DELIVER IPPC IMPLEMENTATION ACTIVITIES MORE EFFICIENTLY THROUGH DIGITAL

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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**

**01 Scope**
Understand IPPC Secretariat’s activities and define the scope of the research (users/countries)

**02 Understand**
Understand the current user experience

**03 Define**
Design the target user experience (focus on one challenge)

**04 Restitution**
Share the result of the study and discuss the next steps

- **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

‘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

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 harmonize 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
## Country Maturity

**Advanced**

## Main Work Zones

- **Office & Fields**

## IPPC Services

- **IPPC Website**
- **IPPC Guides**
- **OCS**

## Equipment & Tools

- **Computer & Smartphone**

## The Best-in-Class

*“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!”*

### Behaviours

- Visits everyday the IPPC website to check potential updates or publications
- Participates to calls & contribution
- Exchanges 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

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**Head of the NPPO**

- Legislation officer
- Surveillance officer
- Diagnostic officer
- Field Operations officer

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**IPPC Services**

- **Office & Fields**
  - Protection of plants
  - Protection of animal health
  - Protection of human health
  - Environmental protection

**Technology**

- Computer & Smartphone
- Internet

**Protection of Plants, Protecting Life**
THE PRAGMATIC

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

<table>
<thead>
<tr>
<th>COUNTRY MATURITY</th>
<th>Main Work Zone</th>
<th>Equipment &amp; Tools</th>
<th>IPPC Services</th>
<th>Needs</th>
<th>Pain Points</th>
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</thead>
<tbody>
<tr>
<td>Low</td>
<td>Field</td>
<td>Low access to a computer, Smartphone, Cabi</td>
<td>Printed, Downloaded ISPMs</td>
<td>Awareness about IPPC</td>
<td>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.</td>
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<td></td>
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<td>Mastering IPPC services</td>
<td>Mobile responsive guides or printable (PDF) format, Needs to be pushed in the collaboration with IPPC Secretariat.</td>
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<td>Technological capabilities</td>
<td>Lack of awareness regarding IPPC tools (presentations &amp; benefits), Lack of technological capabilities (computer and internet connection).</td>
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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 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!