



**Brussels, 21 June 2017
(OR. en)**

10493/17

**AGRI 347
PHYTOSAN 11**

OUTCOME OF PROCEEDINGS

From: General Secretariat of the Council
To: Delegations
Subject: Working Party of Chief Plant Health Officers (COPHS) on 14-15 June 2017
- Partial outcome of proceedings

Awareness Raising Strategy for Plant Health in the European Union

On 14 and 15 June the COPHS Working Party discussed a draft Awareness Raising Strategy for Plant Health in the European Union developed by the Presidency on the basis of the information on national practices collected through a questionnaire¹.

Delegations agreed on the strategy² at their level, emphasising its high relevance given the devastating impacts of plant pests outbreaks, and its consistency with the preventive and proactive approach of the new Regulation (EU) 2016/2031 on plant health, due to enter into application on 14 December 2019. The Commission also supported the strategy and emphasised that an effective cooperation between the Commission and Member States would be essential for its sound implementation.

¹ See Annex II

² See Annex I



MALTA EU 2017

Awareness Raising Strategy for Plant Health in the European Union



14 – 15 June 2017

1. INTRODUCTION

The need for Awareness Raising strategy

The European Union has faced various crisis and emergency situations due to outbreaks and findings of plant pests in its territory. These pests led to devastating impact, which is why appropriate measures should be implemented to prevent their occurrence and/or to limit the spread and impact upon introduction.

The lack of a common understanding of Plant Health among the different levels of stakeholders and the public in general has led to loss of time during outbreaks or emergencies. During control and enforcement actions and other phytosanitary measures Competent Authorities encounter numerous difficulties due to the lack of understanding and knowledge of stakeholders and the public. Communication, education and public awareness all contribute towards an effective implementation of EU policies.

International and EU policy/ legislation

Both international and EU legislation supports plant health awareness raising. Specific examples of EU legislations are the new Plant Health Regulation, Regulation (EU) 2016/2031/EU on protective measures against pests of plants and the Financial Regulation (EU) no 652/2014 which lays down provisions for the management of expenditure relating to the food chain, animal health and animal welfare, and relating to plant health and plant reproductive material.

Member States are also obliged to raise public awareness through Decisions on emergency measures, such as Commission Implementing Decision (EU) 2015/789 as regards measures to prevent the introduction into and the spread within the Union of *Xylella fastidiosa* (Wells *et al.*).

Under the umbrella of the International Plant Protection Convention (IPPC), two ISPM's, ISPM 2 and ISPM 11 on Pest Risk Analysis, outline the importance of risk communication in promoting awareness.

Public education and awareness programmes serve also as incentives to the public in reporting pest information, as indicated in ISPM 6 (Guidelines for Surveillance).

Development of the Strategy

Awareness-raising as an essential tool in Contingency Planning was identified as a means of facilitating enforcement, effective control measures and rapid intervention in the eradication and control of pests and diseases and chosen as a priority for the duration of the Maltese Presidency of the Council of the European Union.

This strategic plan was developed following discussions in the Chief Plant Health Officers (COPHS) Working Party held in February 2017, when the Maltese Presidency launched its work program and proposed the development of a strategy on Awareness Raising in Plant Health in the European Union as part of its horizontal priority on Emergency Preparedness. The state of play and the views of the Member States on the elements that should compose the common awareness-raising strategy for Plant Health in the European Union were collected through a questionnaire.

The replies to the questionnaire were presented to the COPHS during a dedicated workshop entitled 'Awareness Raising as an Essential Tool in Contingency' in the margin of the Commission Working Group for Chief Officers for Plant Health, which was held in Malta in May 2017. This strategic plan also reflects the needs of the sector and the experience from awareness raising activities organised by the Member States.

The replies to the questionnaire highlighted a number of difficulties on the implementation of awareness raising campaigns, mainly due to lack of human and financial resources. Through the survey information on the state play of plant health awareness raising in the EU was collated. The survey identified the most effective channels to reach stakeholders and the general public.

Nevertheless, there was a common understanding that an EU wide communication strategy would facilitate the approach of the member state for a more effective awareness campaign. The survey also identified priorities to be included in such a strategy. The detailed results and findings of this survey can be found in WK 6002/2017 document circulated in the delegates portal.

2. OBJECTIVE OF THE STRATEGY

Against this background, the COPHS are of the opinion that a comprehensive awareness raising strategy for plant health in the European Union would be of practical use. To translate these necessities into action within an awareness-raising strategy, more specific communication objectives need to be elaborated. This awareness-raising strategy suggests a number of recommendations for a systematic and coherent approach to assist the Member States in the implementation of a country driven strategy which responds to the specific needs and contexts.

Therefore, the COPHS Working Party of June 2017 is invited to agree on an awareness raising strategy on plant health in the European Union, while being cognisant of the need to implement strategies at a national/regional level.

3. ACTIONS and MEANS

The strategy is structured on the basis of the following five suggested priority actions described in detail in the Annex, which build upon each other:

1. Development of awareness-raising strategies;
2. Creation of a Commission Working Group of Member States Experts;
3. Creation of toolkit and awareness-raising materials;
4. Engagement with target groups and training of communicators;
5. Monitoring and Evaluation

Monitoring on implementation would be reported by both the European Commission and the Member States to the European Commission Working Group of Member States Experts (priority action 2). The COPHS Working Group will be kept informed of any progress.

4. EXPECTED IMPACTS AND RESULTS

To date awareness raising activities on Plant Health were carried out in the absence of an overall communications framework and a lack of consistent and long-term funding for communications activities. This strategy, followed by national/ regional strategies, is intended to help provide a systematic and coherent approach to assist Member States in the implementation of awareness raising activities. A common and consistent awareness raising strategy which target key stakeholders, would lead to emergency preparedness and a common understanding of Plant Health. Furthermore, a common strategy delivering universal key messages to inform about the threat of emerging plant pests and diseases is an effective and efficient tool in the prevention of pest outbreaks.

The benefits derived from the implementation of awareness raising strategies should result in better knowledge about the role of Plant Health and create a more resilient plant health sector. The awareness raising strategy in the European Union, implemented through national and/or regional strategies will complement the activities of the International Year of Plant Health to be held in 2020, which aims to enhance the national, regional and international plant health systems and make them more responsive to face future plant health challenges. For the IYPH 2020, a definition of Plant Health was adopted³ and the main objective was defined⁴.

For the sustainability of such a strategy, funding should be allocated to ensure that sufficient resources are available for the implementation in the long-run. In order to reduce the costs, multiple sources of funding and pooling of resources should be identified.

³ "Plant health is usually considered the discipline that utilizes official or legislative approaches to prevent pests and disease causing organisms to spread into endangered areas, especially through human interaction such as international trade"

⁴ "The International Year of Plant Health will raise awareness of the importance and impacts of plant health in addressing issues of global importance, including hunger, poverty, threats to the environment and economic development."

The implementation of the suggested individual priority actions requires both financial and human resources to implement the strategy. Financial resources would be required to organise expert group meetings, training and workshops, establish an IT Platform and the development of the toolkit. Human resources would be required to create a structure to assist Member States, prepare guidelines, manage the IT platform, organise and chair meetings, conduct monitoring and evaluation exercises, collate and analyse the information.

The strategy should allow Member States to develop their national/regional strategy to meet their specific needs and contexts. Therefore, the costs and benefits will depend on the level of ambition of the Member State; and will also vary according to the extent to which Member States will make use of the suggested toolkit and promotion material available on the IT platform.

Suggested priority action 5: monitoring and evaluation framework should provide Member States with priorities for successive strategies and the effectiveness of their strategies.

5. CONCLUSION

The Member States and the European Commission are invited to agree on the establishment of an Awareness Raising Strategy for Plant Health in the European Union on the basis of the priority actions and activities proposed in the annex.

Priority action 1: Development of awareness-raising strategies

A common awareness raising strategy framework should be developed to form the basis for specific Member State level strategies. The strategy should include an analysis of the state of communication in the EU and could comprise of the following elements:

- a) Conducting a survey at EU level to categorise the target groups, establish their level of awareness, and identify the actions required by these groups, with a view to support emergency preparedness and contingency planning.
- b) Creating an inventory of available information and training materials.
- c) Promoting Plant Health with a view to the International Year of Plant Health in 2020.
- d) Aligning information with promotional material and guidelines issued by the European and Mediterranean Plant Protection Organisation (EPPO).

Under this priority action, the European Commission is invited to set up a structure to assist Member States in creating their national or regional awareness-raising strategies. Where appropriate, use of existing programmes, tools, structures and materials already existing within the European Union's structures to ensure consistency, improve efficiency and minimise the costs should be made.

The exercise will look to the provision of guidance on the type of messages and awareness-raising materials to be developed. It is suggested that Guidelines and recommendations be elaborated through a dedicated Working Group of Member States Experts, which the European Commission is invited to establish. The products should be posted on a dedicated IT web based Platform (e.g. CIRCA or EUROPHYT) where Member States would then be able to adapt it as appropriate into their countries. Member States would be able to carry out a review and collate existing awareness raising material to be shared on the EU platform.

National/Regional Strategies - Although strategies may vary within the different Member States, each strategy is recommended to include the following components:

- (a) common key messages for awareness-raising activities;
- (b) awareness-raising activities;
- (c) timelines;
- (d) resource requirements;
- (e) an evaluation framework.

The awareness raising strategy in the European Union, implemented through national and regional strategies could complement the activities of the International Year of Plant Health to be held in 2020, which aims to enhance the national, regional and international plant health systems and make them more responsive to face future plant health challenges.

Summary of Priority Action 1

Outcome	Activities	Indicators
<ul style="list-style-type: none"> – List of target groups and level of awareness in the EU. – Inventory of awareness raising material. – Guidance document. – IT web based Platform. – National / Regional Strategies. 	<ul style="list-style-type: none"> – Establish the key target groups and required behaviour changes. – Conduct a survey to determine level of awareness of the key target groups and exploring the possibility to use already available structures such as Eurobarometer. – Conduct a review and collate awareness-raising products and materials. – Create an IT platform for the exchange of information. – Create national or regional awareness-raising strategies. – Submit national awareness-raising strategies. 	<ul style="list-style-type: none"> – Establish the level of awareness of the main target groups. – Inventory of existing awareness-raising materials. – Number of National / Regional Strategies. – IT platform created.

Role of the EU Commission	Role of the Member States
<ul style="list-style-type: none"> – Create a structure to assist member states in awareness-raising on Plant Health. – Provide a template for the development of national awareness-raising strategies. * – Provide guidelines on the implementation of the national/regional strategy. * – Establish an IT platform (page on DG SANTE’s website) to make available awareness-raising materials and awareness-raising strategies on Plant Health. 	<ul style="list-style-type: none"> – Review and collate awareness-raising products and materials. – Upload material on IT platform/webpage. – Produce national or regional awareness-raising strategies. – Submit national awareness-raising strategies to the EU Commission.

