmental impacts of plant pests. One member also advised to explore possibilities to connect with Codex Alimentarius and OIE to broaden the IYPH message.
- [52] The IYPH StC decided to further explore the issue of impacts of plant health and human health, and agreed to initiate a forum discussion on the topic to be concluded by end of June 2017.
- [53] The IYPH StC members agreed to ask NPPOs in their region about what activities they would envisage for IYPH at the national, regional and global level; they also decided that answers should be compiled regionally and shared with the IYPH StC and IPPC Secretariat by September 2016.
- [54] The IYPH StC:

- (1) *Agreed* that the messages conveyed with regard to the IYPH programme development should be consistent with and focused on the IYPH scope.
- (2) *Agreed* that: i) major development areas for the IYPH will be: the IPPC Annual Themes and the applicable UN SDGs including climate change; ii) other areas will include nutrition and gender; iii) the opportunity to include the topic of plant health's impact on human health will also be explored.
- (3) *Pledged* to contact NPPOs on a regional basis to collect ideas for possible IYPH activities and to compile them by September 2017 for further discussion by the IYPH StC.

11. Any Other Business

- [55] The Caribbean member pledged to explore the possibility to identify a champion in his region to propose the establishment of an International Day of Plant Health.
- [56] The next meeting of the IYPH StC is planned from 8 to 10 November 2017 in Rome.
- [57] The Chairperson closed the meeting, thanking all members for their active participation, innovative thinking and positive contribution.

Appendix 01 – Agenda

AGENDA ITEM	DOCUMENT NO.	PRESENTER
1. Opening of the meeting		
1.1 Welcome by the IPPC Secretariat and Ministry of Agriculture, Food and Rural Affairs of the Republic of Korea	---	Xia / Yim
2. Adoption of the Agenda	01_StC_2017_Apr	Lopian
3. Administrative Matters		
3.1 Documents List	02_StC_2017_Apr	Montuori
3.2 Participants List	03_StC_2017_Apr	Montuori
3.3 Membership List	Link to the membership list	Montuori
3.4 Local Information	Link to the CPM-12 local information	Montuori
4. Report on the current status of activities to declare the IYPH 2020		
	Verbal Update	Lopian
5. Review of First IYPH Steering Committee meeting's action list		
	Action list (Appendix 3 of First IYPH StC Report)	Fedchock
6. Follow-up to CPM-12 decisions on resourcing and work priorities		
	Discussion	Fedchock / All
7. Planning of IYPH side event at FAO Conference		
7.1 Programme		Lopian / Montuori
7.2 Speakers		
8. Report of Working Group on Communication and Partnerships		
8.1 Communications Strategy (including social media)		Anselm / All
8.2 Communications Plan (upcoming events and activities)		
8.3 Partnerships: current list and plans		
9. Report of Working Group on Finances		
9.1 Discussion on draft financial strategy and budget	Discussion	Nagano / all
10. IYPH 2020 programme development		
10.1 Planning process	Discussion	All
10.2 Thematic areas		
11. Other business		

Appendix 02 – Participants list

Region	Name	Email address	Status
Africa ✓	Abdoulaye Moussa ABDERAMAN Director, Ministry of Agriculture Direction of Plant Protection and Packaging Tel: +235 66325252 CHAD	charafa2009@gmail.com	Africa Alternate
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Europe ✓	Ms Christine HERMENING Federal Ministry of Food and Agriculture (BMEL) Division 513 – Plant Health and Phytosanitary Affairs in Export Rochusstrasse 1 53123 Bonn Phone: 0049 228-99 529-4484 GERMANY	Christine.Hermening@bmel.bund.de	Europe Alternate
Latin America and Caribbean ✓	Mr Álvaro SEPÚLVEDA LUQUE Encargado Temas Agrícolas Multilaterales DPAF División Protección Agrícola y Forestal Servicio Agrícola y Ganadero Av. Presidente Bulnes 140 Santiago de Chile Phone: (+56) 2 2345 1454 CHILE	alvaro.sepulveda@sag.gob.cl	Latin America and Caribbean Member

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Appendix 03 – Communications Work Plan

