



Food and Agriculture  
Organization of the  
United Nations



International  
Plant Protection  
Convention



INTERNATIONAL YEAR OF  
**PLANT HEALTH**

2020

**COMMUNICATION  
GUIDE**

**PROTECTING PLANTS,  
PROTECTING LIFE**

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# COMMUNICATION GUIDE

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# 1 INTERNATIONAL YEAR OF PLANT HEALTH (IYPH-2020)

## 1.1 THE INTERNATIONAL YEAR OF PLANT HEALTH (IYPH)

In December 2018, the United Nations (UN) General Assembly declared 2020 as the International Year of Plant Health (IYPH). The year is a once-in-a-lifetime opportunity to raise global awareness on how protecting plant health can help end hunger, reduce poverty, protect the environment, and boost economic development.

### INSTITUTIONAL BACKGROUND

In April 2016, the Commission on Phytosanitary Measures (CPM) of the International Plant Protection Convention (IPPC) adopted the first formal initiative to declare 2020 as the International Year of Plant Health.

After the approval of the IYPH resolution by the Fortieth Session of the FAO Conference in July 2017, the Director-General of the Food and Agriculture Organization of the United Nations (FAO) informed the UN Secretary-General that the FAO Conference had adopted the following resolution: “2020 to be declared the International Year on Plant Health” and requested that the resolution be presented at the following session of the United Nations General Assembly (UNGA).

In December 2018, the UNGA declared 2020 the International Year of Plant Health with a unanimous vote and mandated FAO, in collaboration with the IPPC, to facilitate its implementation. In June 2019, FAO and the IPPC established an IYPH International Steering Committee, composed of representatives from the seven FAO Regions and divisions, the private sector and civil society.

## 1.2 THE INTERNATIONAL YEAR OF PLANT HEALTH AROUND THE WORLD

Several key global events are planned to celebrate the International Year of Plant Health in 2020:

- Launch of the International Year of Plant Health  
2 December 2019, FAO headquarters, Rome, Italy
- Opening of the International Year of Plant Health  
Early 2020, UN headquarters, New York City, United States of America
- Fifteenth Session of the Commission on Phytosanitary Measures (CPM) of the International Plant Protection Convention (IPPC)  
30 March to 3 April 2020, FAO headquarters, Rome, Italy
- International Plant Health Conference on “Protecting Plant Health in a Changing World”  
5–8 October 2020, Paasitorni Conference Centre, Helsinki, Finland
- Closing of the International Year of Plant Health  
20 December 2020, FAO headquarters, Rome, Italy.

Many other events will take place throughout the year and a detailed list can be found at this location: [www.fao.org/plant-health-2020](http://www.fao.org/plant-health-2020)

**“PROTECTING PLANTS,  
PROTECTING LIFE”**

## **2** COMMUNICATING THE INTERNATIONAL YEAR OF PLANT HEALTH (IYPH-2020)

### **2.1 SLOGAN**

**حماية النباتات حماية للحياة**

**保护植物, 保护生命**

**PROTECTING PLANTS, PROTECTING LIFE**

**PROTÉGER LES PLANTES, PROTÉGER LA VIE**

**ЗАЩИТИМ РАСТЕНИЯ – СОХРАНИМ ЖИЗНЬ**

**PROTEGER LAS PLANTAS, PROTEGER LA VIDA**

## 2.2 THEME

Plants are the source of the air we breathe and most of the food we eat, yet we often do not pay enough attention to keeping them healthy. This can have devastating results. FAO estimates that up to **40 percent of food crops are lost to plant pests and diseases** annually. This leaves millions of people without enough food to eat and seriously damages agriculture – the primary source of income for rural poor communities.

Plant health is increasingly under threat. **Climate change** and human activities have altered ecosystems, reducing biodiversity and creating **new niches where pests can thrive**. At the same time, international **travel and trade, which** have tripled in volume in the last decade, can **quickly spread pests and diseases** around the world, causing great damage to native plants and the environment.

As with human health, **protecting plants** from pests and diseases is far **more cost-effective** than dealing with full-blown emergencies. Plant pests and diseases are often impossible to eradicate once they have established themselves and managing them is time consuming and expensive. Prevention is critical to avoid the devastating impact of pests and diseases on agriculture, livelihoods and food security.

The IYPH 2020 emphasizes **prevention and protection**. Everyone has a role to play. For example, **travellers** must be careful when taking plants and plant products with them. People in the transportation industries need to make sure ships, airplanes, trucks and trains do not carry plant pests and diseases into new areas. **Governments** should increase their support to national and regional plant protection organizations that are the first line of defence.

We can both prevent plant pests and diseases, and tackle them, in **environmentally friendly** ways – such as through integrated pest management. This ecosystem approach combines different management strategies and practices to grow healthy crops while minimizing the use of pesticides. Avoiding poisonous substances when dealing with pests not only protects the environment, it also protects pollinators, natural pest enemies, beneficial organisms and the people and animals who depend on plants.