*As an outcome of the European Commission Working Group of Member States Experts

Priority Action 2: Creation of a Commission Working Group of Member States Experts

Under this suggested priority action the European Commission would be invited to establish a Working Group of Member States Experts (refer to as Working Group of Experts in the summary below) consisting of plant health technical experts and communication professionals to evaluate the level of awareness from surveys, develop key messages and propose common awareness-raising material and activities. The European Commission Working Group of Member States Experts should be constituted of national experts from the member states, representatives of the European Commission, European Food Safety Authority and EPPO Secretariat. The European Commission is invited to prepare the Terms of Reference (ToR) for the Working Group of Experts taking into account the discussions held with the COPHS Working Party.

The Working Group of Member States Experts should attempt to address the following points:

- a) Identify the awareness raising tools which would be beneficial to create consciousness of plant health issues and be the most suitable to communicate the message.
- b) Identify the resources required to design an awareness raising campaign on Plant Health.

- c) Identify the main target groups to be addressed.
- d) Identify the specific information requirements of the target groups.
- e) Establish the best approach to reach out to the target groups.
- f) Determine how to measure the success of outreach.
- g) Identify the available information tools which could be used.
- h) Identify the success stories which could be used as a basis for an awareness raising strategy and information campaign or communication activities.
- i) Appraisal of opportunities for awareness raising activities, event etc.

Summary of Priority Action 2

Outcome	Activities	Indicators
– List of experts.	– Nomination of technical experts.	– Working Group of Experts formed.
– Establishment of Working Group of Experts.	– Preparation of ToR for the Working Group of Experts.	– Catalogue of key messages created.
– Catalogue of key messages.	– ToR - Taking into account discussions held with COPHS Working Party.	– Catalogue of information tools created.
– Catalogue of information tools.	– Meetings of Working Group of Experts.	– List of activities produced.
– List of activities.	– Creation of list of resources.	– List of resources produced.
– List of resources.		

Role of the EU Commission	Role of Member States
– Prepare the terms of reference for the Working Group of Experts.	– Appoint national experts.
– Organise the meetings of the group and chair the meetings.	– Participate in working group.
– Organize stakeholder sessions to identify specific needs.	

Priority Action 3: Creation of Toolkit and Awareness-raising Materials.

This suggested priority activity should focus on the creation of awareness-raising and training materials to be used in conveying key messages to the different target groups during awareness raising activities. Member States could then decide which of these materials would be most appropriate to use when introducing awareness-raising campaigns. It will support the national/regional strategies created to raise awareness and transmit messages to target groups in the specific country.

The European Commission is invited to produce a toolkit with the assistance of the Working Group of Experts which would include procedures, templates and other materials on how Member States can create attractive awareness-raising and training materials. The toolkit should take the form of digital products and multimedia and should be created as an Open Content, to enable Member States to use it for the creation of diverse awareness-raising materials and adapted to the needs of a particular Member State.

The research and assessments conducted under suggested Priority Action 1 should influence the selection of the most appropriate information material for communication with specific target groups. Suitability of the material to be used for reaching specific target groups varies with the context in which the campaign is being held. Printed materials may be suitable for training, seminars and workshops, while multimedia may be more appropriate for use on social media. The Working Group of Experts (as per priority action 2) should be also able to create products for use within formal education. The material forming the toolkit should be made available to the Member States in all EU official languages through the web-based IT platform (as per priority action 1).

Summary of Priority Action 3

Outcome	Activities	Indicators
<ul style="list-style-type: none"> – Products and material to be used in awareness-raising and training activities forming part of national / regional strategies. 	<ul style="list-style-type: none"> – Creation of awareness-raising materials. – Translation into all EU official languages. – Uploading of national or regional developed material into IT platform. – Dissemination of material. 	<ul style="list-style-type: none"> – Catalogue of awareness-raising materials created. – Level of usage of awareness-raising materials established.

Role of the EU Commission	Role of the Member States
<ul style="list-style-type: none"> – Translate into the EU official languages essential material and make it available online. 	<ul style="list-style-type: none"> – Use awareness raising material within national strategies.

Priority Action 4: Engagement with Target Groups & Training of Communicators

Carrying out activities to engage with target groups for raising awareness and building capacity in communication are the primary objectives of this suggested priority action. This action would help to properly identify the needs of the target groups and to select the most relevant approach to reach and influence their behaviour.

In support of this activity, the European Commission is invited to organize specialized training courses and workshops on successful implementation of awareness raising in Plant Health. These should include ways on how to use the materials and how to deliver the key messages to target groups. Modules on the conduction of awareness raising activities and communication could be integrated within BTSF courses on emergency preparedness and contingency planning. Guidelines and training material on the ways how awareness-raising and training materials may be

disseminated and used in support of the awareness-raising strategy should also be provided and be part of the toolkit under Priority Action 3.

This suggested action would lead to trained communicators who are able to create awareness, effectively communicate to key target groups and convey the key messages included within the awareness-raising toolkit. Workshops and other events as identified in the national/regional strategy could be organized for the target groups by the trained communicators within their respective Member State.

Summary of Priority Action 4

Outcome	Activities	Indicators
<ul style="list-style-type: none"> – Trained communicators and trainers on Plant Health. – Increased level of awareness among target groups. 	<ul style="list-style-type: none"> – Hold training and workshops for communicators. – Training of trainers to organise activities to target groups. – Feedback and records of all activities are kept for priority action 5. 	<ul style="list-style-type: none"> – Number of communicators trained. – Evaluation reaction from trainees. – Number of activities held. – Number of participants in activities. – Increased level of awareness among target groups. – Intensity of use of awareness-raising materials.

Role of the EU Commission

- Organise training courses and workshops.
- Provide guidelines.

Role of the Member States

- Appoint and train communication experts.

Priority Action 5: Monitoring and Evaluation

The suggested fifth action, the monitoring and evaluation, is intended to identify priorities for successive reviews of the strategy. The European Commission and the Member States should be invited to carry out this action on time prior to the IYPH 2020 and every three years following the start of implementation of the national/regional strategies.

For the purpose of monitoring and evaluation, data and information related to each priority actions is recommended to be collected by each Member State to be used in the assessment of the activities and actions. Such requirement should be incorporated within the national/regional strategy prepared for each Member State.

This suggested priority action builds upon suggested priority action 1 which sets the baseline data on the level of awareness raising on plant Health in the EU, against which changes in awareness and behavior should be measured. The effectiveness and response to the awareness-raising materials developed under suggested priority action 3 and to the training and workshops organized under suggested priority action 4 should also be measured and assessed. In addition, Member States are recommended to assess the effectiveness of their activities and awareness-raising materials falling under their national / regional strategy.

This exercise should allow modifications to the strategy for plant health in the EU and the national / regional strategies as well as direct the development of key messages and awareness material under priority action 3 and training under priority action 4. The data to be collected by the Member States should be the same to that collected at EU level in order to compare to the baseline data. The results of the monitoring and evaluation should be made available through the IT platform developed under

priority action 3 to be assessed and used by the European Commission Working Group of Member States Experts.

Summary of Priority Action 5

Outcome	Activities	Indicators
<ul style="list-style-type: none"> – Results of the activities and the effectiveness of the strategies. – Member States will have at their disposal the details required to adjust and alter their strategies as necessary. 	<ul style="list-style-type: none"> – Conduct surveys to determine changes in the level of awareness among target groups. – Evaluate awareness-raising materials to determine its effectiveness. – Evaluate effectiveness of awareness raising activities using data collected under each priority action. – Revise and adjust the national/regional awareness raising strategies according to the outcome of the analysis. – Share results of the analyses between the EU Member States. 	<ul style="list-style-type: none"> – Change in the level of awareness of target groups. – Record of awareness-raising materials and their use. – Feedback from participants in activities.

Role of the EU Commission

- Conducts monitoring and evaluation exercises. *
- Collate the information from the activities.*
- Analyse the information. *
- Dissemination of information to the Member States through the IT platform.

Role of the Member States

- Collect data on each priority action.
- Assess the effectiveness of their activities and awareness-raising material.
- Make modifications to national/regional strategy as necessary.

*As an outcome of the European Commission Working Group of Member States Experts



MALTA EU 2017

**'Plant Health Awareness: An essential tool for
Contingency Planning'
Results and Findings of Questionnaire**

Working Party Chief Plant Health Officers

14 – 15 June 2017
Brussels

INTRODUCTION

Background

This report details the findings of a survey about the state of awareness-raising in the plant health sector conducted by the Maltese Presidency of the Council of the European Union in March 2017 among Chief Plant Health Officers across EU Plant Health authorities. The questionnaire was answered by all 28 Member States. MALTESE PRESIDENCY

In the recent years the EU has faced different crisis and emergency situations due to the outbreaks of plant pests into its territory. More than 200 plant pest findings are notified every year by Member States. Pest outbreaks may cause major economic, social and/or environmental impact on countries, hence proper measures should be implemented to prevent their occurrence and limit their spread and impact when introduced.

The lack of a common understanding of “Plant Health” by different levels of stakeholders has led to precious loss of time during outbreaks or emergencies. In the instances that Competent Authorities try to conduct control measures, enforcement measures and other phytosanitary measures, numerous challenges are continuously encountered due to the lack of understanding by stakeholders and the general public. The Maltese Presidency believes that the EU should invest more in awareness-raising since it facilitates enforcement, effective control measures and rapid intervention in the eradication and control of pests and diseases.

Scope

The main objectives behind the questionnaire were three-fold:

- To collate information on the current measures relating to awareness-raising in all EU member states and the future prospects.
- to identify useful means of communication with the various stakeholders.
- to determine whether there is a need for an EU strategy on plant-health awareness, and if there is such a need, to identify those elements that should constitute it.

Participants

All the 28 EU Member States were invited to participate in the web-based survey. More specifically, each country was represented by a key informant on plant health issues from that respective country. The participating countries were: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and the United Kingdom. This represents a response rate of 100%.

Project Timelines

This study was carried out between January and June 2017. A more specific summary of timelines is provided below:

- Development of questionnaire: January-February 2017
- Collection of responses: March 2017
- Analysis of data: April 2017
- Presentation of results: May 2017
- Final Report and Discussion: June 2017

EXECUTIVE SUMMARY

This report outlines the current measures relating to awareness-raising in the plant health sector in all 28 Member States and the future prospects. The key findings have been summarised in this section and a more detailed account is provided in the main body of the report.

The entities responsible for raising awareness about plant health in the 28 countries include Central Competent Authorities, Regional Competent Authorities, Ministries and other entities, with the Central Competent Authorities being the main responsible body. However in 75% of the EU countries multiple entities are involved in raising awareness.

The number of public service personnel and contracted staff assigned on raising awareness or publicity (as an expertise) in the plant health sector is very low within the EU, with the vast majority of such personnel being public service staff rather than contracted staff.

