



PROCINORTE

Communications Plan Report

PROCINORTE has a specific niche in the Northern Region, supporting agricultural trade through sound science and knowledge sharing on issues of regional relevance. Its new Strategic Plan (2015 – 2020) has identified 3 main challenges currently facing PROCINORTE: (1) consolidating its role as a mechanism for dialogue, (2) overcoming financial limitations and (3) internalization in the member organizations to increase national visibility. Appropriate visibility and recognition of PROCINORTE as a valuable platform can assist in overcoming the challenges noted. As such, an effective communication programme is required.

The following Plan is being proposed as an initial step. This is subject to review and revision at the end of 2016.

Communications Plan For PROCINORTE						
Overall Communication Objective						
Audience	Communication Objectives	Message	Channel	Responsible party	Timing	Status
Other PROCIs	To share knowledge for benefit of LAC and identify areas for collaboration.	Technical information on methodologies, tools, emerging issues etc.	Virtual Meeting	ES	Twice/year	Done. PROCIs invited to TF meetings.
International Agricultural Platforms	To facilitate recognition of PROCINORTE as a relevant regional mechanism.	PROCINORTE is an effective platform for addressing Agricultural priorities of trilateral interest	Presentation at International Meetings/Conference, complemented with brochures, banner where possible including GFAR and GCARD	ES / TF	Once/year	Not completed due to inability to attend GCARD Meeting
Regional Networks, Platforms –e.g. FORAGRO	To demonstrate impact of PROCINORTE in addressing agreed priority themes	PROCINORTE is an effective platform for addressing Agricultural priorities of trilateral interest	Presentation at Regional Meetings/Conference, complemented with brochures, banner where possible	ES / TF	Once/Y ear	FORAGRO in transition. Executive Meeting to take place Nov., 2016.



Audience	Communication Objectives	Message	Channel	Responsible party	Timing	Status
IICA Technical Teams	To share knowledge for benefit of LAC and identify areas for collaboration	Technical information on methodologies, tools, emerging issues etc.	Virtual Meeting	ES	Twice/Year	Technical Specialist in Animal Health participated in AH Task Force meetings.
Academics/Researchers – National, Regional	To update on the work of the PROCINORTE in the areas of Animal & Plant Health, Genetic Resources and Tree Fruits	Up-to-date information on methodologies, tools, emerging issue.	Seminars, Workshops	TF	Once per year for each Task Force	NAPPO ; Agricultural Deans
			Briefing Note	TF	Once/Year for each Task Force	No Briefing Note
Regulators – National, Regional	Policy makers and Regulators are informed of pertinent issues, methodologies and latest findings	To share knowledge relevant to specific commodity or process	Seminar/Briefing Note	BOD	As needed	Delay in completion of non-destructive testing methodology, therefore activity deferred.
Industry	Industry participants value the work of PROCINORTE in facilitating trade	Information and new knowledge on specific commodities, processes, instrumentation etc. shared	Seminar/Briefing Note		As needed	See above



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Development Organizations	To facilitate recognition of PROCINORTE as a relevant regional mechanism in addressing issues relating to Animal & Plant Health, Genetic Resources & Tree Fruits	PROCINORTE is an effective platform for addressing issues of trilateral priority and relevance to the rest of the Americas.	Summary Report	TF	Once/Year	
Task Force Members	To facilitate networking and information sharing between TF members	Trilateral collaborations are efficiently addressing research priorities.	Virtual Meeting	ES / TF	Twice/Year	Virtual Meetings held at least 2 times with each TF
Board of Directors	To report on implementation of Work plan and account for resources allotted.	Task Forces work together effectively to address agreed priorities.	Meeting	BOD/ ES	Twice/Year	Done
Civil Society	To advise on the emerging issues, activities and achievements of PROCINORTE	PROCINORTE is a relevant and effective platform for addressing issues that can impact agricultural trade in Canada, USA and Mexico	Website	ES	Once/quarter	Website updated, however most activity requires a renewed web presence.

RECOMMENDATIONS

- The Secretariat suggest to include within the Communications Plan of 2017, the following:

Audience	Communication Objectives	Message	Channel	Responsible party	Timing	Status
Institutions that are part of PN	To reinforce with BOD members that they should internalize PN within their organizations.	To promote PROCINORTE's presence in trilateral events, knowledge sharing activities, plans, etc.	Written communications	BOD	As needed	