## QUICK FACTS

### Plants are life

Plants make up 80% of the food we eat and produce 98% of the oxygen we breathe.

### Economic benefits

The annual value of trade in agricultural products has grown almost three-fold over the past decade, largely in emerging economies and developing countries, reaching USD 1.7 trillion.

### A growing demand

FAO estimates that agricultural production must rise about 60% by 2050 in order to feed a larger and generally richer population.

### Pest destruction

Plant pests are responsible for losses of up to 40% percent of food crops globally, and for trade losses in agricultural products worth over USD 220 billion each year.

### Climate impacts

Climate change threatens to reduce not only the quantity of crops, lowering yields, but also the nutritious value. Rising temperatures also mean that more plant pests are appearing earlier and in places where they were never seen before.

### Beneficial bugs

Beneficial insects are vital for plant health - for pollination, pest control, soil health, nutrient recycling – and yet, insect abundance has fallen 80% in the last 25-30 years.

### Hungry pests

One million locusts can eat about one tonne of food a day, and the largest swarms can consume over 100 000 tonnes each day, or enough to feed tens of thousands of people for one year.



## 2.3 KEY MESSAGES

Below is the list of key messages that should be communicated for the IYPH 2020.

### 1. **Keep plants healthy to achieve Zero Hunger and the UN Sustainable Development Goals.**

Plants make up 80 percent of the food we eat. Yet they are under constant attack from pests and diseases, which destroy from 20 to 40 percent of food crops every year. This leaves millions of people without enough food to eat, has a negative impact on rural poor communities' main source of income, and results in both yield and trade losses. Policies and actions to promote plant health are fundamental for reaching the Sustainable Development Goals, in particular those aimed at eliminating hunger and malnutrition and reducing poverty and threats to the environment.

**2. Be careful when bringing plants and plant products across borders.** Be cautious when taking plants or plant products when travelling and always ensure that these products meet phytosanitary requirements. This helps reduce the spread of plant pests and diseases, which can seriously damage national food security, the environment and economies. Be careful when ordering plants and plant products online, or through postal services, since packages can easily bypass regular phytosanitary controls.

**3. Make trading in plants and plant products safe by complying with international plant-health standards.** Many countries depend on trading plants and plant products to sustain their economies. Yet trade can increase the risk of plant pests and diseases spreading, and seriously damage plants and biodiversity. To make trade safe, it is important to implement international plant-health standards and norms, such as those developed by the International Plant Protection Convention (IPPC) and FAO. This reduces the negative impact of pests and pesticides on human health, economies and the environment. It also makes it easier to prevent and control the spread of pests and diseases without setting up unnecessary barriers to trade.

**4. Keep plants healthy while protecting the environment.** Climate change and human actions have altered ecosystems and created new niches where plant pests and diseases can thrive. This poses a threat to the environment and, indeed, pests and diseases are one of the main drivers of biodiversity loss. When combatting pests and diseases, farmers should adopt, and policymakers should encourage the use of, environmentally friendly methods such as integrated pest management.

**5. Invest in plant-health capacity development, research and outreach.** Governments, legislators and policymakers should empower plant protection organizations and other relevant institutions, and provide them with adequate human and financial resources. They should also invest more in plant-health related research and outreach, as well as innovative practices and technologies.

### 6. **Strengthen monitoring and early warning systems to protect plants and plant health.**

Policymakers and governments should ensure that their decisions are based on sound preparation and data. Regularly monitoring plants, and receiving early warning information about emerging threats, helps governments, agricultural officers and farmers take preventive and adaptive measures to keep plants healthy.

## 2.4 TAKE ACTION

A set of actions has been developed for various sectors with the aim to pay more attention to keeping plants healthy. This list is not exhaustive: if you come up with additional actions, we would love to hear about them! FAO Offices are encouraged to focus their events around taking actions. See section 4 on how to feature your My ACTIONS human-interest stories on digital platforms, at events and exhibitions worldwide.

**The general public** should be aware of the risks involved in bringing plants and plant products – which may have pests and diseases – across borders. They should be careful when ordering plants and plant products through channels such as e-commerce and postal services that can easily bypass regular phytosanitary controls.

**Media professionals** can use their channels to help deliver plant-health information, including in local languages, to the broadest possible audience.

**School children** should learn that plants can get “sick” and about environmentally friendly ways of keeping plants healthy without resorting to harmful pesticides. They can warn their family about the risks of travelling with plants and plant products.

**Farmers** can prevent the spread of pests by using only certified pest-free seeds and seedlings, and by regularly monitoring and reporting the occurrence of pests on their farms. They should adopt environmentally friendly pest-management practices – including those based on biological approaches that do not kill pollinators, or beneficial insects and organisms.

**Non-governmental Organizations (NGOs) and cooperatives** that work directly with farmers need to share best practices for preventing and managing pests, and provide farmers with practical support in implementing these practices. They can coordinate actions among different plant-health stakeholders, especially at the local level.