The national financial budgets allocated for raising public awareness in the plant health area in 2016 was nil in twelve Member States, while thirteen Member States allocated less than €50,000. Only three Member States had a national budget of more than €151,000 allocated for awareness-raising in plant health. The use of EU funds for this purpose is very limited, with only seven Member States making use of the EU budget. The reasons provided by the remaining 21 Member States for not utilising EU funds include not being aware of opportunities, no experience / resources to tap into such funds and because national / regional funding was sufficient.

Difficulties in carrying out successful awareness-raising campaigns are encountered by 85% of the Member States. Lack of human resources and financial resources were identified as the two most important inhibitors of successful plant health awareness campaigns.

National strategies on Plant Health Awareness are absent in 57% of the EU countries. 14% have a specific strategy on plant health awareness (including pest-specific strategy), while 29% of the countries have one strategy as part of a broader strategy.

During the period 2012 – 2016, 26 Member States carried out plant health awareness campaigns, which focused on pests (96%), commodities (77%), trade (73%) and promotion of plant health service (31%). From the 26 Member States that carried out plant health awareness campaigns, 22 targeted specific points of entry, namely: airports (69%), sea ports (39%), land borders (23%), and land borders with other member states (8%).

Only 7 of the Member States that carried out information campaigns assessed the effectiveness of their information campaign using multiple methodologies, which consisted of the quantity of responses from the general public and other stakeholders (e.g. calls following a campaign) (5), surveys (5), web analytics (4), and interviews (1).

Member States are of the opinion that the most effective channels in awareness-raising to reach the general public are TV and Radio. However, other channels are used to target specific audience/stakeholders. Direct communication (via sms, emails and letters) is mainly used for growers/producers, intra-EU traders and importers (traders with third countries), customs/postal service officials, policy makers and NGOs. Billboards and Posters are mainly used as tools to target travellers. Conferences and Trainings are used to reach park/forest management services, students and scientific communities.

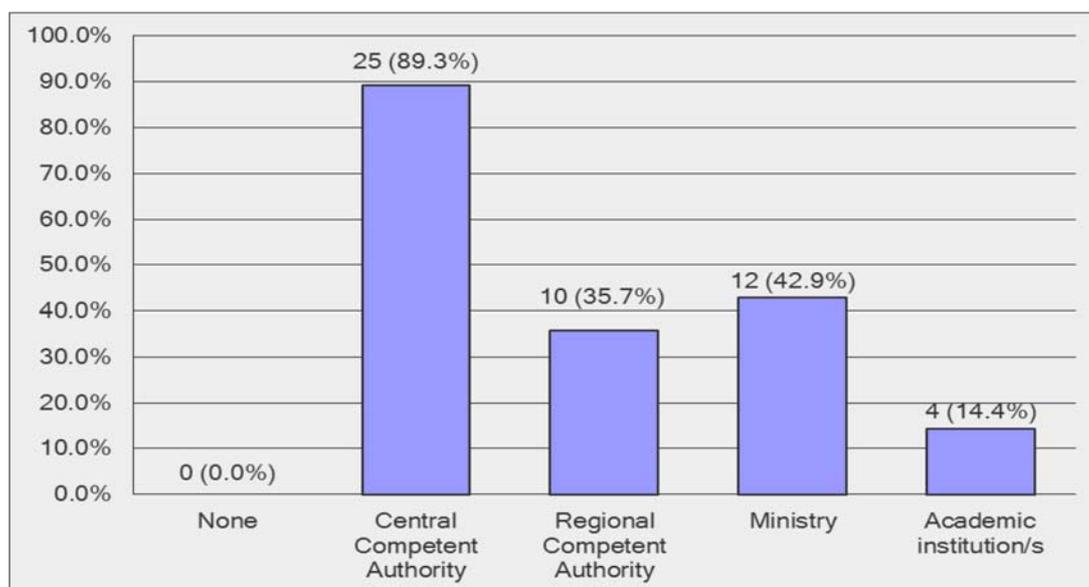
TV and Radio are the most effective channels used for public support on eradication/control, while leaflets/journals/articles are considered as the most effective tool to create public awareness on emerging risks (e.g. notification of presence of organism by public). Direct communication in the form of sms, emails and letters are considered effective to obtain the support of policy makers. Press releases and TV/radio are both considered as the most effective channels for public cooperation on emerging risks.

There was a common agreement for the development of an EU awareness raising strategy. The survey results also identify the elements which should constitute part of the EU awareness-raising strategy.

1. Section A: General Information on Plant-Health Awareness-Raising in EU Member States

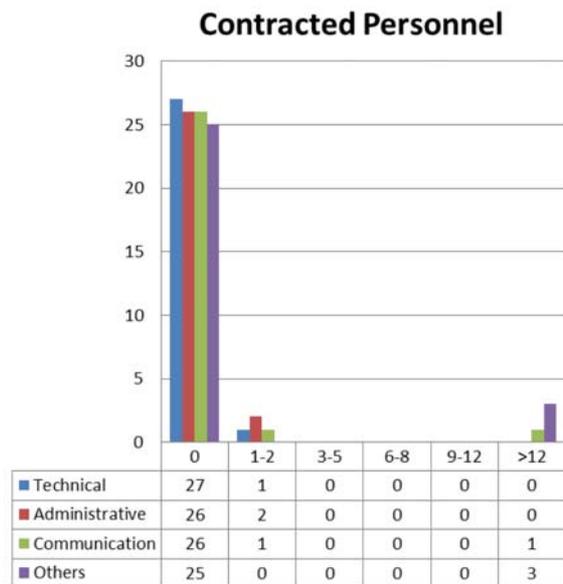
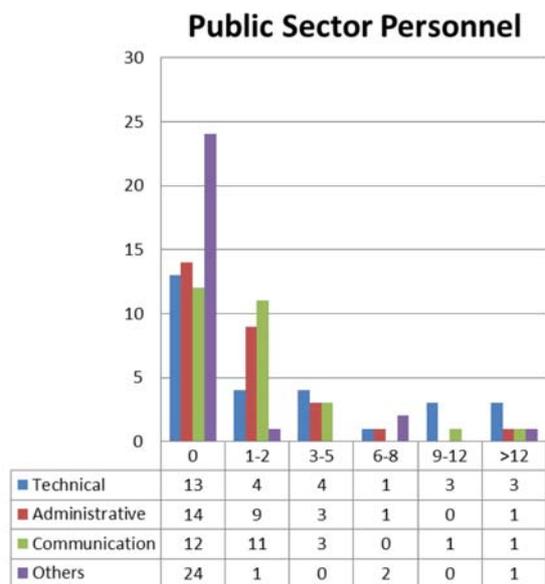
1.1 Which entities are responsible for raising public awareness in plant health?

The main entity responsible for raising awareness about plant health in the 28 Member States is the Central Competent Authority (25), followed by the Ministry (12), the Regional Competent Authority (10), and academic/research institutes (4). It is worth noting that 21 (75%) of the Member States use multiple entities to raise awareness, while only seven (25%) mentioned a single entity, namely the Central Competent Authority. The bar chart below illustrates a summary of the responses.



1.2 Please indicate the number of personnel assigned on raising awareness or publicity) as an area of expertise) in the plant health sector in your country.

The 28 Member States were asked to provide the approximate number of Public Service personnel and contracted personnel assigned on raising awareness or publicity (as an expertise) in the plant health sector. A summary of the responses is shown in the frequency table below

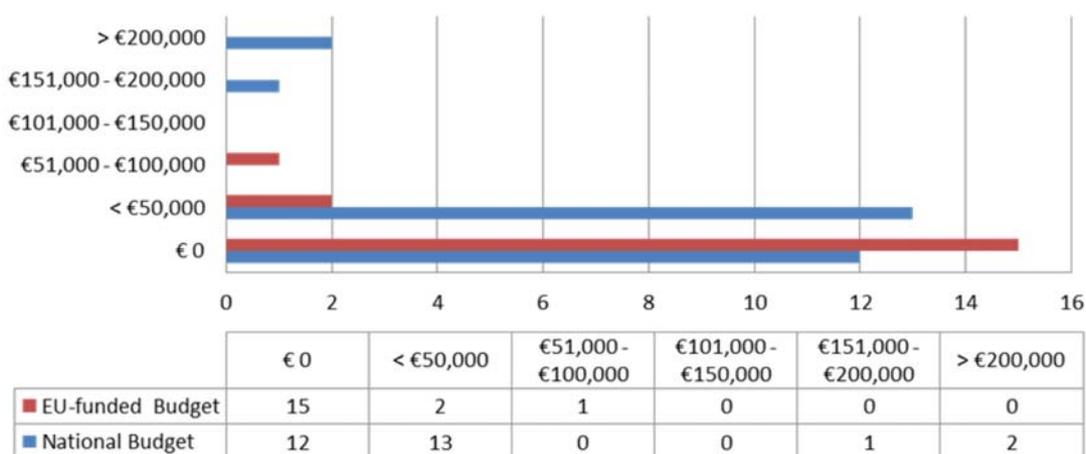


Both distributions are negatively skewed, with high frequencies on the 0's and 1's. It is clearly evident that the vast majority of such personnel are Public Service Personnel rather than contracted personnel. Additionally, it is worth noting that 8 Member States do not have a single person assigned to raise awareness or publicity in the plant health sector.

1.3 What was the approximate financial budget allocated specifically for raising awareness in the plant health area in 2016 and the year before (2015)?

Member States were asked to report the approximate financial budgets allocated to raise public awareness in the plant health area in 2016 and 2015. The budget allocations for 2016 are shown below.

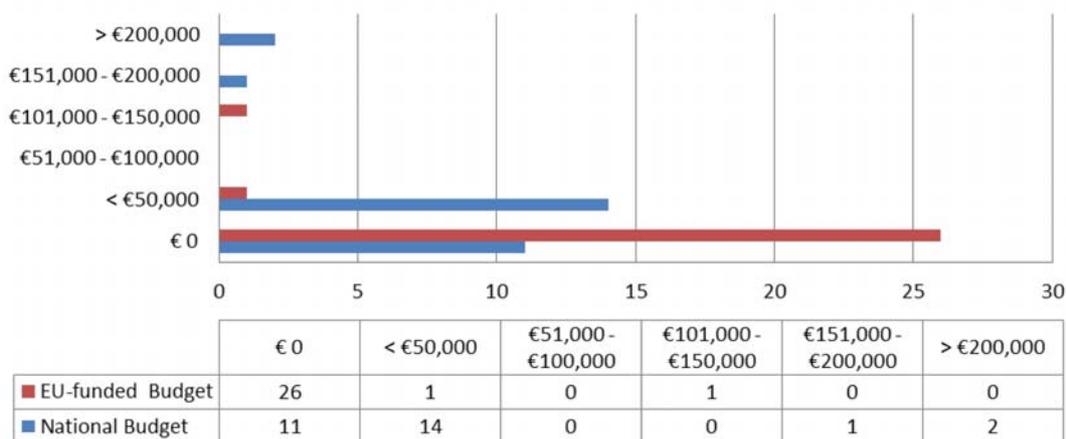
2016



With respect to the National Budget, the majority indicated a budget of less than €50,000 (46.4%) or nothing at all (42.9%), with 3 Member States received a budget exceeding €150,000 (10.7%). Only 3 (10.7%) Member States tapped into EU budgets: 2 reported a fund below €50,000, and 1 between €51,000 and €200,000. None of the member states indicated that they were allocated funds from some other budget.

