



**International Organisation for Biological and integrated
Control of Noxious Animals and Plants (IOBC)**

West Palaearctic Regional Section (WPRS)

Vision 2010-13 for IOBC/WPRS

(drafted by Executive Committee July 2009)

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President IOBC/WPRS

Key objectives to be proposed to new Council

1. improve the visibility of IOBC/WPRS for the stakeholders
2. improve the impact of IOBC/WPRS on decision makers at national and European levels
3. improve membership recruitment
4. improve fund raising strategies to stabilize the financial situation of IOBC/WPRS



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Improve visibility of IOBC/WPRS

- How to improve?

Better identify and communicate achievements and benefits to stakeholders of wprs (on website, advertisements)

- For what stakeholders?

Scientists, decision makers in governments, companies, EU, EPPO, FAO, advisory services

- How to measure visibility?

Hits on wprs-website, number of wprs members and WS participants, google rank on keywords such as biocontrol and IPM, citation index of BioControl, citations of Bulletins, etc.



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Possible actions to improve visibility

- Continue website improvements, focus on services for stakeholders (e.g. job advertisements, services offered by wprs such as training courses)
- Active advertisements during scientific meetings (e.g. wprs poster for display at meetings, use of the logo)
- Active advertisement towards stakeholders and members (e.g. listing of potential wprs members, presentation documents describing benefits of wprs)



Improve the impact on decision makers on national and EU level

- Identify past and current impact (e.g. what made high impacts in the past? what is currently needed to achieve high impact?)
- Identify possible areas of impact (e.g. what are the topics with high knowledge gaps in governments and organizations?)
- Identify possible people at key positions (e.g. who are the key decision makers and how can we approach them?)

Possible actions next 4 years:

- Database on expertise on IPM & biocontrol
- Organize an international conference on appealing topic
- Advertise wprs services to key organizations & person



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Improve membership recruitment

- Many of the previous actions will impact membership recruitment
- Draft a list of universities and institutions in the wprs zone (with programs in crop/environment protection) as a potential source of new members. Assistance of all Council members and Convenors needed, e.g. greenhouse WG
- Prepare an advertisement package showing the member's benefits



Improve fund raising strategies

- Many of the previous actions will impact fund raising
- Organize online purchase of Bulletins, single articles or other services (automatic receipts to buyers needed)
- Create a foundation capable of accepting donations from individuals and institutions to be used for specific purposes



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Will we achieve the goals?

**The Council will follow up the ideas and
make a proposal**

But

we need your help!