Outcomes and Outputs	Activity	Timeline	Activity description	Resources	Responsibility	Indicators
Overall objective	An effective Communications Plan to rally support for the proclamation of the IYPH 2020 is developed and implemented					
Outcome 1	Media Plan developed and initially implemented by the end of 2017			Tot. first phase (until end of 2017): 13.000 USD	IYPH StC / IPPC Secretariat	The Media Strategy is developed and functional.
Output 1	Use current IPPC Twitter account, develop and launch new IYPH Twitter account	Starting April 2017	1.1 Use IPPC Twitter account to promote IYPH-related content. 1.2 Discuss the benefits and challenges of establishing separate IYPH social media accounts (from the IPPC account). 1.3 Develop a check list of relevant Twitter users and identify potential followers. 1.4 Identify targets and indicators. 1.5 Develop a social media posting calendar.	IPPC Secretariat costs (with current resources). 500 USD to promote Tweets until end of 2017.	IPPC Secretariat (Mirko Montuori / Craig Fedchock) / IYPH StC Chairperson / Pauline Eid (French and Arabic news), Alvaro Sepúlveda (Spanish), Jingyuan Xia (Chinese), Olga Lavrentjeva (Russian).	1.1 IPPC Twitter account is used. 1.2 Online forum on benefits of IYPH account is established and used. 1.3 Check list is developed. 1.4 Targets and indicators are identified (including number of retweets and likes and number of visitors to IYPH web page compared to 2016 and 2017). 1.5 Social media posting calendar is developed.
		Starting November 2017	1.6 Implement social media posting calendar.	IPPC Secretariat resources (costs, lead and financing to be identified).	IYPH StC and IPPC Secretariat.	1.6 Social media posting calendar is followed and reports are analysed.

		Starting October 2018	<p>1.7 Establish IYPH account.</p> <p>1.8 Identify new targets and indicators, and measure account's success.</p> <p>1.9 Develop new social media posting calendar.</p>	<p>IPPC Secretariat resources (costs, lead and financing to be identified).</p> <p>1.000 USD to promote Tweets in 2018.</p>	YYPH StC and IPPC Secretariat.	<p>1.7 IYPH account is established.</p> <p>1.8 New targets and indicators are identified and later measured (including number of retweets and likes and number of visitors to IYPH web page compared to 2016 and 2017).</p> <p>1.9 New social media posting calendar is developed.</p>
		2019	<p>1.10 Implement new calendar and expand audience.</p> <p>1.11 Promote communications material and other social networking activities.</p>	<p>IPPC Secretariat resources (costs, lead and financing to be identified).</p> <p>1.000 USD to promote Tweets in 2019.</p>	YYPH StC and IPPC Secretariat.	<p>1.10 Report on implementation and review of indicators.</p> <p>1.11 Number of communication materials and report on activities.</p>
Output 2	Use current IPPC Facebook account, develop and launch new IYPH Facebook account	Starting April 2017	<p>2.1 Use IPPC Facebook account to promote IYPH-related content.</p> <p>2.2 Discuss the benefits and challenges of establishing separate IYPH social media accounts (from the IPPC account).</p> <p>2.3 Develop a check list of relevant Facebook pages and identify potential followers.</p> <p>2.4 Identify targets and indicators.</p> <p>2.5 Develop a social media posting calendar.</p>	<p>IPPC Secretariat costs (with current resources).</p> <p>500 USD to boost posts until end of 2017.</p>	IPPC Secretariat (Mirko Montuori / Craig Fedchock) / IYPH StC Chairperson / Pauline (French and Arabic news), Alvaro (Spanish), Xia (Chinese), Olga (Russian).	<p>2.1 IPPC Facebook account is used.</p> <p>2.2 Online forum on benefits of IYPH account is established and used.</p> <p>2.3 Check list is developed.</p> <p>2.4 Targets and indicators are identified (including number of fans and likes and number of visitors to IYPH web page compared to 2016 and 2017).</p> <p>2.5 Social media posting calendar is developed.</p>