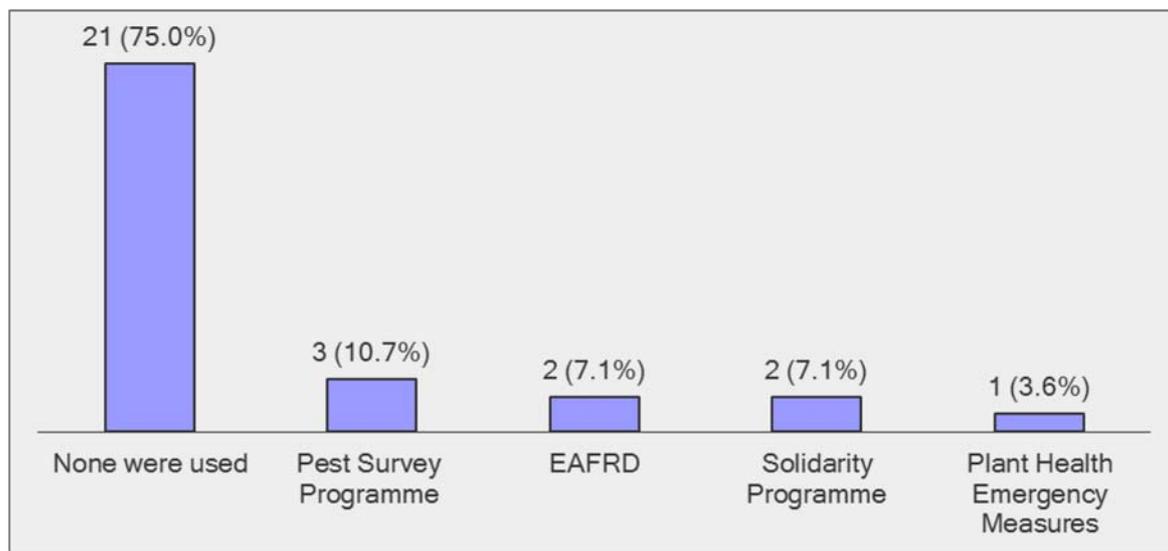
The budget allocations for 2015 are shown below.

2015



The clustered bar charts indicate that the budget allocations for 2015 were very similar to those of 2016.

1.4. Did you use EU funds for public-awareness-raising in the area of plant health? If YES, which programme/s of EU funding did you use? If NO, why not?



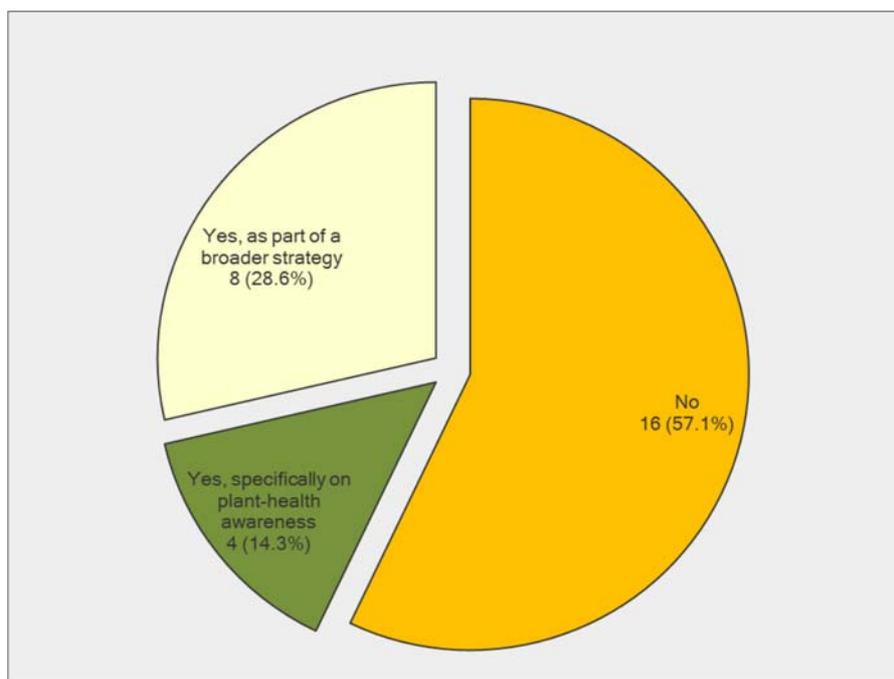
*Response Count = 28; one Member State tapped into two programmes

From the 28 EU Member States, 7 (25.0%) reported that they used EU funds for raising public-awareness in the area of plant health. The programmes of EU funding used were the *Pest Survey programme – Regulation (EU) 652/2014* (3), the *EAFRD* (2), the *Solidarity Programme* (2), and the *Plant Health Emergency Measures – Regulation (EU) 652/2014* (1). The total exceeds 7 since one country tapped into two programmes.

From the 21 that did not use EU funds, 18 Member States provided the following reasons for not doing so:

- they were not aware of such a possibility (4);
- there is a lack of information on EU funds in this area (3);
- they have no experience/resources to tap into EU funds (3);
- no plant health awareness campaigns were targeted at the national level (3);
- because the national/regional budgets were sufficient (3)
- they did not consider this possibility (2).

1.5 Do you have a strategy on Plant Health Awareness in place?



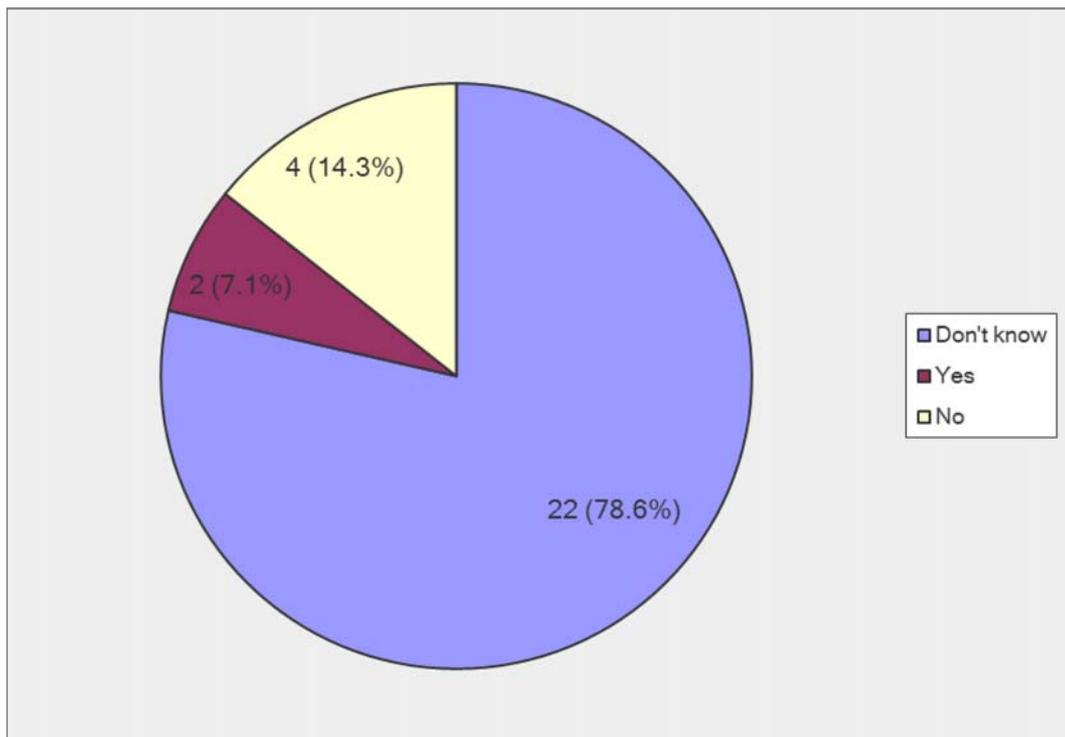
The pie chart above shows that 16 (57.1%) Member States do not have a strategy on plant health in place. Of the remaining 12 countries, 4 reported that they have one specifically on plant-health awareness, and 8 stated that they have one strategy as part of a broader strategy. A strategy specifically on plant-health awareness includes:

- *Flavescence dorée* (FD) (Open eyes campaign to improve the knowledge about FD for growers, stakeholders, etc.) in Hungary.

Others as part of a broader strategy include:

- ‘*Ecophyto* National Pesticide Reduction Plan’ and the ‘*Bulletins de santé du végétal*’ (Regional Plant Health Bulletins) in France;
- ‘Protecting Plant Health: A Plant Biosecurity Strategy for Great Britain’ (UK) and ‘The Scottish Government Plant Health Strategy’ (Regional)
- ‘The Plan of Communication for 2017 of the State Plant Service under the Ministry of Agriculture’ in Lithuania.

1.6 Do you think EU funds intended for awareness raising campaigns in the area of plant health are easily accessible? If NO, what do you recommend?

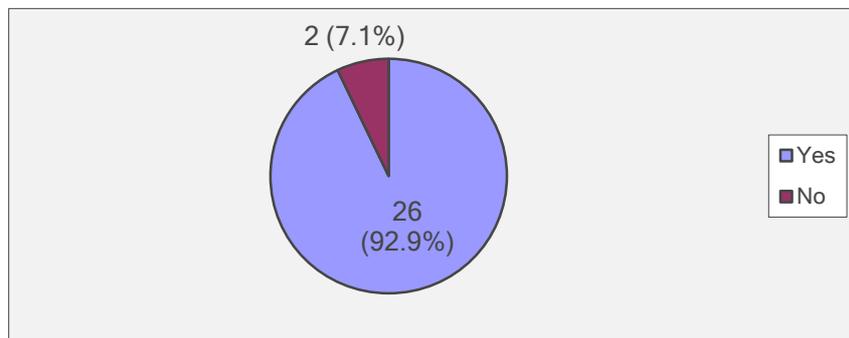


The pie chart above shows that only 2 (7.1%) Member States think that EU funds intended for public awareness campaigns in the area of plant health are easily accessible; 4 (14.3%) reported that they are not easily accessible and the remaining 22 (78.6%) don't know.

To facilitate access to funds, it has been suggested there is a need to overcome the lack of human resources available, lack of financial resources and competences in the area of funding mechanisms.