**Governments, policymakers and legislators** need to prioritize plant health and protection, particularly policies and legislation related to preventing pest outbreaks, promoting environmentally friendly pest-management practices, monitoring and reporting, and facilitating safe trade. They should empower national and regional plant protection organizations by providing them with adequate human and financial resources.

**Donors** need to be regularly informed about opportunities for investing in new and existing plant-health initiatives and technologies.

**The private sector** should promote environmentally friendly products and practices and invest more in research and development related to plant health.

**The transportation and trade sectors** should implement international standards, enforce existing phytosanitary legislation, contribute to the International Plant Protection Convention (IPPC) standard setting process and be aware of innovative technologies such as electronic phytosanitary certificates (ePhytos).

## 2.5 VISUAL IDENTITY

To increase the impact of IYPH 2020 celebrations, we ask you and all IYPH partners to use the visual identity as much as possible in all your activities and events.

To help you get started, we have prepared **two guides on how to use the IYPH 2020 visual identity**:

- The [Guidelines for the use of the IYPH 2020 visual identity and waiver of liability](#) give detailed instructions on how to use the IYPH logo and who may use it.
- The [Visual identity guidelines for graphic designers](#) give precise instructions on branding, use of the logo for different materials, and tips for inserting the logos of partners working with you on joint activities and events.
- **Do you need the visual identity in other languages?** We can also work with you to create different language versions of the visual identity.

If you have any questions, write to us at [IYPH@fao.org](mailto:IYPH@fao.org). Our graphic design team can advise you on any additional issues you may have when using the visual identity, from logo arrangements to different format requirements (size or layout). To help with your events, we have also prepared **banners, posters, PowerPoint templates** and other materials that are fully customizable. They are available in the [IYPH workspace](#).



FIGURE 1: VISUAL IDENTITY

## IYPH 2020 WEB AND SOCIAL MEDIA BANNERS

The IYPH 2020 web and social media banners and buttons can be used to promote the year on different platforms. This is an important tool for reinforcing IYPH 2020 brand and recalling FAO and IPPC as the organizations leading the efforts to protect plants. The banners are available on the IYPH workspace.



FIGURE 2: WEB BANNER

# 3 INTERNATIONAL YEAR OF PLANT HEALTH PHOTO CONTEST

## BACKGROUND

You can help global efforts to monitor the spread of pests. Whether you're a professional or an amateur, we are calling for your support to take part in the [IYPH 2020 photo contest](#). Winning photos will be showcased on the FAO IYPH website and exhibited at FAO headquarters and at events around the world.

Healthy plants are a critical resource because of the many ways they support life on Earth. They are the source of the air we breathe, most of the food we eat and natural protectors of the environment.

We're calling on people from all over the world to submit photos that illustrate their idea of healthy or unhealthy plants.

## CATEGORIES

**Photos can be submitted to the following categories:**

### 1. Unhealthy plants

We want you to send us photographs of pests attacking plants in your area, or to show us the damage being caused. Pests are defined as any species, strain or type of plant, animal or pathogen that damage plants or plant products. They include insects, virus, bacteria, nematodes and invasive plants.

### 2. Healthy plants – Custodians of our air, food and environment

Send us photographs that capture the natural beauty of plants and reflect their importance as the source of the air we breathe, our food and as protectors of our environment.

Take a photo and submit it with a short description by filling out the form provided.

**Two winners in each category will be selected by our jury and announced in July 2020.**

## HOW CAN I TAKE PART?

The Contest is open to both amateur and professional photographers, who have reached the age of 18 at the time of entering the contest and upon acceptance of terms and conditions.

Anyone above 18 years of age can submit photos that meet the terms and conditions. The deadline for entries is 15 June 2020.



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BRACKEN

- Participation is free of charge.
- The entry period will begin at 18:00 (CEST) on Monday 2 December 2019 and will close at 18:00 (CEST) on Monday 15 June 2020.
- The competition is divided into two categories: healthy plants and unhealthy plants.
- Each participant may submit up to five photos.
- File size: Minimum pixel width 3 000 pixels at 150 dpi; Maximum size is 5 MB; Jpg format.
- Use an online form completing each of the compulsory fields: name, surname, email, title and caption of the photograph, plant name and short description (for the first category) / plant name along with name and short description of the pest affecting the plant, if applicable (for the second category), location and date when photo was taken. Further description is optional.
- Photos should not contain any dates or text. Please read the detailed terms and conditions below before submitting any photos.

## PRIZES

Two prizes will be awarded for each category: 1) Healthy Plants, and 2) Unhealthy Plants

**First Prize:** the winner of each category will be invited to an important plant health event such as the International Plant Health Conference in Helsinki or an event at FAO headquarters (e.g. World Food Day) in 2020. All travel expenses will be covered. He or she will also receive a certificate.

