



Food and Agriculture
Organization of the
United Nations



International
Plant Protection
Convention



INTERNATIONAL YEAR OF
PLANT HEALTH

2020

PROTECTING PLANTS,
PROTECTING LIFE

**HOW TO PROMOTE THE IYPH
GLOBALLY, REGIONALLY
AND NATIONALLY**

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www.fao.org/plant-health-2020

Overall objective of IYPH

The overall objective of the International Year of Plant Health (IYPH) 2020 is to raise the awareness of the public and political decision makers at the global, regional and national levels about plant health's contribution to achieving the UN sustainable development goals, in particular:

- ending hunger
- reducing poverty
- protecting the environment
- boosting safe trade and economic development





Promotion of IYPH globally (activities)

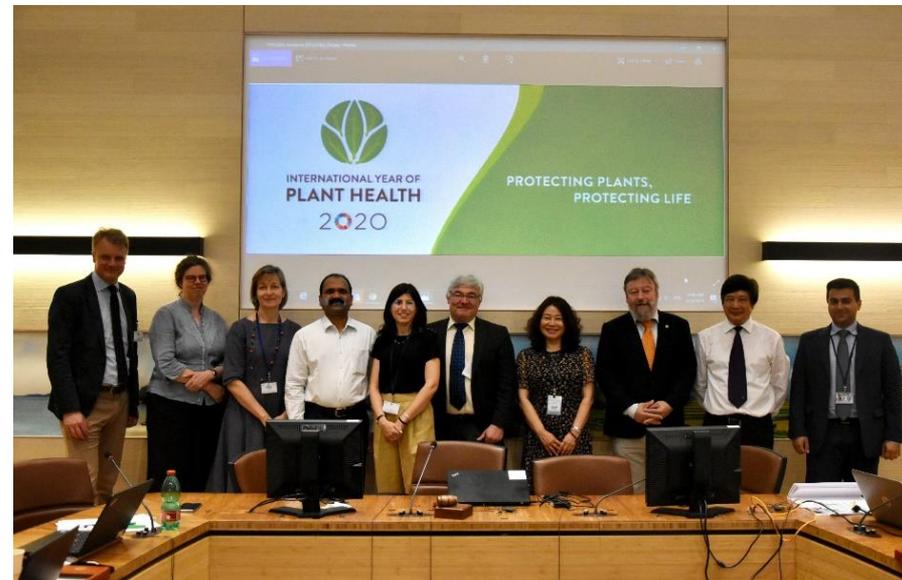
- 2 December 2019: **IYPH launch event** in Rome
- December 2019: **IYPH launch event** in New York
- Dec. 2019 – June. 2020: **IYPH photo competition**
- 30 March – 3 April 2020: **CPM-15** in Rome
(Ministerial segment/declaration on 2 April 2020)
- 5-8 October 2020: **International Conference on Plant Health** in Helsinki
- 16 October 2020: **World Food Day** focused on Plant Health (tbc)
- January 2021: **IYPH closing event** in Rome





Promotion of IYPH globally (organization)

- May 2019: FAO established an **International Year of Plant Health International Steering Committee (IYPH ISC)**.
- Composed of FAO members from 7 regions, IPPC community representatives, relevant partners, and supported by the IYPH Secretariat (FAO/IPPC).
- Main tasks: develop action plan, oversee IYPH activities, communications and resource mobilization.





Promotion of IYPH globally (communications)

- **IYPH website** with access to information, resources, key facts.
 - **Communications toolkit** and **get started guide** with ideas for taking action.
 - **IYPH logo** in six languages and visual identity guidelines.
 - **IYPH brochure**, flyer, factsheet and other publications.
 - **Calendar of events** at the global, regional and national level.
 - Files for creating **gadgets** such as IYPH mugs, bags, caps, etc.
 - Ready to use **social media materials** – use the hash tag **#PlantHealth**.
 - Children's **activity book (if funded)**.
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- All resources will be available on the IYPH website: www.fao.org/plant-health-2020
 - If you have questions or need materials in other languages write to iypth@fao.org





Promotion of IYPH globally (communications)



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AÑO INTERNACIONAL DE LA
SANIDAD VEGETAL

2020



ANNÉE INTERNATIONALE DE LA
SANTÉ DES VÉGÉTAUX

2020

IYPH visual identity guidelines:

<https://bit.ly/2KKxPnU>

For **IYPH logos**, write to:

iyph@fao.org



السنة الدولية
للسنة النباتية

2020



МЕЖДУНАРОДНЫЙ ГОД ОХРАНЫ
ЗДОРОВЬЯ РАСТЕНИЙ

2020



国际植物健康年

2020





Promotion of IYPH globally (communications)





Promotion of IYPH regionally (activities)

RPPOs will work closely with NPPOs and take the lead in regional level activities such as:

- Organizing regional **conferences** in 2020.
- Organizing regional **workshops** on plant health-related themes.
- Establishing regional **capacity development programmes** on emerging pests.
- Liaising with FAO Regional Offices to organize side events at **FAO Regional Conferences** in 2020.
- Liaising with **regional institutions** in relevant fields to include plant health in their agendas.