		Starting May 2017	2.6 Implement social media posting calendar	IPPC Secretariat resources (costs, lead and financing to be identified).	IPPC Secretariat / IYPH StC.	2.6 Social media posting calendar is followed and reports are analysed.
		Starting October 2018	2.7 Establish new page and brand it. 2.8 Evaluate page efficiency. 2.9 Develop new social media posting calendar.		IPPC Secretariat / IYPH StC.	2.7 New Facebook page with logo is available. 2.8 Targets are measured (including number of fans and likes and number of visitors to IYPH web page compared to 2016 and 2017). 2.9 New social media posting calendar is developed.
		2019	2.10 Implement new calendar, create Facebook page and expand audience. 2.11 Promote communications material and other social networking activities.		1.000 USD to boost posts in 2018. 1.000 USD to boost posts in 2019.	IPPC Secretariat / IYPH StC.
Output 3	Develop and launch LinkedIn group (IYPH Promotion, later IYPH)	By end of May 2017	3.1 Establish group. 3.2 Develop a check list of relevant professionals and organizations on LinkedIn and identify potential contributors. 3.3 Develop and implement social media posting calendar (post one news per week).	IPPC Secretariat costs (with current resources).	IPPC Secretariat (Mirko/Craig) / IYPH StC Chairperson / Pauline (French and Arabic news), Alvaro (Spanish), Xia (Chinese), Olga (Russian).	3.1 LinkedIn group is accessible to audience (stakeholders). 3.2 Copy of check list produced and made available to IYPH StC members. 3.3 Social media posting calendar is developed.
		By end of 2017	3.4 Evaluate group efficiency. 3.5 Adjust plan, develop and implement new social media posting calendar.	IPPC Secretariat resources (costs, lead and financing to be identified).	IPPC Secretariat / IYPH StC.	3.4 Report on Number of group members, likes, shares, and comments. 3.5 Copy of adjusted plan and social media posting calendar available.

		By 2018 UN General Assembly	3.6 Implement adjusted plan and expand audience. 3.7 Promote communications material and other social networking activities.	IPPC Secretariat resources (costs, lead and financing to be identified).	IPPC Secretariat / IYPH StC.	3.6 Report on implementation and review of indicators. 3.7 Number of communication materials and report on activities.	
Output 4	Develop and launch IYPH Instagram account	By end of 2018	4.1 Establish account. 4.2 Follow relevant profiles. 4.3 Develop and implement a plan for hashtags.	IPPC Secretariat resources (costs, lead and financing to be identified).	IYPH StC Implementation put on hold until UN General Assembly proclamation.	4.1 IYPH account is established. 4.2 At least 50 relevant profiles are followed. 4.3 Hashtag plan is implemented.	
		2019	4.4 Define and measure account's success. 4.5 Adjust plan, develop and use new hashtags for photos.			IPPC Secretariat / IYPH StC.	4.4 Report on implementation and review of indicators. 4.5 New plan implemented.
		By end of 2019	4.6 Implement adjusted plan and expand audience.			IPPC Secretariat / IYPH StC.	4.6 At least 500 users follow the account.
Output 5	Use current IPPC YouTube account, develop and launch new IYPH YouTube account	By September 2017	5.1 Use IPPC YouTube channel to promote IYPH-related content. 5.2 Subscribe to other relevant channels. 5.3 Develop and implement a plan for videos (IYPH promotion).	IPPC Secretariat costs (with current resources). 12.000 USD for editing and publishing of one video and for webcast of side event.	IYPH StC.	5.1 and 5.3: One IYPH-related video is posted on IPPC YouTube channel; IYPH side event at FAO Conference is webcast and posted on IPPC YouTube channel too. 5.2 IPPC YouTube channel subscribed to 30 relevant channels.	

