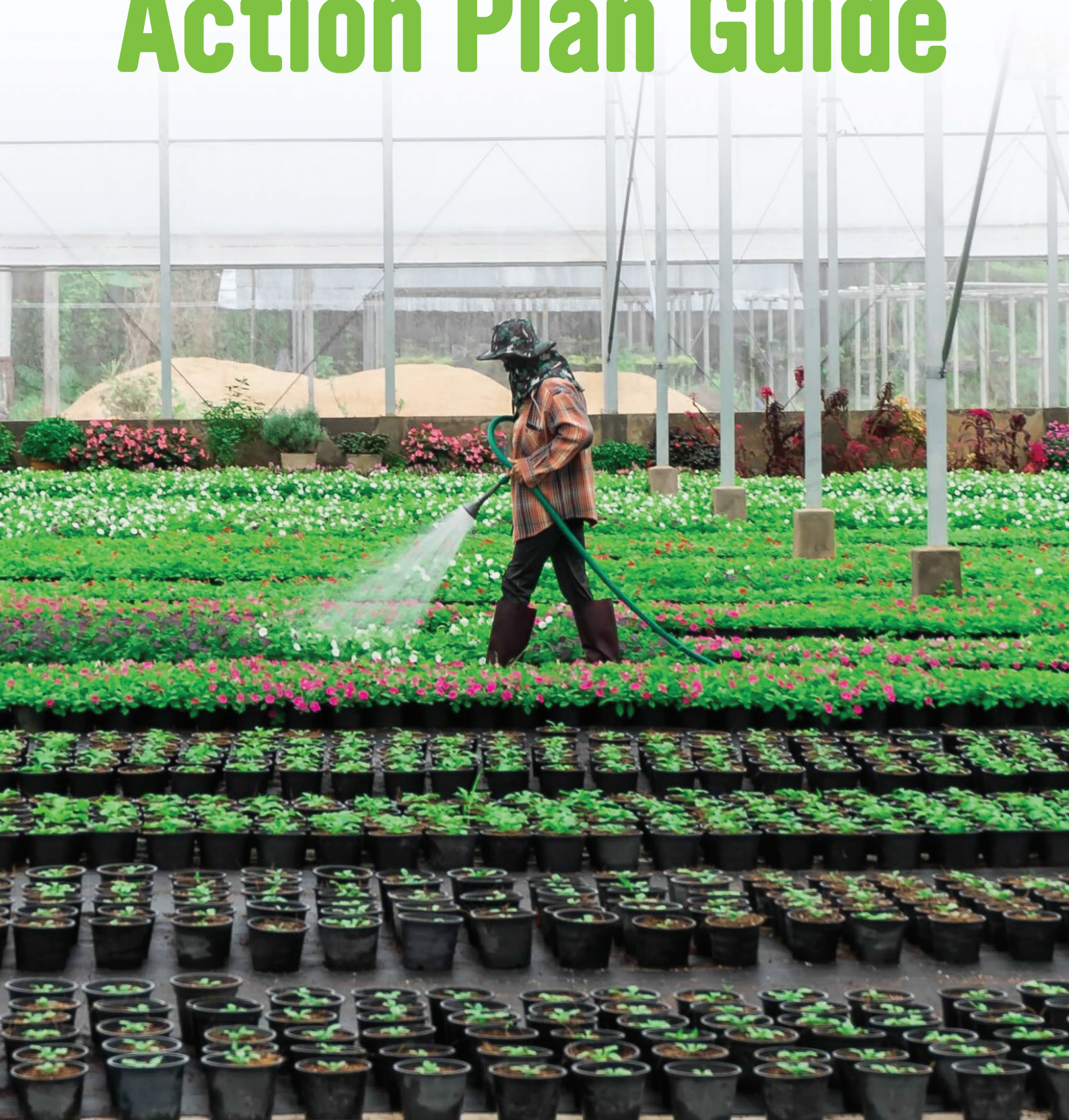


Partners' Action Plan Guide



Purpose of Guide

To provide guidance to organisations wanting to develop a Plant Pass Partner Action Plan under Plant Pass.

Note that as of January 2024, previous Plant Buyers' Accord signatories are now referred to as Plant Pass Partners.

Plant Pass

Plant Pass is a voluntary biosecurity certification scheme, developed in partnership between New Zealand Plant Producers Inc (NZPPI), the Government and plants industries. Its purpose is to help plant producers actively identify, control, manage and avoid biosecurity risks.