**Second Prize:** An IPPC related photo mission in liaison with the IPPC contact and/or FAO office in closest proximity to the town or country where the winner resides. He or she will also receive a certificate.

Honorable mention and people's choice: 10 honorable mentions (five per category) and a people's choice award (voted by social media users) will receive a certificate.

Winning photographs and photographers will be featured on FAO, IYPH and National Geographic Italia websites and social media channels.

## ELIGIBILITY

- Anyone above 18 years old and meeting the terms and conditions can participate.
- FAO employees and their immediate family members (spouses, parents, children, siblings and their respective spouses, regardless of where they live) or persons living in the same households of such employees, whether or not related, are not eligible to enter the contest. The IPPC Secretariat will determine eligibility at its sole discretion.
- Entrants can only submit to the contest original works for which they are the sole creator and copyright holder.
- Photographs should not have dates or text on top of the image.
- Each entrant can send up to five photographs.
- All photographs should be in jpeg or jpg format.
- Photos should be as high resolution as possible, with a minimum of 3000 pixels in width.
- When completing the IYPH photography contest online form, participants provide their personal information, email and address.
- Information including a caption describing the contents within the frame written as complete sentences, the date and place the photo was taken, and the name of the photographer must be entered on the entry website when uploading the images.
- Entrants should also add the metadata information to the IPTC fields within the images (description, location, date photo was taken, name of photographer).
- The content of an image must not be altered (adding, moving or eliminating elements within a frame, for example, is not allowed), but basic image retouching is permitted (contrast, brightness, etc.).
- Entrants must accept the legal conditions described on the entry form when submitting a photo.

# 4 MY ACTIONS - HUMAN-INTEREST STORIES

We are calling on FAO Representations to identify human-interest stories linked to plant health to be published on the IYPH and FAO websites and digital channels; and to be used in events, exhibitions and for pitching to global media.

We need your help to identify stories that show:

- **someone who has contributed to plant health** (a farmer, public or private sector employee, student, etc.);
- the **damage caused by plant pests and diseases** – to help people understand the gravity of these problems and, where possible, to show what actions can be taken to address them; or
- **how plant health can help end hunger, reduce poverty, protect the environment, or boost economic development.**

Your story could be about a farmer, a teacher, or someone who works in the private sector. It could be about someone working in local government, a civil-society organization, a university, FAO or another UN agency. The story could also be about an ordinary citizen engaged in travel or trade, or someone whose work deals with plants or plant products in any way.

We need one or two human-interest or beneficiary stories. The story should include some information on the **project or programme** in question, **key facts and figures**, and be plus at least **three high-resolution photos**, sample interview questions, a template for the story and photo caption instructions are included in [My Story-Call for human-interest story](#) document. Please use the [template](#) provided there.

The deadline for submission is **15 February 2020**.



# 5 COMMUNICATIONS TOOLKIT

## 5.1 WHAT IS THE IYPH WORKSPACE?

The [International Year of Plant Health \(IYPH\) workspace](#) contains a wide range of digital and print-ready communication materials to help you, and your partners, promote the IYPH 2020. These materials are available in all FAO official languages and we can work with you to **customize them into your national language**.

If you have any problems accessing the files, contact us at [IYPH@fao.org](mailto:IYPH@fao.org)

## 5.2 POSTER

The IYPH poster can be downloaded from the [IYPH workspace](#). The standard measurement is 700 X 500 cm, with both horizontal and vertical formats available, but other measurements can be provided by the IYPH Team if you write to [IYPH@fao.org](mailto:IYPH@fao.org)

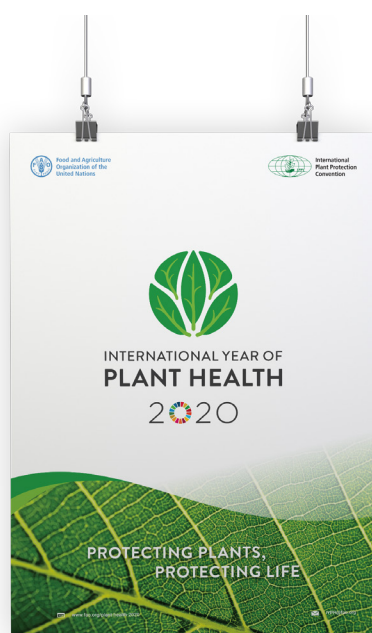


FIGURE 3: POSTER

## 5.3 IYPH ACTIONS

Governments, farmers, academia, the private sector, civil society and the general public may find a number of actions in the [IYPH workspace](#) and also in Annex 1 to this Guide, "Take action for #PlantHealth during the #IYPH2020 and beyond".

## 5.4 BROCHURE

The IYPH brochure is a short publication to facilitate local printing and reduce costs (square format: 210 x 210 mm). It summarises FAO and IPPC's work with countries and other partners to achieve plant health and encourage concrete actions to protect healthy plants from plant pests and diseases.