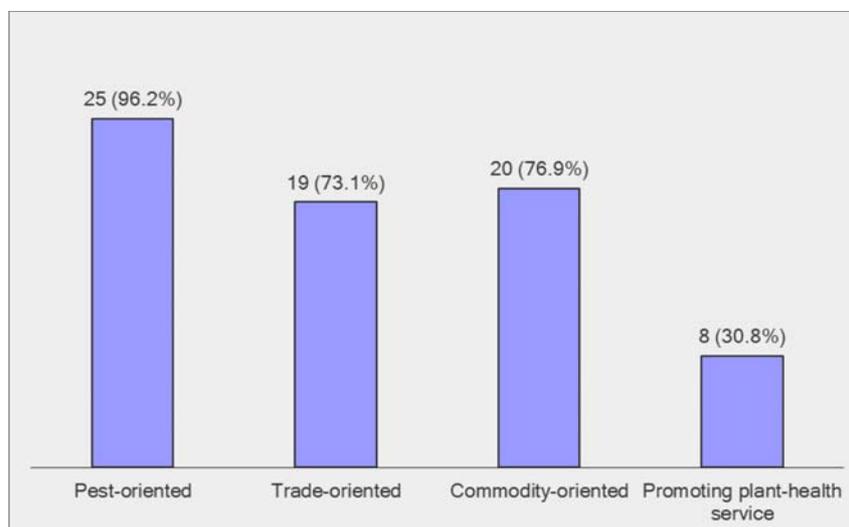
2. Section B: Details of Past Awareness Activities

2.1 Have you carried out any awareness campaigns during the past five years?



The pie chart reveals that 26 (92.9%) Member States carried out awareness campaigns during the past five years.

2.2 When carrying out awareness campaigns during the past 5 years (if any), which of the following orientations (pest, trade, commodity, promoting plant-health service, other – please specify) did you focus on?



Response count = 26; respondents could tick multiple answer options

The 26 Member States that carried out awareness campaigns focused on the following orientations:

- i) Pests (25 or 96.2%),
- ii) Commodities (20 or 76.9%),
- iii) Trade (19 or 73.1%),
- iv) Promotion of plant-health service (8 or 30.8%)

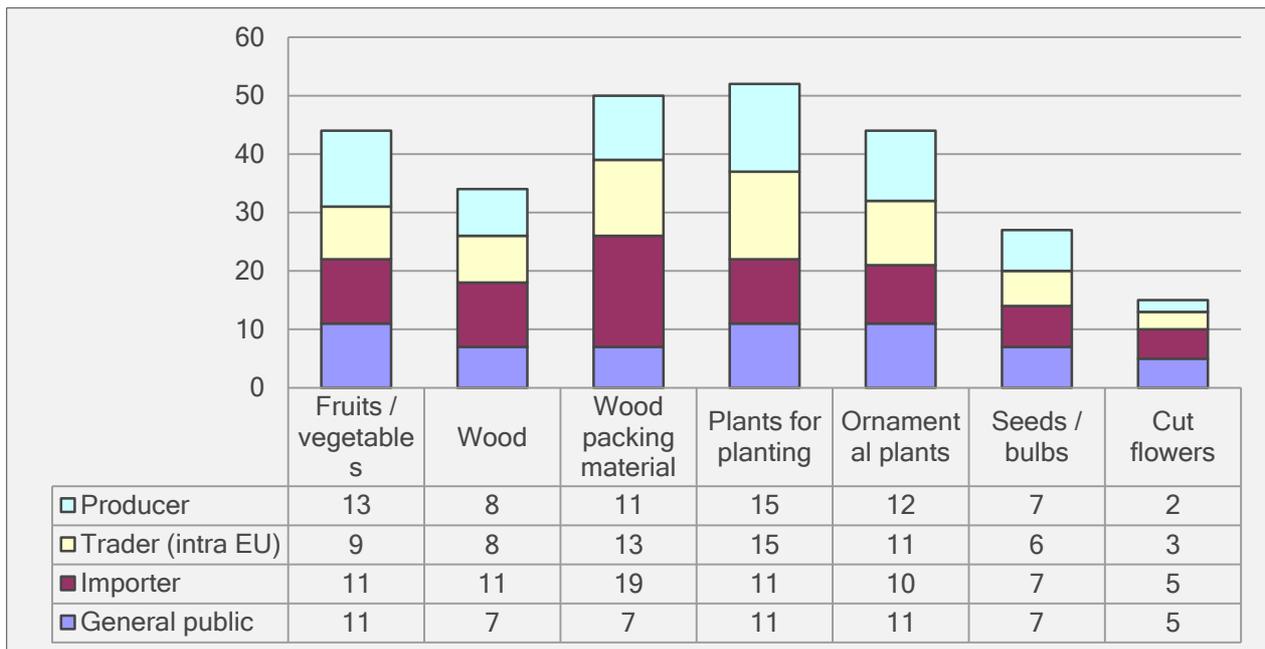
No respondent mentioned any other orientation in the ‘other-please specify’ category.

2.3 In case you carried out pest-oriented campaigns in the last five years, please specify the tests targeted.

25 (89.3%) Member States targeted pest-oriented campaigns. The pests targeted during the campaigns included bacteria, insects, fungi, nematodes, viruses and MLO's:

- Insects (e.g. *Anoplophora* spp., *Rhynchophorus ferrugineus*, *Drosophila suzukii*);
- Bacteria (e.g. *Xylella fastidiosa*, *Erwinia amylovora*, *Ralstonia solanacearum*, *Clavibacter michiganensis* subsp. *sepedonicus*)
- Viruses and MLOs (e.g. Citrus tristeza virus, Plum Pox Virus, Grapevine flavescence dorée)
- Fungi (e.g. *Phytophthora ramorum*, *Gibberella circinata*, *Hymenoscyphus fraxineus*)
- Nematodes (e.g. *Bursaphelenchus xylophilus*, *Globodera pallida* and *Globodera rostochiensis*)

2.4 In case you engaged in trade-oriented and/or commodity-oriented campaigns, please specify commodity and stakeholders targeted by completing the following table.



Response count = 22; Respondents could tick multiple commodities for each stakeholder provided.

The stacked column graph above shows that all stakeholders were targeted to some extent across all commodities provided and no particular stakeholder dominated.

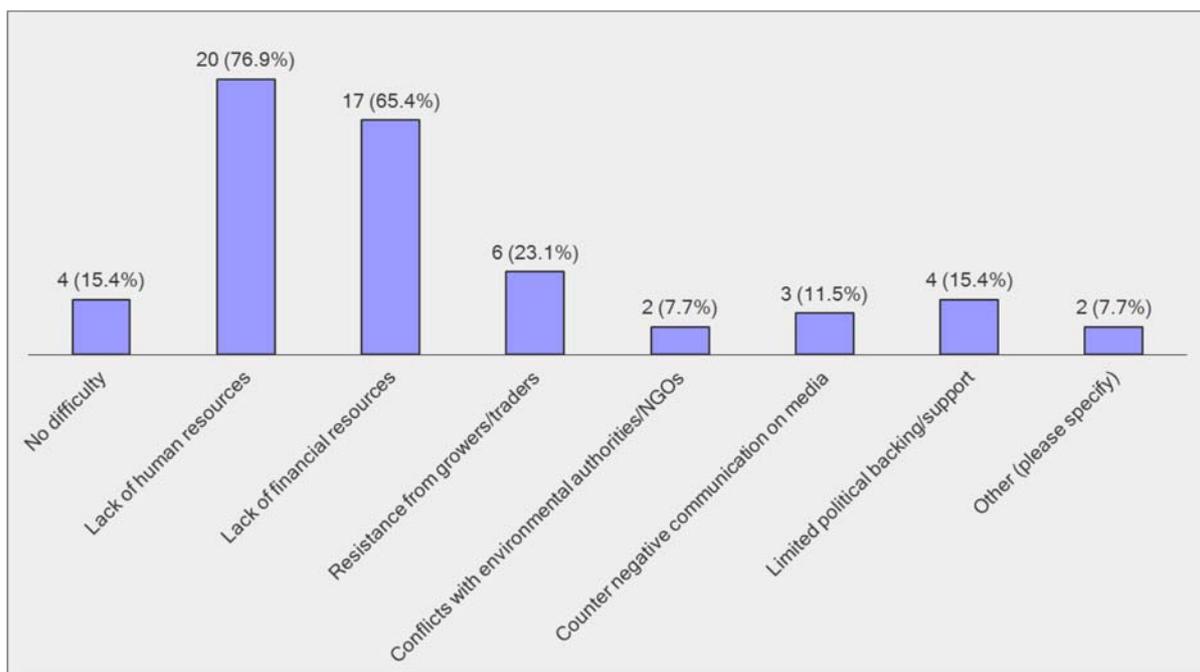
2.5 Were any of the campaigns indicated in the previous question targeted for trade/import from a specific country?

Nine member states indicated that their campaigns were targeted at trade/importation of goods from a specific country, the goods mentioned were:

- coffee plants from Costa Rica and Honduras;
- fruit and vegetables from Ghana, India and China;
- wood from the USA, Canada, India and Russia;
- wood packaging material from China, Spain and Portugal;
- grain from India, Iran and Indonesia;
- cut-flowers from Indonesia;
- ornamental plants from Qatar;

- flowers for planting from the Republic of Moldavia;
- host plants (of *Xylella fastidiosa*) from Central America;
- plants from Mediterranean countries;
- potatoes from Spain.

**2.6 What difficulties (if any) did you encounter when carrying out a successful campaign?
(Tick all that apply)**



Response count = 26.

The bar chart above reveals that of the 26 Member States that carried out awareness campaigns during the last 5 years, 22 (84.6%) encountered some form of difficulty. Furthermore, a lack of human resources (76.9%) and a lack of financial resources (65.4%) emerged as two very important inhibitors of successful plant health awareness campaigns.

2.7 When carrying out information campaigns (e.g. use of posters), which points of entry (of any) were targeted? (Tick all which apply)

Of the 26 Member States that carried out awareness campaigns, 22 (78.9%) targeted specific points of entry, namely: airports (69.2%), sea ports (38.5%), land borders with third countries (23.1%), and land borders with other Member States (7.7%).

In the ‘other (please specify)’ category, it was mentioned that information campaigns were carried out at gas stations on roads/motorways (1), importer warehouses (1), travel agencies (1), tourist sites (1) and regional plant service offices under the Ministry of Agriculture and Municipalities (1).