		By July 2018	5.4 Define and measure account's success. 5.5 Adjust plan, develop new videos.	IPPC Secretariat resources (costs, lead and financing to be identified). 5.000 USD for editing of one video.	IPPC Secretariat / IYPH StC.	5.4 Report on implementation and review of indicators. 5.5 New plan implemented.
		By end of 2018	5.6 Establish IYPH account. 5.7 Implement adjusted plan, rename account and expand audience.	IPPC Secretariat resources (costs, lead and financing to be identified).	IPPC Secretariat / IYPH StC.	5.6 IYPH account is established. 5.7 At least 500 users follow the account.
Output 6	Involve traditional media such as TVs and radios	2018 to 2020	6.1 Develop TV and radio ads and material. 6.2 Develop editorials, op-eds and articles for magazines and newspapers. 6.3 TED Talk in 2020?	IPPC Secretariat resources (costs, lead and financing to be identified). Travel costs (to be identified).	To be investigated at a later stage.	6.1 At least one TV and one radio interview conducted on IYPH. 6.2 At least one article published on national on international media on IYPH. 6.3 A TED Talk is (co)organized (depending on budget).
Outcome 2	IYPH Communications Strategy implemented			Tot. first phase (until end of 2017): 18.000 USD	IYPH StC / IPPC Secretariat	Increased awareness and dissemination of information about the IYPH.
Output 7	Develop IYPH promotion "Tool-kit"	From April to July 2017	7.1 Develop new PowerPoint presentation on IYPH 2020 for NPPOs and RPPOs and for IPPC Regional Workshops. 7.2 Develop generic IYPH 2020 briefing memo to NPPOs.	IPPC Secretariat and IYPH StC Chairperson costs (with	IYPH StC Chairperson to update PPTs, FAQs and briefing memo and generic	7.1 New PowerPoint presentation is available on IYPH web page by end of May 2017. 7.2 Memo to NPPOs is available on IYPH web page

			<p>7.3 Develop briefing papers for FAO meetings.</p> <p>7.4 Continuously update the chronology of all IYPH 2020 developments.</p> <p>7.5 Update the IYPH FAQs.</p> <p>7.6 Update advocacy material on IYPH web page.</p> <p>7.7 Develop generic press releases (one prior to and one after the FAO Conference addressed to NPPOs for their national press, plus mention of IYPH in FAO Conference news and connection with Biodiversity Liaison Group and CABI).</p> <p>7.8 Develop the generic request to national FAO authorities.</p>	<p>current resources).</p>	<p>request to FAO national authorities.</p> <p>IPPC Secretariat constantly updating Chronology and posting press releases (include in FAO Conference news).</p> <p>IPPC Secretariat to develop press releases and involve relevant stakeholders.</p> <p>IYPH StC to update advocacy material.</p>	<p>by end of May 2017.</p> <p>7.3 Documents for FAO meetings are prepared on time.</p> <p>7.4 Last updated version of the chronology is available on IYPH web page.</p> <p>7.5 Updated IYPH FAQs is available on IYPH web page by end of May 2017.</p> <p>7.6 Advocacy material on IYPH web page is up-to-date.</p> <p>7.7 Generic press release is available by FAO Conference in July 2017.</p> <p>7.8 Generic request to national FAO authorities is prepared and shared as appropriate by FAO Conference in July 2017.</p>
		<p>By 30 January 2018</p>	<p>7.9 Develop Factsheet: Plant Health and Food Security (by end of 2017).</p> <p>7.10 Develop Factsheet: Plant Health and Trade Facilitation (by end of 2017).</p> <p>7.11 Develop Factsheet: Plant Health and Environmental Protection (by 1 January 2018).</p> <p>7.12 Continue to update the chronology of all IYPH 2020 developments.</p>	<p>18.000 USD for factsheets (6.000 USD per factsheet), translation to be done as in-kind.</p>	<p>IPPC Secretariat to develop factsheets (PRA project on phytosanitary.info page including material on plant health and other issues).</p>	<p>7.9 to 7.12: Factsheets are developed in accordance with plan.</p>
		<p>By end of 2018</p>	<p>7.13 Factsheet: Plant Health and Capacity Development.</p>	<p>6.000 USD for factsheet, translation to</p>	<p>IPPC Secretariat.</p>	<p>7.13: Factsheet is developed in accordance with plan.</p>