Plant Pass reduces risks of plants getting pests or diseases that threaten native and exotic species and our natural ecosystems and harm human wellbeing and our primary sector productivity.

The importance of Plant Pass Partners

Plant Pass enables buyers, funders and sector advocates to easily identify the businesses that have implemented good biosecurity practice and have met the Plant Pass standard.

Plant buyers and funders can play a critical role to play in encouraging plant producers to register with Plant Pass by becoming a Plant Pass Partner.

Plant Pass Partners commit to protecting Aotearoa from pests and diseases and being part of the Ko Tātou This Is Us movement that recognises that every New Zealander has a role to play in protecting our way of life.



Plant Pass Partner commitments

As a Plant Pass Partner, an organisation commits to:

- Using influence to incentivise plant producers to improve their biosecurity practices and become certified under the scheme.
- Growing, buying or funding plants from plant producers that are certified under the scheme or which are actively working towards certification.
- Developing and being accountable to the organisation-specific actions with goals and targets that describe how these commitments will be met.
- Sharing their Action Plan with other Plant Pass Partners and with the wider public as applicable.

Plant Pass Partner Action Plan

Plant Pass Partners develop an Action Plan within six months of signing up. The plan covers:

1. Why the organisation is such a strong supporter of Plant Pass
2. The actions the organisation will take to incentivise plant producers to engage with Plant Pass and become certified.
3. Who owns the action plan and who is responsible for the actions.

Actions

The following table of actions has been drawn from the MPI Action Plan. Other Plant Pass Partners may wish to use a similar format.

The listed actions have been categorised under:

- Partnership and Participation,
- Promotion and Advocacy, and
- Procurement and Contracts.

The actions are examples only and may help to kick start thinking.

Organisations should develop actions to suit their own needs, timeframes and resources.

Actions

CATEGORIES	EXAMPLE ACTIONS
Partnership and participation (within and across organisation and externally)	<p>Monitor and report progress against actions annually to other Plant Pass Partners (via the NZPPI Secretariat).</p> <p>Attend Plant Pass Partners quarterly online meetings to review progress and impact, and to propose improvements.</p> <p>Identify opportunities for Partners to collaborate on 'cross agency' initiatives.</p>
Promotion and advocacy (within and across organisation and other stakeholders)	<p>Develop an internal communications plan to identify and leverage opportunities to promote Plant Pass and producer certification e.g. on websites, social channels, intranets and internal channels.</p> <p>Prepare key messages and collateral for staff to use in their engagement with stakeholders about Plant Pass.</p> <p>Identify who in the organisation holds relationships with nurseries and will take action to promote Plant Pass registration and certification.</p> <p>Identify stakeholder channels and events where the organisation can promote Plant Pass, registration and certification.</p> <p>Host or link to webinars to promote Plant Pass, registration and certification and invite NZPPI to join and speak.</p> <p>Use case studies of registered and/or certified nurseries for promotional activities to help demonstrate the benefits of Plant Pass.</p>
Procurement and contracts	<p>Incorporate Plant Pass into procurement and contracts processes and operations. Graduate commitments over time as Plant Pass grows, examples:</p> <ul style="list-style-type: none">● Recommend plant producers join Plant Pass● Preference given to registered Plant Pass producers● Specify Plant Pass producers in contracts● Predominantly purchase from certified Plant Pass producers. <p>Establish analytics reporting to benchmark and measure impacts i.e. cost and time to implement and monitor</p>

Signed by:

Agency Directors and Titles:

Agency name:

Date:

Action Plan owned by:

Name, Title:

We all play a part

New Zealand's biosecurity system is world-renown and underpins trade, primary food and fibre production, biodiversity and health and wellbeing. It requires all New Zealanders to play their part and is strongest when working in partnership.

Plant Pass is a certification and assurance scheme protecting plant producers, their customers, our natural and built environment, and the New Zealand economy from the spread of pests and pathogens.

Action Plans of Plant Pass Partners will show graduated commitments over time, as the scheme grows and becomes embedded in plant production.

From raising awareness of Plant Pass through to predominantly purchasing from certified producers, Plant Pass Partners have a vital role to play in strengthening biosecurity risk management for the prosperity, sustainability and protection for all New Zealanders.

We thank all our Plant Pass Partners for their commitment to helping our plants thrive.

For more information and Action Plan examples visit plantpass.org.nz/plantpasspartners