The brochure can be downloaded in all UN Official languages from the [IYPH workspace](#)



FIGURE 4: BROCHURE

## 5.5 CHILDREN'S ACTIVITY BOOK

The IYPH list of publications includes an issue of the Children's Activity Book series with educational tools for teachers, students and anyone who wishes to learn more about plant health. It is currently under development and will be released in early 2020. Stay tuned!

## 5.6 WEBSITE & WEB BANNERS

The [IYPH 2020 website](#) is action-oriented and provides useful information to help you promote the year. Its resource section provides links to a wide range of communications materials, which can be customized to your needs. The "My story" section contains first-person stories that you can reuse in your own campaigns.

Be sure to **add all your IYPH-related events** to the [website's events section](#) and keep track of what is happening near you. To add your event, fill in the form at (<http://www.fao.org/plant-health-2020/events>) or contact [IYPH@fao.org](mailto:IYPH@fao.org)

You can download the IYPH [web banners and backdrops](#) in six languages from the [IYPH workspace](#).

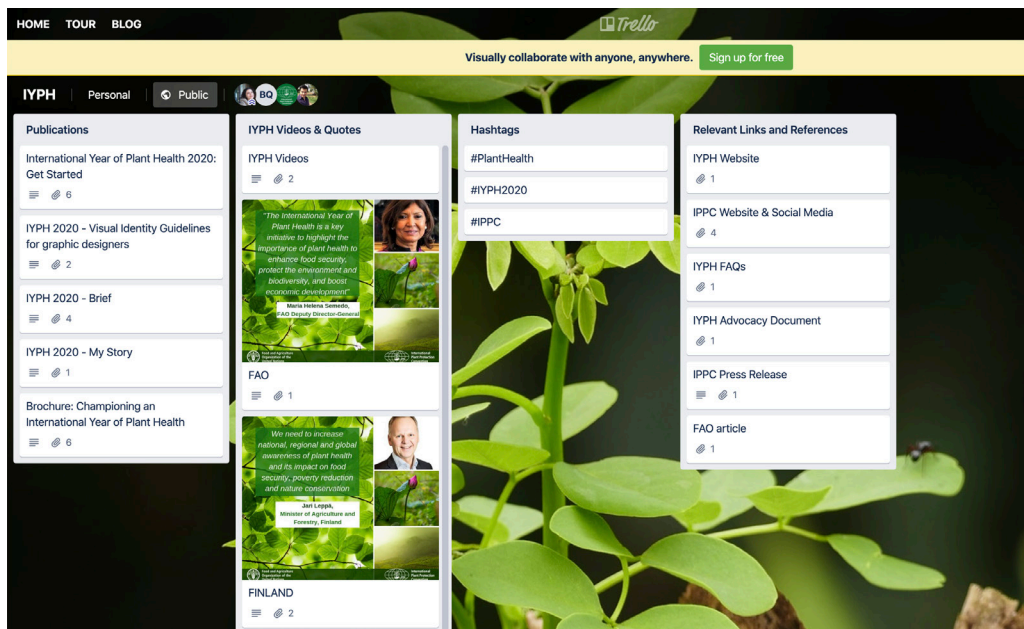
Standard sizes are:

- Horizontal IYPH 2020 web banner (450x90 px)
- Vertical IYPH 2020 web banner (120x160 px) or (210x210 px)

Contact us at [IYPH@fao.org](mailto:IYPH@fao.org) if you need another size or language.

## SOCIAL MEDIA TRELLO BOARD

The [IYPH Trello board](#) contains a set of graphics that can be used on social media to promote IYPH, including the poster and illustrations from the Activity book. See [section 6.4](#) for some suggestions on how to promote IYPH on your social media channels



## 5.7 BACKDROP/BANNER FOR MEETINGS OR EVENTS

Graphics for the local printing of a [banner or backdrop](#) (3.0 x 2.0 m) and (3.0m x 1.0m) for IYPH events are provided in the [IYPH workspace](#). To help with your events, we have also provided adaptations of the visual as event invitations and simple roll-up banners in the [IYPH workspace](#).

FIGURES 5&6: BANNERS



## 5.8 PROMOTIONAL VIDEO

A 1 minute [promotional video](#) is available for use in all activities related to the IYPH2020. A 30-second advertisement will be available in December 2019 (first in English and then in the six UN languages). We would encourage FAO offices and partners to approach TV stations, online media, public transport partners and other large outdoor screen coordinators before 2020, using material already available for IYPH considering that many TV stations require up to six months notice in advance of the actual screening time in January. You can also ask the IYPH team to provide the IYPH promo video in additional languages. Please write to us as soon as possible, with a brief description of the outreach potential in this extra language. We would only ask for your support with the translation and final check.

[\[www.fao.org/plant-health-2020\]](http://www.fao.org/plant-health-2020)

## 5.9 GADGETS AND PROMOTIONAL ITEMS

The [IYPH workspace](#) provides graphics for the local printing or production of:

- t-shirts
- caps
- mugs
- bags.