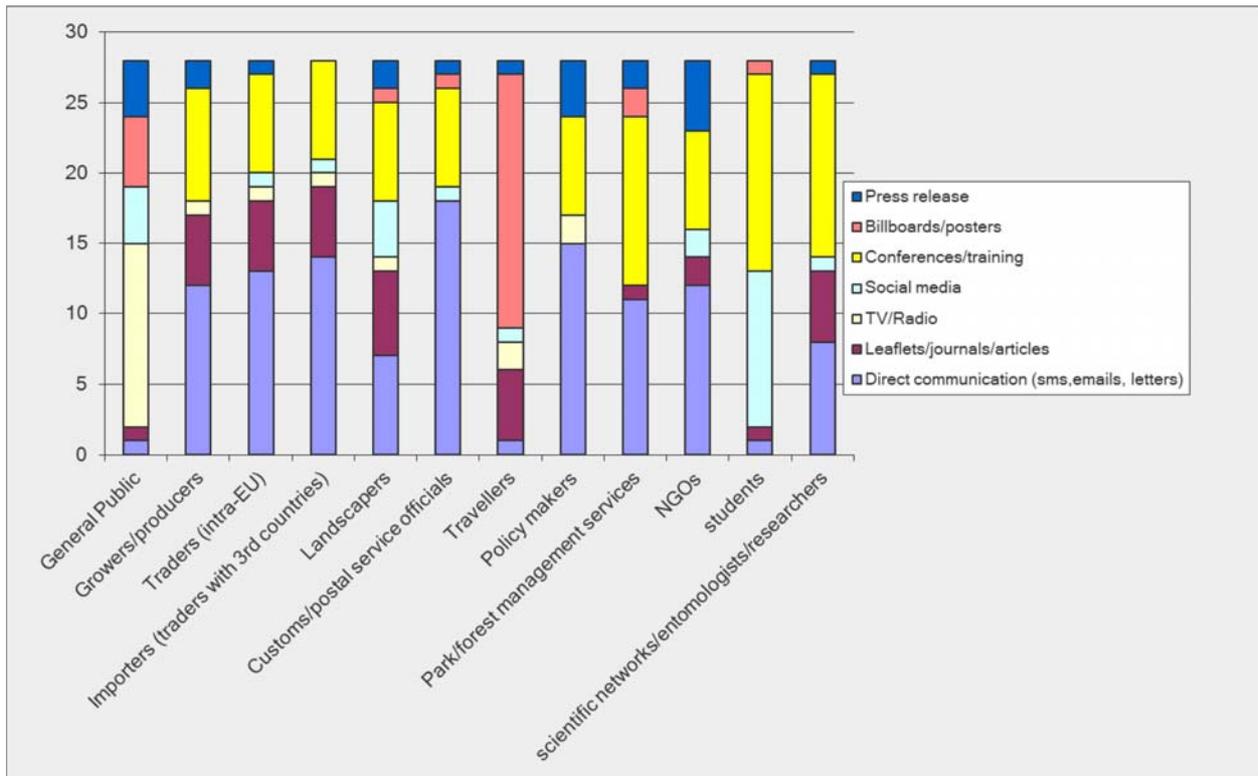
2.8. When assessing the effectiveness of information campaigns (if any), which methodology/methodologies did you use to assess the effectiveness of the campaign? (Tick all that apply)

From the 26 Member States that carried information campaigns, seven (26.9%) assessed the effectiveness of their information campaign. The methodologies adopted consisted of:

- the quantity of responses from the general public and other stakeholders (e.g. calls following a campaign) (5),
- surveys (5),
- web analytics (4), and
- interviews (1).

It is clear that those who assess effectiveness use multiple methodologies.

2.9. Which is the most effective channel in awareness-raising for a specific audience/stakeholder?



Audience/Stakeholders	PR	B/ P	C/ T	SM	TV/ R	L/J/ A	DC
General Public	4	5	0	4	13	1	1
Growers/producers	2	0	8	0	1	5	12
Traders (intra-EU)	1	0	7	1	1	5	13
Importers (traders with 3rd countries)	0	0	7	1	1	5	14
Landscapers	2	1	7	4	1	6	7
Customs/postal service officials	1	1	7	1	0	0	18
Travellers	1	18	0	1	2	5	1
Policy makers	4	0	7	0	2	0	15
Park/forest management services	2	2	12	0	0	1	11
NGOs	5	0	7	2	0	2	12
Students	0	1	14	11	0	1	1
scientific networks/entomologists/researchers	1	0	13	1	0	5	8

Response count = 28; PR = press release, B/P = billboards/posters, C/T = conferences/training, SM = social media, TV/R = television/radio, L/J/A = leaflets/journals/articles and DC = direct communication (sms, emails and letters).

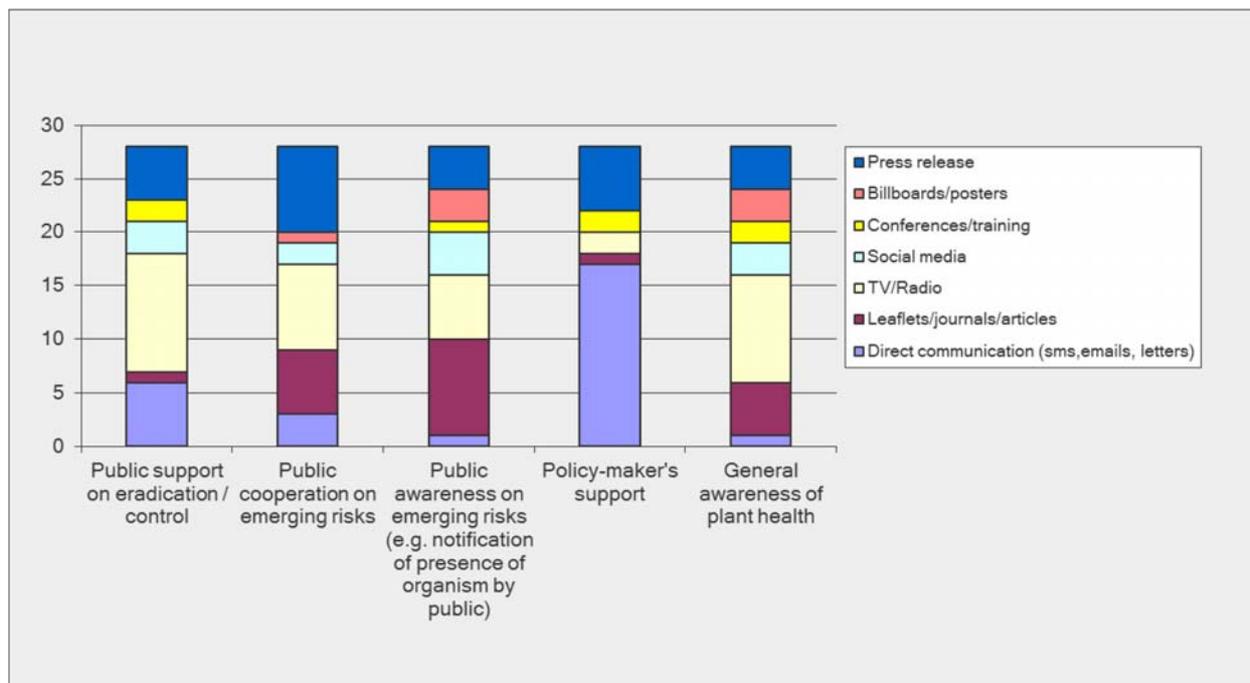
The stacked column graph and the frequency table revealed the following effective channel for:

- the general public is 'TV and Radio';
- 'growers/producers, intra-EU traders and importers (traders with third countries), customs/postal service officials, policy makers and NGOs is direct communication (via sms, emails and letters)';
- 'travellers' is 'Billboards and Posters';
- 'park/forest management services, students and scientific networks/entomologists/ researchers is 'Conferences/Training'

'Billboards/posters' and 'direct communication' both emerged as the most effective channels when targeting landscapers.

In spite of these findings, the respondents argued that a mix of channels would tend to be more effective than one single channel.

2.10. Which is the most effective channel in awareness-raising for the following aims?



Aims	PR	B/P	C/T	SM	TV/R	L/J/A	DC
Public support on eradication / control	5	0	2	3	11	1	6
Public cooperation on emerging risks	8	1	0	2	8	6	3
Public awareness on emerging risks (e.g. notification of presence of organism by public)	4	3	1	4	6	9	1
Policy-maker's support	6	0	2	0	2	1	17
General awareness of plant health	4	3	2	3	10	5	1

Response count = 28; PR = press release, B/P = billboards/posters, C/T = conferences/training, SM = social media, TV/R = television/radio, L/J/A = leaflets/journals/articles and DC = direct communication (sms, emails and letters).

On the basis of these responses, one can conclude that the ‘TV and Radio’ is the most effective channel for public support on eradication/control, ‘leaflets/journals/articles’ for public awareness on emerging risks (e.g. notification of presence of organism by public), and ‘direct communication (sms, emails and letters)’ for policy maker’s support. The press release and TV/radio both emerged as the most effective channels for public cooperation on emerging risks.

3. SECTION C: Views of competent authorities on IYPH 2020

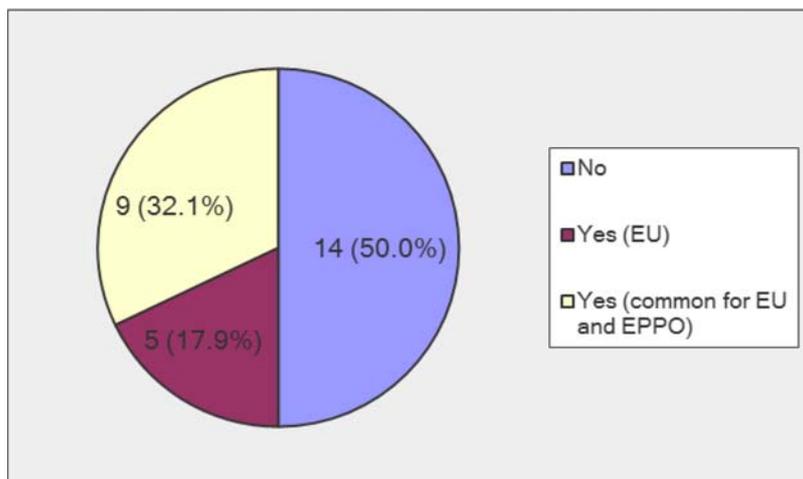
3.1 Which awareness-raising activities in the area of plant health should be carried out during the IYPH 2020?

Various activities were mentioned at the national, EU, Regional-EPPO and International level. These include:

- Minting of a national 2 Euro coin commemorating the IYPH 2020;
- Mobile interactive exhibition to be used by the different Member States;
- Preparation of common information material;
- Launch the idea of a global expo to be held every 5 years in a different location

An exhaustive list is presented in the Appendix.

3.2 Should there be common logo for the IYPH 2020, apart from that of IPPC?



The pie chart above reveals that half of the Member States reported that there should not be a common logo. The remaining half think otherwise; 5 (17.9%) suggested EU and 9 (32.1%) suggested a common one for both EU and EPPO.

4. SECTION D: Views of competent authorities on Plant Health Awareness

4.1 What do you think are the long-term benefits of awareness-raising activities?

The respondents were provided with six statements related to the long-term benefits of awareness-raising activities and were requested to rank them in order of importance ('1 = most important' to '6 = least important'). A summary of statistical output is provided below.

