



## PROCINORTE

### Communications Plan

*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.*

| Communications Plan For PROCINORTE                |   |   |   |                   |            |   |
|---|---|---|---|-------------------|------------|---|
| Audience  | Communication Objectives  | Message   | Channel   | Responsible party | Timing     | Status  |
| <b>Other PROCIs</b>                               | 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 | Information share with PROCISUR & GT-ITTI                         |
| <b>International Agricultural Platforms</b>       | 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 <b>GFAR and GCARD</b> | ES / TF           | Once/year  | ES actively participated in GFAR meeting & also shared brochures. |
| <b>Regional Networks, Platforms –e.g. FORAGRO</b> | 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/Year  | ES participated in FORAGRO Exec Mtg. & meeting of the Assembly    |

| <b>Audience</b>                                   | <b>Communication Objectives</b>  | <b>Message</b>  | <b>Channel</b>        | <b>Responsible party</b> | <b>Timing</b>                     | <b>Status</b>   |
|---|--|---|-----------------------|--------------------------|-----------------------------------|---|
| <b>IICA Technical Teams</b>                       | 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                        | Information shared with the AHFS Flagship Project – Animal & Plant Health     |
| <b>Academics/Researchers – National, Regional</b> | 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 | As per work plan; additional activities by NORGEN                             |
|   |  |   | Briefing Note         | TF                       | Once/Year for each Task Force     | Press Release for PHTF  |
| <b>Regulators – National, Regional</b>            | 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                         | Plant Health TF Workshop with US APHIS participation                          |
| <b>Industry</b>                                   | 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                         | Participation in Avocado Congress, presented paper & interacted with industry |

| Audience                         | Communication Objectives   | Message  | Channel         | Responsible party | Timing       | Status   |
|----------------------------------|--|--|-----------------|-------------------|--------------|--|
| <b>Development Organizations</b> | 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    | Information Note on PROCINORTE – or IDRC, GAC & Embassies of Mexico & USA (Agric. Att) |
| <b>Task Force Members</b>        | To facilitate networking and information sharing between TF members  | Trilateral collaborations are efficiently addressing research priorities.  | Virtual Meeting | ES / TF           | Twice/Year   | At least 2 virtual meetings held.  |
| <b>Board of Directors</b>        | 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   | 2 Interim meetings with the President; 1 BoD Meeting                                   |
| <b>Civil Society</b>             | 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 under reconstruction.  |