- Example: the **44th NAPPO Annual Meeting in 2020** will be hosted by Mexico and have a strong focus on IYPH.





Promotion of IYPH regionally (organization)

RPPOs will work closely with NPPOs and coordinate activities at the regional level by:

- Setting up regional **IYPH coordination committees.**
 - Establishing **communication experts groups** on IYPH.
 - Coordinating regional **workshops and initiatives.**
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- Example: **NAPPO Expert Group on IYPH**, composed of communication subject matter experts from Canada, Mexico and USA.



Promotion of IYPH regionally (communications)

RPPOs will work closely with NPPOs and take the lead in regional level communications such as:

- Implementing **public information campaigns** – e.g. about the importance of considering risks when carrying plants and plant products across borders.
- Developing **regional videos and communication materials**.
- Coordinating regional **exhibitions and initiatives**.
- Example: funding a “**Plant health bus**” to carry IYPH-related messages and materials around the region.



Promotion of IYPH nationally (activities)

NPPOs will take the lead in promoting the IYPH. Are you ready?

- Organize **launch events** to raise awareness and promote plant health.
- Organize **a national plant health day**.
- Organize **national IYPH conferences and events** such as **parades, marches, musical shows, fundraising events such as Telethon**.
- Organize **scientific meetings and congresses**.
- **Planting trees** and caring for them.
- Organize **open door days and stands** in gardens, nurseries and agricultural schools
- Invest in education (create an **educational dossier** on plant health for primary and secondary schools, plant health fellowships, citizen science).
- Be sure to tell us about your activities so we can add them to the IYPH calendar!

- Example: **National Plant Protection Conference and Open House of the Department of Agriculture in Thailand**.



Promotion of IYPH nationally (organization)

NPPOs will take the lead in promoting the IYPH. Are you ready?

- Establish **national steering committees**.
- Conduct **Task force preparatory meetings** in preparation for the IYPH.
- Propose **Memoranda of Understanding** between relevant agencies such as Customs Department, Airports Authority, Port Authority, Post Offices, logistics providers and online suppliers, etc.
- Example: the NPPO of Belgium has established an ad-hoc **inter-ministerial working group** to coordinate IYPH 2020 initiatives but also to investigate new and improved collaboration between competent national authorities in plant health at all levels.



Promotion of IYPH nationally (communications)

NPPOs will take the lead in promoting the IYPH. Are you ready?

- Set up a **national IYPH website**.
- Involve **national celebrities**.
- Produce **IYPH Banners** on metros, buses, taxis, and at airports and seaports.
- Produce IYPH national **stamp, coin, pin and jingle in local languages**.
- Develop and produce IYPH **communication materials in local languages** based on resource files provided by IYPH Secretariat (e.g. get started, brochure, poster, gadgets, videos).
- Create a **calendar** of national events and share it with the IYPH Secretariat.
- Organize **monthly campaigns** around **native plants**.
- Promote articles in **airline magazines** and include texts in **tickets** about the risks of bringing plants and plant products
- Example: Belgium is developing a **two-euro coin** with the IYPH visual identity.





Promotion of IYPH by other stakeholders

ACADEMIA

- Adopt plant health curricula and establish fellowships.
- Organize conferences on emerging plant health topics.
- Open calls and awards for advanced students in the field or best essay on the subject.
- Invite IPPC and FAO experts to give lessons, training and lectures.

CIVIL SOCIETY

- Take concrete actions to secure plant health daily.
- Be aware of plant health risks when travelling.
- Take part in IYPH initiatives and be active online to spread the IYPH messages.
- Support development of materials for children and teenagers.

PRIVATE SECTOR

- Use IYPH visual identity guidelines properly and actively.
- Produce and distribute IYPH gadget and comms materials.
- Integrate IYPH key messages in their communication strategies and organize activities to involve their communities.
- Promote environmental friendly products and practices in relation to the year.





Work with Partners to be more effective

- Focus on IYPH at **partner initiatives and events** (including setting up booths and side events).
- Collaborate with **academia** and research programmes.
- Run **educational programmes** (with schools and theatres).
- Work with media partners to set up a **forum on plant protection**.
- Share IYPH information on partner **websites** and **newsletters**.
- **Invite the IPPC Secretariat and partners** to participate in relevant meetings.
- Contribute to **funding** IYPH-related activities at all levels.





Resources

- Planned expenses for global activities in 2020: **857 000 USD**
- Gap to be filled (considering all pledged contributions as granted): **449 000 USD**
- How to fill the gap?
 - Consider sending contributions (financial, programme, in-kind)
 - Mobilize resources nationally and regionally





Keep us informed about your activities!

- On social media, use the hashtag **#PlantHealth** and **#IYPH2020**
- **Add your event to the IYPH Calendar**
 - Visit the IYPH calendar
(<https://www.ippc.int/en/iypch/chronology/list/2/>)
 - Submit your IYPH event
 - Or write us at IYPH@fao.org





OPEN DISCUSSION:

How will you take action to
**make the IYPH a success at
global, regional and national
level?**





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Contact us

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