FIGURE 7: CAP



FIGURE 8: MUG



FIGURE 9: T-SHIRT



FIGURE 10: TOTE BAG



FIGURE 11: LANYARD

# 6 HOW TO PARTICIPATE

SHARE YOUR  
ACTIVITIES WITH US  
HERE

## 6.1 PLAN YOUR EVENT OR OUTREACH ACTIVITY

If you want to organize an IYPH event or outreach activity, we can give you a range of materials and tips on how to plan it. We have promotional materials in several languages – posters, a brochure, event banner and web – all of which are downloadable from the IYPH workspace and described in the previous section.

The International Year of Plant Health involves many actors, who can engage with the IYPH through a variety of events at national, regional and global level. You could decide to promote plant health through a high-level panel discussion, roundtable, lecture, exhibition or a sports or cultural event such as a musical or theatrical performance, depending on your audience.

Remember to tell us about your IYPH events or efforts to promote the global campaign by using the dedicated online form or writing to [IYPH@fao.org](mailto:IYPH@fao.org). Photograph and/or record your event and send us your best photos so we can feature them in an [IYPH Flickr Album](#). All high-resolution photos should be accompanied by photo credits and information about the event so we can publish them.

**Remember to use the IYPH visual identity as much as possible in your events and activities!**

## ORGANIZE AN IYPH 2020 EVENT

Start planning your IYPH 2020 activity aimed at the general public - marathons, concerts, shows, farmer forums, festivals, fairs or tree planting ceremonies. You could also host a public lecture, panel or round table with government officials, educators, scientists, farmers and private sector representatives. A set of information materials, to give your event more impact, is available for download in the Communications Toolkit.



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## JOIN THE IYPH 2020 PHOTO CONTEST

You can help global efforts to monitor the spread of pests. Whether you're a professional or an amateur, we are calling for your support to photograph pests that are attacking plants in your area. Winning photos will be showcased on the FAO IYPH website and exhibited at FAO headquarters and at events around the world. Stay tuned for more details about the launch in early 2020.



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## FEATURE YOUR STORY IN THE IYPH CAMPAIGN

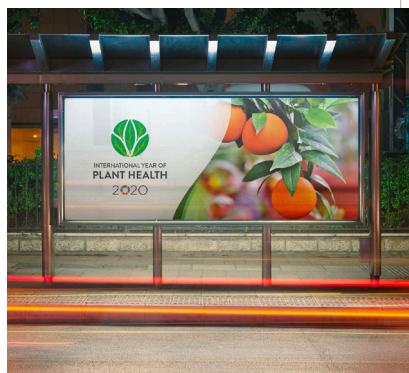
You can help global efforts to monitor the spread of pests. Whether you're a professional or an amateur, we are calling for your support to photograph pests that are attacking plants in your area. Winning photos will be showcased on the FAO IYPH website and exhibited at FAO headquarters and at events around the world. Stay tuned for more details about the launch in early 2020.



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## BRING THE IYPH TO YOUR TOWN OR CITY, AIRPORT AND SEAPORT

If you are a municipality, outdoor advertiser, air and seaport authority, or transportation company, you can show your support for IYPH 2020 and call for action by advertising our products - poster, banner or promo video - on billboards, in airports, ferry ports, on buses or trams, in city subways, cinemas and more. Contact us if you have special requirements and we will be happy to help.



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## ENCOURAGE YOUTH TO TAKE ACTION

Educators, you can include plant health in lesson plans or in your calendar of youth activities for 2020. Stay tuned as we prepare to launch the IYPH Activity Book which will be available for download from the communications toolkit in early 2020. This material can educate youth about the importance of plant health and how they can take simple actions to help keep plants safe. They can find out more about the strong links between plant health, environmental protection and climate change - all topics that will affect their future!



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## CALLING ON MEDIA PROFESSIONALS AND INFLUENCERS

We are counting on media professionals and influencers to spread IYPH messages widely and draw attention to plant health issues. Help us to spread the word on social media, talk shows, discussion panels, media briefings and on radio or TV call-in shows.



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## 6.2 PARTNERSHIPS

The global impact of the IYPH would not be possible without a network of strategic partnerships. These partnerships involve reciprocal promotion and the sharing of communication resources, all with the aim of reaching out to a broader audience.

The IYPH partners come from a wide range of areas: media, private sector companies, start-ups and small NGOs, civil-society organizations, the public sector or even individuals. The campaign benefits all involved – partners help us to broaden the FAO and IPPC community's audience while they display their support for this global initiative on plant health.

Examples of reciprocal promotion could be:

- co-marketing of an event, through FAO and the partner's marketing channels;
- branding of an event or a specific company product with the IYPH visual identity or exchange of logos or visual identities on key communication materials by both partners (for example, a national version of the IYPH brochure with a partner's logo or adding the logo of a partner to the IYPH promo video aired in a specific country/region);
- featuring the partner's brand on the corporate IYPH website;
- promotion of the promo video, radio public-service announcement, IYPH banner, posters, etc.;
- development or printing of communication material using the IYPH visual identity; and
- cooperation on social media (i.e. reposting messages, retweeting, engaging influencers to further promote the messages, etc.).

