



INTERNATIONAL YEAR OF PLANT HEALTH

2020

GET STARTED

Plants are the source of the oxygen we breathe, and ultimately of all the food we eat so we must keep them healthy. The United Nations has thus declared 2020 as the International Year of Plant Health. 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. It will also highlight the vital role of national and regional plant health organizations in protecting plants from deadly pests and diseases.

Events will be organized around the world to celebrate the International Year of Plant Health year and **this guide will give you tips** on what you can do to help.

PROTECTING PLANTS, PROTECTING LIFE



CALLS TO ACTION

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 avoid 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. **Schoolchildren** 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 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, and beneficial insects and organisms.

NGOs and cooperatives that work directly with farmers need to raise their awareness of best practices for preventing and managing pests; and provide them with practical support in implementing these practices. They can coordinate actions among different plant health stakeholders especially at the local level.

Governments, policy makers and legislators need to prioritize plant health and protection, particularly policies and legislation related to the 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 phytosanitary research and development (R&D). 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 ePhytos.

Plant health in numbers

- Plants make up **80%** of the **food** we eat and produce **98%** of the **oxygen** we breathe
- **Plant pests** are responsible for the loss of up to **40%** of global food crops, and for trade losses exceeding **USD 220** billion in agricultural products annually
- 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**.
- FAO estimates that **agricultural production** must rise by about **60%** by 2050 in order to feed a larger and generally richer population.



HOW TO PARTICIPATE



Make a #PlantHealth commitment

Everyone can contribute to plant health. Get people talking about #PlantHealth and #IYPH2020 on social media in the lead up to the International Year by posting interesting plant health facts on your channels. These will soon be available on our website and social media channels.



Join the IYPH Photo Contest

Start practicing for the IYPH Photo Contest, set to launch in December 2019, and use your photography skills to promote plant health! The deadline for the contest will be announced shortly and professionals and amateurs alike are encouraged to join! Winning photos, with your name in the credits, will be showcased on the FAO IYPH website and exhibited at FAO headquarters and events around the world.



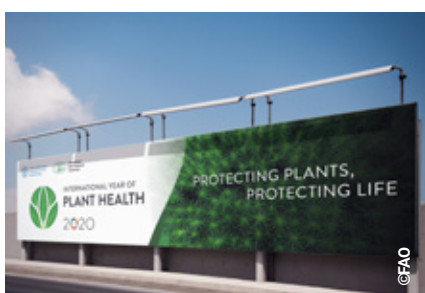
Organize an IYPH event

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 roundtable with government officials, educators, scientists, farmers and private sector representatives. A photo package and set of information materials, to give your event more impact, will be available for download on the IYPH website.



Feature your story in the IYPH campaign

Stories are a vital part of the IYPH campaign and we are looking for stories from government and private sector representatives, teachers, students, travelers, traders, farmers, foresters and citizens from all walks of life. Plant health affects everyone! Read the MY STORY brief and use the template provided to submit your story. A selection of stories will be featured online and at events and exhibits worldwide. Your story will help make the case for plant health!



Bring IYPH to your town or city, airports and seaports

You may want to start approaching municipalities, outdoor advertisers, air and sea port authorities, or transportation companies to discuss the possibility of displaying IYPH products - such as the poster, banner or promo video we will be providing - on billboards, in airports, ferry ports, on buses or trams, in city subways, cinemas and more. FAO offices have worked successfully with public and private companies on similar campaigns, mostly on a pro-bono basis.





Young people: save the plants, save the planet!

Include plant health in your lesson plans or calendar of youth activities for 2020 and stay tuned as we prepare to launch the IYPH Activity Book which will be available for download in early 2020. Schools or youth centres can use this material to educate youth about the importance of plant health and show 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!



Engage the media

Media professionals have the expertise and pull to spread IYPH messages widely and draw attention to plant health issues. Use your media contacts to start spreading the word about the IYPH on talk shows, discussion panels, at press conferences, media briefings and in radio or TV call-in shows. Tell them about the IYPH photo contest, set to launch in December 2019, and share ideas with the IYPH team on where you can place IYPH multimedia material. You could even organize a plant health media workshop where journalists have a chance to meet and make contact with plant protection officers, scientists, researchers, etc. We are preparing a “Plant Health for Media Professionals” brief to introduce them to the topic.



Add the IYPH button to your web page

Update your web page with the IYPH button (this will soon be available in six languages) and link it to the IYPH 2020 website. Ask your partners to do the same!

Key messages – International Year of Plant Health (IYPH) 2020

1. It is risky to bring plants and plant products across borders as this may spread plant pests and diseases.
2. Make trading in plants and plant products safe without setting up unnecessary barriers.
3. Keep plants healthy to protect the environment and biodiversity.
4. Protect, manage and restore terrestrial and marine environments to keep plants healthy.
5. Invest in plant health organizations and phytosanitary research and development.
6. Healthy plants are crucial for ending hunger and achieving the Sustainable Development Goals.
7. The Food and Agriculture Organization of the United Nations (FAO) and the International Plant Protection Convention (IPPC) provide guidance and lead global efforts to ensure plant health.



COMMUNICATION MATERIALS

IYPH workspace

Products will be available in six official FAO languages at the [IYPH workspace](#). The workspace is designed to be shared easily with external partners. A schedule of when new materials will be added over the coming months is available below.

ITEM	Date Available
IYPH Brief	Apr 2019
Call for “MY STORY” human interest stories	May 2019
IYPH Logo Guidelines	May 2019
Workspace for sharing materials	May 2019
IYPH Poster	June 2019
IYPH Powerpoint Presentation	June 2019
Online calendar of IYPH events	June 2019
IYPH website – phase 1	July 2019
Social media material	Sept 2019
IYPH Banner/Backdrop for events	Nov 2019
IYPH Brochure	Nov 2019
IYPH Communications Guide and Toolkit	Nov 2019
IYPH Promo video	Nov 2019
IYPH website - phase 2 with communication toolkit	Dec 2019
IYPH Infographics	Dec 2019
Launch event of IYPH	Dec 2019
Photo contest starts	Dec 2019
IYPH Activity Book for Children	early 2020
IYPH Video Message from the Director-General	Dec 2019/early 2020
IYPH feature video	Early 2020
Photo contest winners announced	TBC – around June 2020

