



Food and Agriculture
Organization of the
United Nations



International
Plant Protection
Convention



INTERNATIONAL YEAR OF
PLANT HEALTH

2020



PROTECTING PLANTS,
PROTECTING LIFE

**DELIVER IPPC IMPLEMENTATION
ACTIVITIES MORE EFFICIENTLY
THROUGH DIGITAL**

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www.fao.org/plant-health-2020



Content

1. The design thinking approach and methodology
2. The identified personas
3. Focus on touchpoints
4. Conclusion & next step





01 - The design thinking approach and methodology





**Design thinking is not a process.
It is a **state of mind.****

An approach that puts the **human
at the center.**



Our main goal

“

How can we leverage digital to efficiently deliver IPPC implementation and capacity development activities?

”



A design thinking approach study with PwC



Scope



Understand



Define

Restitution

Understand IPPC Secretariat's activities and define the scope of the research (users/countries)

Understand the current user experience

Design the target user experience (focus on one challenge)

Share the result of the study and discuss the next steps

Kick-off & Design thinking training workshop
Interviews with some IPPC staff

Understanding / 1 day
Users' interviews / 3 days
Research debrief / 1 day
Debrief/prioritization workshop

Challenge validation
Target user experience workshop
Touchpoint definition workshop

Started June 2020

July 2020

September 2020

October 2020 until Today





02 - The identified Personas





Meet our three identified personas



THE POLITICIAN



THE BEST-IN-CLASS



THE PRAGMATIC





THE POLITICIAN

Head of the NPPO
Legislation officer
Surveillance officer
Diagnostic officer
Field Operations officer

'We are the voice of the region but we need the IPPC Secretariat to be a firmer intermediary between countries'

COUNTRY MATURITY

Low

Advanced

MAIN WORK ZONE *Office*

IPPC SERVICES

IPPC Website

IPPC Newsletters
& Social media

EQUIPMENTS & TOOLS

Computer
& Smartphone

Emails



Awareness
about IPPC



Mastering
IPPC services



Technological
capabilities

BEHAVIOURS

- Strong connection with the IPPC, intermediate for the rest of the NPPO
- Understands the structure and touchpoints of the IPPC Secretariat
- Participates in all the meetings and workshops
- Responsible for providing the right information at the right time for the NPPO
- Expect from the IPPC to take stronger positions to harmonizes phytosanitary standards in the region

NEEDS

- Foster contact points with foreign counterparts
- Shine among the NPPOs
- Deliver efficient training to his/her team

PAIN POINTS

- Lack of onboarding to understand its position responsibilities and the array of services provided by the IPPC Secretariat
- Lack of best practices from other countries

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THE BEST-IN-CLASS

Head of the NPPO
Legislation officer
Surveillance officer
Diagnostic officer
Field Operations officer

'I try to answer as much as I can to all calls for contribution and workshops: this is where you can meet experts, reach them to learn new practices!'

COUNTRY MATURITY

Advanced

MAIN WORK ZONES

Office &
Fields

IPPC SERVICES

IPPC Website

IPPC Guides

OCS

EQUIPMENTS & TOOLS

Computer
& Smartphone



Awareness
about IPPC



Mastering
IPPC services



Technological
capabilities

BEHAVIOURS

- Visits everyday the IPPC website to check potential updates or publications
- Participates to calls & contribution
- Exchange best practices with counterparts from other countries
- Understands the value of visioconference & remote meetings
- Dependent of the national contact point

NEEDS

- Foster contact points with foreign counterparts
- More frequent remote exchanges with the phytosanitary experts
- Reusable and simplified training documents to share with people in the field (with no connectivity)

PAIN POINTS

- Lack of direct contacts with the IPPC Secretariat
 - Effort-consuming actions to get updated regarding the ISPM change
- PROTECTING PLANTS,
PROTECTING LIFE



THE PRAGMATIC

Head of the NPPO
Legislation officer
Surveillance officer
Diagnostic officer
Field Operations officer

*'Honestly I am not aware of any particular tools to train myself on IPPC topics.
Usually for training, we use books'*

COUNTRY MATURITY

Low

MAIN WORK ZONE *Field*

IPPC SERVICES

Printed,
Downloaded ISPMs

EQUIPMENTS & TOOLS

Low access
to a computer

Smartphone

Cabi



Awareness
about IPPC



Mastering
IPPC services



Technological
capabilities

BEHAVIOURS

- Very low knowledge of what the IPPC can bring to him/her: he/she implements the ISPMs
- Waits for National Contact Point emails to adjust his/her tasks
- No direct contact with the IPPC Secretariat during the year
- Low usage of IPPC services

NEEDS

- Mobile responsive guides or printable (PDF) format
- Needs to be pushed in the collaboration with IPPC Secretariat

PAIN POINTS

- Lack of awareness regarding IPPC tools (presentations & benefits)
- Lack of technological capabilities (computer and internet connection)

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One of the challenges identified