Cities, regions, private transport companies, TV networks or private businesses may be interested in demonstrating their support to the IYPH 2020 by promoting the visual or promo video on TV, city billboards, metro, trams and buses, nationwide train networks, at shopping centres and other recreational areas, or in airports.

If marketing efforts can be increased through pro bono agreements in your country or region, the IYPH Secretariat would be happy to hear about your ideas or achievements. The Secretariat can offer graphic support or produce materials in additional languages to facilitate your partnerships.

It is often necessary, in certain countries, to liaise with governments or municipalities when seeking to carry out outdoor advertising. The IYPH Secretariat will target some cities asking them to place the IYPH visual in high-visibility areas and offering the opportunity to display their commitment to plant health by adding their city crest to the IYPH visual.

Share your events with us and we will feature it on the [IYPH 2020 website](#). Fill the [form here](#).



## 6.3 TRADITIONAL MEDIA OUTREACH

### Media outreach in the lead up to IYPH 2020

In addition to promoting the IYPH Photo Contest with national and regional media contacts, you can also share IYPH information and materials on a regular basis and inform the media about **events and activities that are set to be organized** locally in 2020.

IYPH is a good opportunity to highlight Plant Health success stories and promote results at national or regional level. You can pitch **story ideas including the human-interest stories on plant health** (see section 4) to media contacts.

Media coverage as a result of media [field visits](#) or the pitching of stories could significantly build public interest in events organized by FAO Representations in 2020. In some cases, it may be possible to invite FAO Goodwill Ambassadors or newly nominated Plant Health Champions to join field visits so that they can speak about plant health with more authority and better knowledge during your IYPH events (GWA visits should always be coordinated with the Regional Communications Officer and FAO Goodwill Ambassador team at FAO HQ ([GoodwillAmbassadors@fao.org](mailto:GoodwillAmbassadors@fao.org))).

### Media outreach during the International Year of Plant Health

A range of activities can be organized with local media, such as:

- **talk shows** and **discussion panels** with FAO experts
- **press conferences** and **media briefings**
- **radio/TV** call-in shows
- pitching **local spokespeople for interviews** on IYPH.

The involvement of local, regional and international media outlets and their presence at IYPH events and visits to FAO projects are fundamental to a successful global.

## 6.4 DIGITAL OUTREACH

In 2020, on digital channels, FAO wants to raise awareness of the fact that protecting Plant Health help solve major global challenges.

A campaigning website for IYPH 2020 is launched with all information on the year. Through the digital narrative we can once again raise the profile of plant health and call on everyone to start thinking about the collective responsibility to keep plants healthy. Help spread the word on digital channels! Before you start, take a look at section 2.2 on IYPH key messages that you can promote. Include the hashtag **#PlantHealth** when you tweet, post about, promote or share the theme or any of the IYPH materials. You can start now by using the graphics provided on the [IYPH Trello Board](#).

English: : #PlantHealth #IYPH2020

French: #SantéDesVégétaux #IYPH2020

Spanish: #SanidadVegetal #IYPH2020

Arabic: #IYPH2020\_الصحة\_النباتية\_#

Russian: #ЗдоровьяРастений #МГОЗР2020

Chinese: #植物健康#

### List of FAO and IPPC's main social media accounts:

**Facebook:** <https://www.facebook.com/UNFAO> (FAO Corporate account)

<https://www.facebook.com/ippcheadlines/> (IPPC account)

**Twitter:** <https://twitter.com/FAO> (Primary/Corporate account)

<https://twitter.com/FAOKnowledge> (Corporate account)

<https://twitter.com/FAONews> (Corporate account/Media)

<https://twitter.com/ippcnews> (IPPC account)

**LinkedIn:** <https://www.linkedin.com/company/fao> (FAO corporate page)

<https://www.linkedin.com/groups/3175642/> (IPPC group)

**Instagram:** <https://www.instagram.com/fao/>

**YouTube:** <https://www.youtube.com/playlist?list=PLzp5Ngj2-dK4T7GE2fsGujftlxSX1rCTC>

**Weibo:** [https://weibo.com/unfao?refer\\_flag=1005055014](https://weibo.com/unfao?refer_flag=1005055014)

**WeChat:** Search "FAOChina" on WeChat

FAO Social Media Guidelines are available from: <http://www.fao.org/2/socialmedia>. For specific queries related to FAO social media, an email can be sent to [Social-media@fao.org](mailto:Social-media@fao.org).