Answer Options	1	2	3	4	5	6	Md	MR*
Improve rapid response to an emergency	11	11	5	0	0	1	2	1.93 ^a
Increase understanding and co-operation by stakeholders / general public	11	9	5	2	0	1	2	2.07 ^a
Enhance stakeholders' involvement in consultation	3	3	10	6	3	3	3	3.43 ^b
Reduction in costs involved for control measures	1	5	6	9	2	5	4	3.75 ^{bc}
Foster policy change	1	0	1	6	12	8	5	4.86 ^c
Conservation of biodiversity	1	0	1	5	11	10	5	4.96 ^c

Response count = 28; MR = mean rank, Md = median; * different letters signify statistically significant differences.

A Kruskal Wallis H test revealed that the rankings given to the six statements differed significantly from each other with respect to their mean ranks ($\chi^2(5) = 68.51, p < 0.01$). Wilcoxon Signed Ranks post-hoc tests (significance set at $p \leq 0.003$ after applying Bonferroni correction) revealed that two statements, namely "improve rapid response to an emergency" and "increase understanding and co-operation by stakeholders/general public" were ranked significantly higher than the other four statements. These two statements were followed by "enhance stakeholders' involvement in consultation", "reduction in costs involved for control measures", "fostering policy change" and "conservation of bio-diversity".

The respondents were also asked to mention other important long-term benefits of awareness-raising activities apart from those provided (if any). They mentioned an increased focus on prevention (2) and a reduction in potential risks in the field of plant health (2).

4.2 Based on your experience, where do you envisage problems or opposition by stakeholders due to lack of awareness during the execution of a contingency plan?

The Member States were asked to rank five provided statements in order of importance ('1 = most important' to '5 = least important'). A summary of statistical output is provided below.

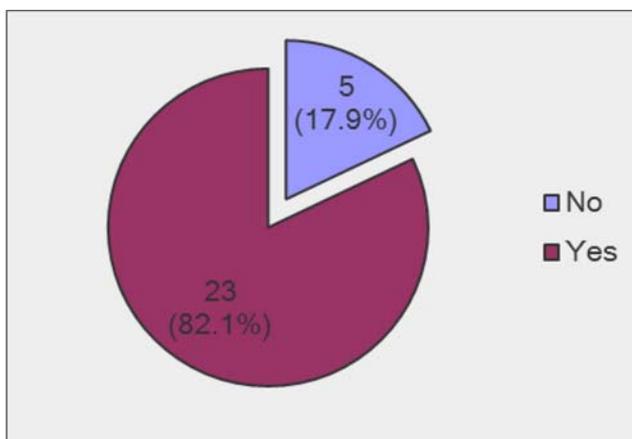
Answer Options	1	2	3	4	5	Md	MR*
Destruction of asymptomatic plants / trees	13	10	4	1	0	2	1.75 ^a
Destruction of non-infected host plants located in infected zone	7	15	2	1	3	2	2.21 ^a
Other actions in demarcated areas (e.g. no movement of host plants)	1	1	10	12	4	4	3.61 ^b
Restriction on trade/imports of commodities	4	0	6	11	7	4	3.61 ^b
Access to property	3	2	6	3	14	4	3.82 ^b

Response count = 28; MR = mean rank, Md = median; * different letters signify statistically significant differences

A Kruskal Wallis H test revealed that the rankings given to the five statements differed significantly from each other with respect to their mean ranks ($\chi^2(4) = 40.23$, $p < 0.01$). Wilcoxon post-hoc tests (significance set at $p \leq 0.005$ after applying Bonferroni correction) revealed that two statements, namely “destruction of asymptomatic plants/trees” and “destruction of non-infected host plants located in infected zones” were ranked significantly higher than the other three statements.

Other aspects that some respondents consider as important and which were not encompassed in the five response options were: taking action on landmark/heritage trees (2), banning the cultivation of susceptible plant species (2) and size determination of demarcated areas (2).

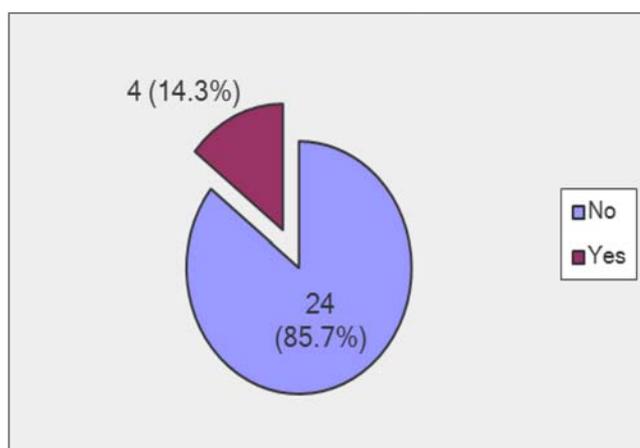
4.3. Are you aware of any initiative for collaboration on awareness-raising activities? If YES, which?



The pie chart above shows that 23 (82.1%) of the Member States are aware of collaboration initiatives on awareness-raising. The initiatives mentioned include

- The EPPO activities (e.g. the ‘Don’t risk it campaign’);
- The upcoming IYPH 2020

4.4 Were you involved in awareness-raising activities with other EU Member States?



The pie chart above reveals that only 4 (14.3%) Member States were involved in awareness-raising with other EU member states. These include:

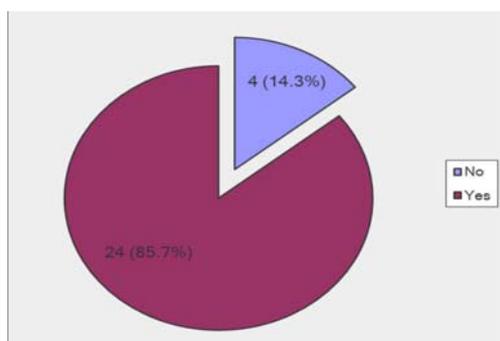
- Co-operation with EUPHRESKO/EPPO panel;
- Co-operation during outbreaks concerning neighbouring Member States;
- Co-operation between neighbouring Member States on common risks.

4.5 How can the EU Commission contribute to increase co-operation on awareness-raising in the Plant Health area between Member States?

The Member States provided various suggestions on how the EU Commission could contribute to increase co-operation on awareness-raising in the plant-health area between the member states. The suggestions provided were grouped into the following six themes:

- Common EU communication strategy, facilitating a joint approach for all Member States;
- Coordination of awareness-raising activities at EU level. This can be carried out through different fora e.g. Commission Standing Committees;
- Establishing web platform at EU level and preparation of communication kits on priority pests (e.g. video/flyer/posters/educational material) for a harmonised approach;
- Better Training for Safer Food (BTSF) courses dedicated to awareness-raising;
- Communication among relevant European Commission DGs to increase cooperation with respect to awareness-raising in the plant health area for travellers and trade;
- Funding of awareness raising activities, including funding for co-operation activities between Member States.

4.6 Should such co-operation be discussed at the Working Party Level? If YES, which Working party?

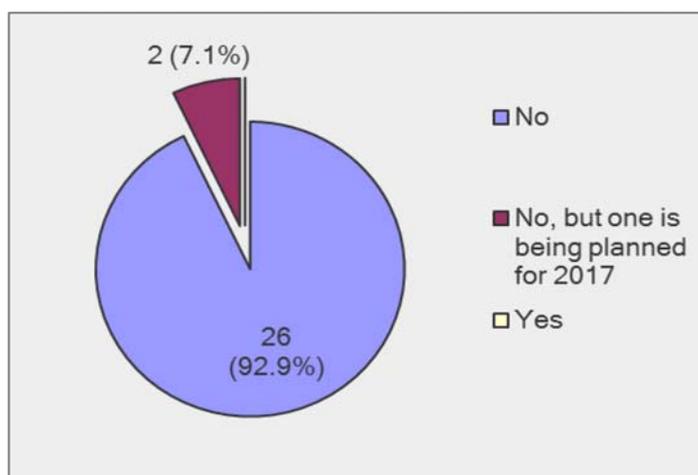


The pie chart above shows that the vast majority (85.7%) of the Member States believe that such co-operation should be discussed at the Working Party Level.

Those in favour (24) were asked to specify at which Working Party such cooperation should be discussed. The 20 (excluding 4 'don't know') respondents provided 22 suggestions which were grouped as follows:

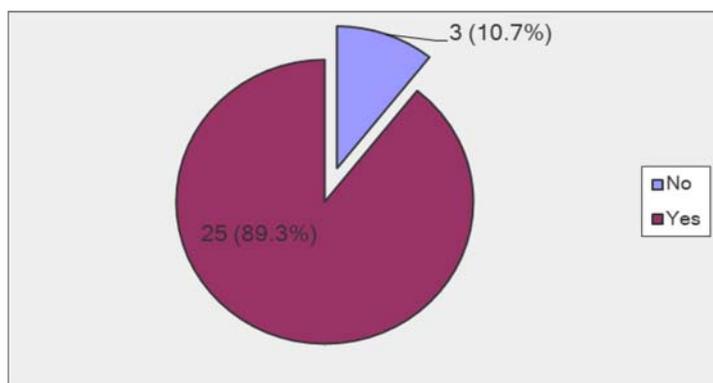
- COPHS (16),
- SCoPAFF approved by COPHS (1),
- Council Working party for Plant Health (2)
- Dedicated Commission working party in collaboration with EPPO panel (1), and
- Establish a new working group (2)

4.7 Has a survey been carried out in your Member State in order to assess the level of plant health awareness on a national scale?



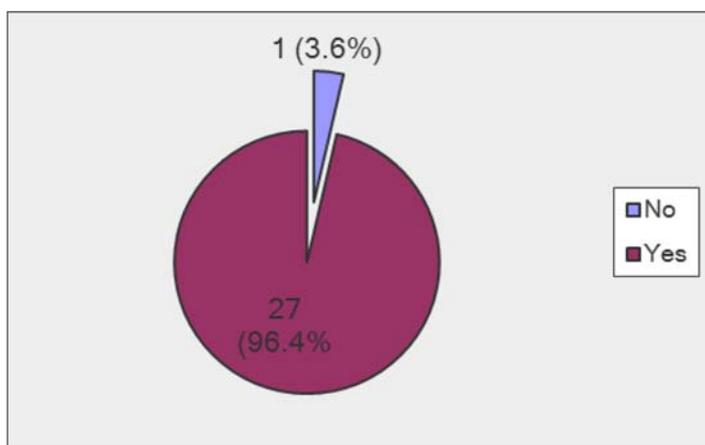
26 (92.9%) of the 28 Member States did not carry out a survey to assess the level of plant health awareness on a national scale, while two Member States had one planned for 2017.

4.8 Do you agree with the conduction of a common EU-wide survey, as a baseline study, to assess the level of plant health awareness in each Member State?