Information sharing for the implementation of ISPMs

- 1 How to **ease the communication** in between the IPPC Secretariat and NPPOs and provide **easy access to all material**
- 2 How to help the NPPO HQ to develop or obtain **implementation material for their field staff**
- 3 How can we facilitate the appropriate **exchange of information from the NPPO to their stakeholders** (farmers, importers, exporters, etc.)?
- 4 How to **foster networking and knowledge exchange between NPPOs** (directly, or via RPPOs)





03 - Focus on touchpoints (training on the IPPC tools, guides and training resources)



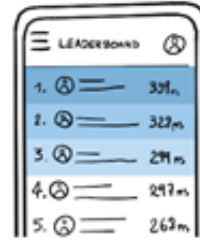
Four (4) concepts identified



Targeted training on the IPP
website



A proactive communication with
the NPPO on all channels
*(whatsapp, social media and the
website)*



A gamified training app



Simplified and adapted
material



THE POLITICIAN



THE BEST-IN-CLASS



THE PRAGMATIC

The targeted training on the IPP website (1)



1.

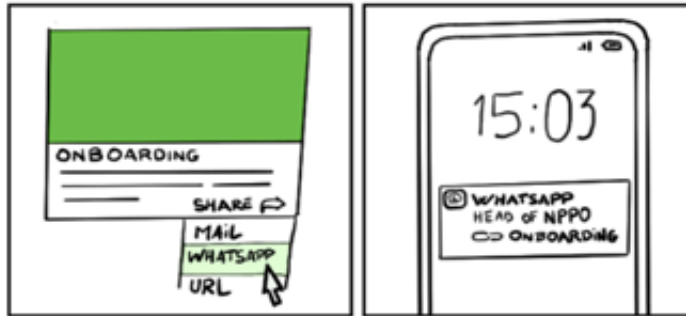
A new staff has just joined the NPPO. As the head of NPPO, I wonder if there is a particular training available to facilitate his onboarding.



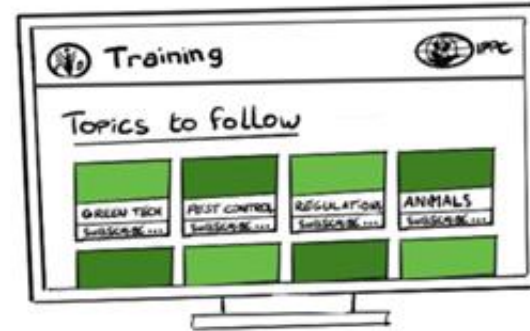
2.

I go on the IPP website where I can review the list of training materials very easily. They are highlighted on the homepage and easy to find. A system of filters allows me to sort the courses according to professions, problems encountered, language, country,...

The targeted training on the IPP website (2)

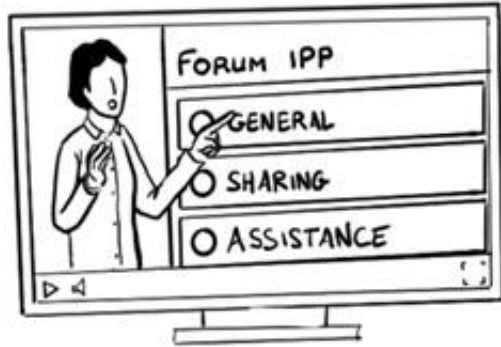


3.
I find the onboarding course and share it with my new employee. I can choose the channel I want to share it through and pick Whatsapp as I know he always has access to his phone.



4.
I notice I can also subscribe to certain training topics and choose how I would like to receive the information (mail, WhatsApp,...)

The targeted training on the IPP website (3)



5.

A few days later, I receive an email from the IFU with a link to an explanatory video with all info related to training materials and opportunities I might need as a NPPO.

Thanks to the video, I discovered that it exists a forum for discussion on capacity development with all NPPOs, trainers and IFU.



6.

I schedule a meeting with my staff to present them the training journey specific to each profiletype, the material available, the type of courses and the time needed.

Once per year I receive a survey from the secretariat to give my opinion on the content and format of the trainings .



04 - Conclusion & next Steps





Examples of concrete actions taken (1)

1. International Phytosanitary Portal (IPP)

- Conducted a digital opportunity study with PwC for improving the IPPC website (ippc.int)

2. Communication

- Organizing webinars to announce new Guide and Training materials
- Publishing a bimonthly IPPC Secretariat newsletter
- Further using LinkedIn to promote the IPPC Secretariat activities

3. Guides, training materials and e-learning courses

- Creating an e-learning course platform
- Seeking partners to translate all IPPC Guides and training materials, or providing IT tools to countries for easy translation
- Publishing summary versions of the new IPPC Training Materials



Next step

This pilot study was an eye-opener which shifted our focus towards our target audience needs.

The IPPC Implementation and Capacity Development Committee recommends to conduct an expanded design-thinking study to include 10-12 countries from other continents.

We are looking for financial support and partners to conduct this expanded study!



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Contact us

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Find us online

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