# 7 USEFUL LINKS

- [International Year of Plant Health website](#)
- [IPPC](#)
- [FAO Plant Production and Protection Division](#)
- [Fall Armyworm](#)
- [Farmer Field Schools](#)
- [Agroecology](#)
- [Pest and Pesticide Management](#)
- [Conservation Agriculture](#)
- [Global Action on Pollination Services](#)
- [Locust and Transboundary Plant Pests and Diseases](#)
- [Plant Genetic Resources for Food and Agriculture](#)
- [Rotterdam Convention](#)
- [Save and Grow](#)
- [Seed Systems](#)
- [Sustainable Agricultural Mechanization](#)
- [Sustainable Crop Production](#)
- [Urban and Peri-urban Agriculture](#)

## PUBLICATIONS

- [IYPH brochure](#)
- [IYPH visual identity guidelines](#)
- [Protecting food security and the environment while facilitating trade](#)
- [Plant health and food security](#)
- [Plant health and trade facilitation](#)
- [Plant health and environmental protection](#)
- [Plant health and capacity development](#)

- [The IPPC ePhyto solution](#)
- [IPPC guide on establishing a national plant protection organization](#)
- [IPPC guide on operation of a national plant protection organization](#)
- [IPPC guide on market access](#)
- [IPPC guide on transit](#)
- [IPPC guide on import verification](#)
- [IPPC guide on export verification](#)
- [IPPC guide on plant pest surveillance](#)
- [IPPC guide on pest risk communication](#)
- [IPPC guide for establishing and maintaining pest free areas](#)

## 8 CONTACTS

The IYPH Secretariat is composed of the following FAO divisions: the Plant Production and Protection Division (AGP), the Partnership Division (PSP), the Office for Corporate Communication (OCC), and the IPPC Secretariat. The team also coordinates the celebration of the IYPH at FAO headquarters and other related activities for global outreach. The IYPH Secretariat is available for regular consultation with country representations and stakeholder groups to help develop and optimize national and regional IYPH campaigns.

Contact for general information: [IYPH@fao.org](mailto:IYPH@fao.org)

# 9 ANNEXES

## **Annex 1 – Take action for #PlantHealth during the #IYPH2020 and beyond**

There are many ways in which governments can protect plant health, thus enhancing food security, protecting the environment, and facilitating trade.

- Align policies and actions with Sustainable Development Goals related to plant health, in particular those aimed at eliminating hunger and malnutrition and reducing poverty and threats to the environment.
- Promote public awareness campaigns on the importance of plant health and what everyone can do to protect plants.
- Invest in plant protection organizations and ensure that they have adequate human and financial resources.
- Invest more in research related to plant health and in innovative practices and technologies, and provide incentives for the private sector and farmers to do so too.
- Ensure that phytosanitary import requirements are based on IPPC standards and are technically justified, consistent with the pest risk involved, represent the least restrictive measures available, and result in the minimum impediment to the international movement of people, commodities and conveyances.
- Enforce plant-health standards and strengthen plant-protection capacity, including by conducting a phytosanitary capacity evaluation (PCE) in collaboration with the IPPC Secretariat.
- Strengthen monitoring and early warning systems to protect plants and plant health.

Private sector businesses have a key role in plant health as they can contribute to the development of global plant-health standards and help implement them. The private sector is also a driver of innovation in the plant-health domain and a key player in the production and protection of plants and plant products.

- Promote environmentally friendly products and practices for preventing and managing pests.
- Make trading and transporting plants and plant products safer by complying with international plant-health standards and legislation.
- Inform clients that transporting plants and plant products may spread plant pests and diseases – sometimes with devastating results.
- Sustain innovative plant-health practices and the use of new technologies to facilitate market access in line with international standards.

Men and women in agriculture are key actors in the protection of plant health. If you are a farmer or work in agribusiness, you can have a direct influence on plants, and help to keep them healthy.

- Prevent the spread of pests by using only certified pest-free seeds and seedlings.
- Regularly monitor and report the occurrence of pests on your farms.

- Adopt environmentally friendly pest-management practices – including those based on biological approaches that do not kill pollinators, or beneficial insects and organisms.
- Take advantage of modern digital technology, mobile apps and software to access information about how to prevent and manage plant pests or diseases or to report outbreaks.
- Plant-health regulations are in place to protect agriculture, forestry and the environment. Therefore, many plants and plant products (e.g. seeds, vegetables, cut flowers) are not allowed to be transported without official authorization. If you intend to transport plants, contact your national plant protection organization beforehand to make sure that you are not infringing these laws.
- Be careful when taking plants and plant products with you when you travel as they may spread plant pests and diseases.
- Be cautious when ordering plants and plant products online or through postal services as small packages can easily bypass regular phytosanitary controls.
- Contribute to the global-awareness campaign on plant health throughout 2020 and beyond.
- Take daily actions to reduce your environmental impact and actively engage in initiatives to protect and manage natural resources.

## **Annex 2 – Institutional Documents on IYPH**

[UNGA Resolution A/RES/73/252](#)

[FAO Fortieth Conference Resolution on IYPH](#)