The pie chart above reveals that 25 (89.3%) of the Member States agree with the conduction of a common EU-wide survey, as a baseline study, to assess the level of plant health awareness in each member state.

4.9 Do you think that the Plant Health profile should be raised on a national scale? If 'YES', at which level do you need to increase the Plant Health profile on a national scale?



All the Member States except one, as indicate by the pie chart above are of the opinion that the Plant Health Profile should be raised on a national scale.

The 27 Member States that believe that the Plant Health profile should be raised on a national scale were asked to rank five levels (general public, producers/traders/importers, NGOs, political level, technical/academic level) in order of priority (1 = highest priority, 5 = lowest priority). A summary of the responses and statistical output is provided in the table below.

Answer Options	1	2	3	4	5	Md	MR*
Producers / Traders / Importers	11	8	6	1	1	2	2.00 ^a
General public	10	7	4	2	4	2	2.37 ^a
Political level	6	6	5	4	6	3	2.93 ^{ab}
NGOs	0	3	9	7	8	4	3.74 ^b
Technical/Academic level	0	3	3	13	8	4	3.96 ^b

Response count = 27; MR = mean rank, Md = median; * different letters signify statistically significant differences

A Kruskal Wallis H test revealed that the rankings given to the five levels differed significantly from each other with respect to their mean ranks ($\chi^2(4) = 31.08$, $p < 0.01$). Wilcoxon post-hoc tests (significance set at $p \leq 0.005$ after applying Bonferroni correction) revealed that two levels, namely “producers/traders/importers” and “general public” were ranked significantly higher than “NGOs” and “technical/academic level”, while “political level” was on a par all with the other levels.

4.10. What can be done by the Competent Authorities to increase the Plant Health profile on a national scale?

We asked the respondents to provide recommendations to Competent Authorities in their quest to increase the Plant Health Profile on a national scale. The following recommendations were suggested:

- definition and implementation of a strategy for plant health awareness (3)
- publication of specific plant contingency plans (1)

- increase of financial and human resources (1)
- dissemination of information through general public and stakeholders (2)
- invest in effective plant health awareness campaigns using various channels (8)
- being proactive rather than reactive; prevention is better than cure (2)
- establish a decentralised network of scientists, technicians etc. (1)
- invest in citizen science – the development of tools enabling the citizens to identify pests and to report anything suspicious (1)

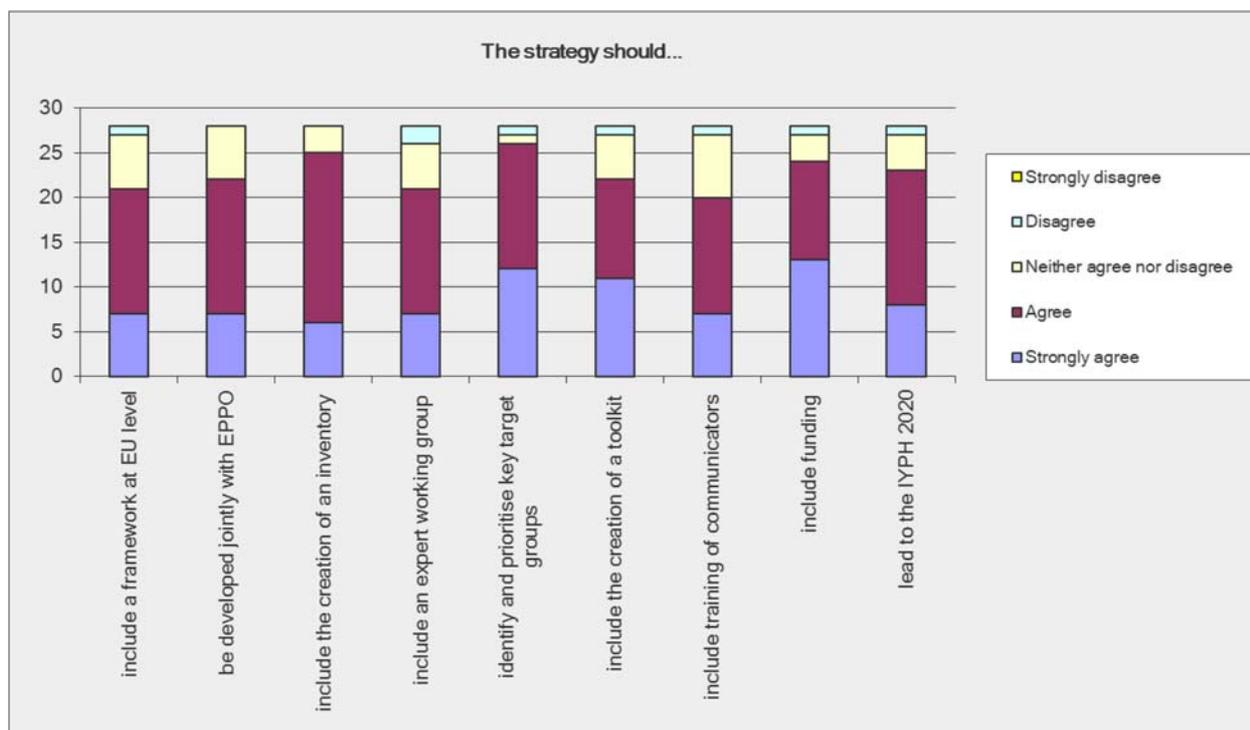
4.11 These statements are related to a common EU awareness-raising strategy in the area of Plant Health. How much do you agree with each of these statements?

The respondents were presented with nine statements related to a common EU awareness-strategy in the area of plant health. They were asked to indicate their level of agreement on a five-point Likert rating ranging from 1= strongly disagree to 5=strongly agree. The table below provides the list of statements and a summary of the responses.

The strategy should ...	SD	D	N	A	SA	Md	MR
a) <u>Include a framework at EU level</u> for individual implementation by Competent Authority at national level	0	1	6	14	7	4	4.50
b) be developed <u>jointly with EPPO</u>	0	0	6	15	7	4	5.00
c) include the <u>creation of an inventory</u> of existing awareness-raising information and materials	0	0	3	19	6	4	5.04
d) include the <u>creation of an expert working group</u> consisting of technical and communication experts to develop, implement and evaluate awareness-raising strategies	0	2	5	14	7	4	4.30
e) <u>identify and prioritise key target groups</u> and determine effective communication channels and messages	0	1	1	14	12	4	5.91
f) include the <u>creation of a toolkit</u> and a platform for the sharing of awareness-raising resources and training materials	0	1	5	11	11	4	5.09
g) include <u>training of communicators</u> in order to enable CA implement national awareness-raising strategies and engage with target groups to raise awareness	0	1	7	13	7	4	4.39
h) including <u>funding</u> to ensure that sufficient resources are available for the strategies in the long-run	0	1	3	11	13	4	5.77
i) <u>lead to the IYPH 2020</u>	0	1	4	15	8	4	5.00

Response count = 28; SD = strongly disagree, D = disagree, N = neither agree nor disagree, A = agree, SA = strongly agree; Md = median, MR = mean rank.

A Kruskal Wallis H test revealed that the ratings given to the nine statements did not differ significantly from each other with respect to their mean ranks ($\chi^2(8) = 13.76$, $p = 0.09$). Additionally, summary statistics clearly indicate that the Member States agree on average (Md = 4) with all these statements, as illustrated by the stacked column graph below.



These findings suggest that all these statements should be considered for inclusion in a common EU awareness-strategy that is being proposed in the area of Plant Health.

4.12 Kindly suggest other elements that may be included in the common EU awareness-raising strategy.

We asked the respondents to highlight other elements that may be included in the common EU awareness-raising strategy. The following 10 elements were mentioned:

1. 'Citizen Science' activities
2. Develop school programmes about plant health
3. Assessment of importance of awareness raising in plant health.
4. Joint awareness-raising strategies in relation to priority quarantine pests
5. Awareness-raising campaign is to be implemented directly by EU Commission.
6. Information prepared by EU should be provided in all EU languages
7. Setting up of an EU web-site with easily available information about pests, requirements and what different stakeholders can do.

8. Involvement of different stakeholders and entities in information campaign including MPs and EU officers; operators / professional organisations
9. Cooperation and communication with other entities including Customs, international / national environmental protection institutions
10. Include relationship of plant health to biosecurity, environment, Common Agricultural policy (CAP) and Plant Protection Products (PPPs).

APPENDIX

3.1 Which awareness-raising activities in the area of plant health should be carried out during the IYPH 2020? Suggest up to three (3) activities and for each state at which level (i.e. National, EU, Regional - EPPO, or International).

a) At National level:

- Awareness-raising activities at educational institutions, particularly kindergarden/primary schools (e.g. organization of dedicated lessons / plant health festival at primary schools)
- Secondary education programmes implemented in the frame of the Eurydice policies network.
- Open eye campaign
- TV/radio programmes/video
- Mobile application
- Articles in newspapers
- Websites
- Seminars/training/conferences, targeted for particular interest groups (e.g. forestry, gardeners, plant producers, students, general public)
- Plant health fairs/exhibitions/festivals/shows
- Open doors day in gardens, nurseries, agricultural schools, etc. with activities on plant health
- Activities addressing specific pest issues/greatest threats to particular Member State
- Activities to increase awareness at political level
- Minting of a national 2 Euro coin commemorating the IYPH 2020

b) At EU level:

- Workshop including stakeholders
- Raising awareness at political/Ministerial level
- Conferences (including at high level)
- Travelling interactive exhibition among Member States
- Activities involving TV/radio, e.g. Commissioning of a TV documentary about risks of pests
- Education of plant health for future generations
- Press releases

Relevant Commissionaire and Ministers delivering a statement on the importance of plant health and international plant quarantine instruments.

- Activities addressing new pest risks
- Activities demonstrating importance of research in plant health area (EUPHRESKO)

c) At Regional level (EPPO):

- Raising awareness at political / Ministerial level
- Conferences (e.g. at high level, joint conferences for NPPOs and phytosanitary experts)
- Providing documentation service on plant protection
- Education of plant health for future generations
- Activities addressing potential / new pest risks for EPPO region or certain areas (e.g. Mediterranean / Balkan) within EPPO.
- Activities demonstrating importance of research in plant health area
- Video
- Website / internet / social media banners
- Preparation of information materials (e.g. leaflets, posters, short articles) that could be translated to national languages and be used to support national activities.
- Citizen Science projects: getting people involved in plant health

d) At International level:

- Organisation of international conferences, e.g. on plant health and international trade
- Information campaign on the work of plant health
- TV commercials / Video / the EU film
- Websites
- IPPC seminars
- Workshops for target groups
- Education of plant health for future generations
- Launch the idea of a global expo to be held every 5 years in a different location
- Phytosanitary measures for outbreaks / eradication
- Implementation of phytosanitary measures in time – provision for saving the plants for the future.