				be done as in-kind.		
Output 8	Update IYPH web page on the IPP	Starting 2016	8.1 Continuously improve IYPH web page design and operation	IPPC Secretariat costs (with current resources).	IPPC Secretariat / IYPH StC.	8.1 IYPH web page includes all relevant IYPH information and is up-to-date.
		Starting 2016	8.2 Populate IYPH web page	IPPC Secretariat costs (with current resources).	IPPC Secretariat / IYPH StC.	8.2 IYPH web page includes all relevant IYPH information and is up-to-date.
Output 9	Evaluate the progress of the communications strategy at each IYPH StC meeting	By end of 2017	9.1 Develop social media strategy and plan.	IPPC Secretariat costs (with current resources).	IPPC Secretariat / IYPH StC.	9.1 See indicators under outcome 1.
		Starting 2017	9.2 Implement social media plan.	IPPC Secretariat resources (costs, lead and financing to be identified).	IPPC Secretariat / IYPH StC.	9.2 See indicators under outcome 1.
Output 10	Promote IYPH 2020 amongst RPPOs (this includes collecting feedback on national/regional activities)	April to August 2017	10.1 Deliver presentations to governing bodies of: IAPSC (to be done in April 2017 in Egypt by Abdoulaye Abderaman, Chad), CPHD/CAHFSA (to be done in July 2017 in the Dominican Republic by Ryan Anselm), NEPPO (done in October 2016, to be re-done in August 2017 by Pauline Eid).	In-kind (or through national budgets).	IYPH StC.	10.1 Presentations are held according to schedule.
		From September 2017 to 2018	10.2 Deliver presentations to governing bodies of: EPPO (done by Ralf Lopian in 2016, to be done again in September 2017 in Turkey by Ralf Lopian, including one-day workshop on IYPH), NAPPO (done by Kyu-ock Yim in 2015, by John Greifer in 2016, to be done by Ralf Lopian	In-kind (or through national budgets).	IYPH StC.	10.2 Presentations are held according to schedule.

			in Mexico in October 2017), APPPC (to be done in November 2017 in New Zealand by Kyu-ock Yim), COSAVE (to be done in December 2017 by Alvaro Sepúlveda), PPPO (to be done in 2018 by Viliami Kami), OIRSA (to be checked), CAN (to be checked).			
Output 11	Hold FAO Information meetings on IYPH 2020	Starting May 2017	11.1 Coordinate and hold meetings with FAO Divisions/Departments with substantive interest in IYPH: e.g. Forestry Department, AGP, EMPRES.	IPPC Secretariat costs (with current resources).	IPPC Secretariat.	11.1 At least one meeting per year is held in FAO with non-IPPC department/divisions.
Output 12	Promote IYPH 2020 amongst other International Organizations	By July 2017	12.1 Hold unofficial consultations with: WTO/SPS, CBD, STDF and WCO.	IPPC Secretariat costs (with current resources).	IYPH StC Chairperson (SPS, CBD, STDF), IPPC Secretariat (Craig) for WCO.	12.1 Consultations are held in accordance with schedule.
		Starting September 2017	12.2 Categorize IYPH partners and officially approach them.	IPPC Secretariat resources (costs, lead and financing to be identified). Travel costs (to be identified).	IPPC Secretariat / IYPH StC.	12.2 Potential IYPH partners are identified; at least 10 of them are contacted by UN General Assembly in 2018.
Output 13	Translate major publications into FAO languages	Starting June 2017	13.1 Translate IYPH advocacy material into FAO official languages.	In-kind (costs to be determined)	IYPH StC, volunteer RPPOs and NPPOs.	13.1 At least 50% of all IYPH advocacy material is translated into FAO languages.
Output 14	Develop IYPH 2020 logo through a competition	From October 2018 to March 2019	14.1 Initiate and conclude IYPH 2020 logo competition.	FAO/IPPC Secretariat resources (costs, lead and financing	IPPC Secretariat / IYPH StC.	14.1 IYPH 2020 logo competition initiated and concluded.

				to be identified).		
Output 15	Identify and approach Special Ambassadors for IYPH 2020	From October 2018 to March 2019	15.1 Identify potential Special Ambassadors. 15.2 Approach Special Ambassadors through FAO.	FAO/IPPC Secretariat resources (costs, lead and financing to be identified).	IPPC Secretariat / IYPH StC.	15.1 At least one IYPH Special Ambassador is nominated.
Output 16	Develop "Tool-kit" for NPPOs	From June 2018 to June 2019	16.1 Develop guidelines for organizing national or regional meetings. 16.2 Develop communication material for national media. 16.3 Develop background material of the IYPH 2020 programme. 16.4 Develop background material on planned outputs of the IYPH 2020. 16.5 Develop IYPH App.	IPPC Secretariat resources (costs, lead and financing to be identified).	IPPC Secretariat / IYPH StC.	16.1 Guidelines on organizing national or regional meetings are established by IYPH StC. 16.2 At least one is available on IYPH web page. 16.3 At least two IYPH advocacy resources are posted on IYPH web page.