



# International Plant Protection Convention

## Communications & Capacity Development Challenges

**Craig Fedchock**

Coordinator, IPPC Secretariat

# IPPC Vision

*Protecting the  
world's plant  
resources from  
pests*



## IPPC Communications - Issues

- Communications efforts have historically been limited and weak
- Very little information material available for use with a non-IPPC audience
- FAO corporate support has not been strong
- Communications has been more of a “nice to do”, rather than a “need to do”

# IPPC Communications - Issues

- Lack of a clear IPPC communications message – what do we need to be saying?
- Who is the audience for the message – to whom should we be saying it?
- In the context of ePhyto, more focused messages are needed.

# Needs Assessment

- Conducted in Spring 2014 and identifies three main issues for a work plan:
  - Additional research to identify the best communications channels
  - Identify communication objectives, messages and audiences, and
  - Redesign the website

# IPPC Responses to Needs Assessment

- Communications work plan being drafted for CPM 10 (2015) approval
- Communications professional recently added to the staff on a part time basis
- IPPC Website being redesigned, in the testing phase
- Pilot Annual Report welcomed by CPM

# Specific Capacity Development Challenges

- At the Secretariat level, insufficient material available for non-IPPC audiences
  - This means explaining IPPC-related issues and concerns for an NPPO is more of a challenge, and not just for developing countries
  - This also means limited ability for awareness raising – the first step in getting and sustaining resources for NPPOs

# ePhtyo Capacity Development Challenges

- Energy issues – a 24/7 system requires 24/7 power to communicate
- 24/7 web access, not just power but adequate internet access is needed
- Adequate technology tools – computers, hand held devices?
- Training needs and adequate personnel





# We are working on that too...

- Secretariat is focused on building an ePhyto tool for everyone that is universally accessible, but not mandatory
- Secretariat is seeking resources to develop, build and maintain an ePhyto hub – proposal for the WTO STDF
- The Secretariat is engaging experts across the board – developing and developed countries alike



# What else?

- As possible users:
  - What are challenges you are facing in your country to move to ePhyto?
  - If it gets built and is totally accessible, would you use it?
  - Any suggestions for the steering group or Secretariat?

And as always,

Thank you!!

