



CC/90/8

ORIGINAL: English

DATE: September 14, 2015

INTERNATIONAL UNION FOR THE PROTECTION OF NEW VARIETIES OF PLANTS

Geneva

CONSULTATIVE COMMITTEE**Ninetieth Session
Geneva, October 28, 2015**

COMMUNICATION STRATEGY

*Document prepared by the Office of the Union**Disclaimer: this document does not represent UPOV policies or guidance*

1. The purpose of this document is to report on developments concerning the communication strategy workplan and the plans for the introduction of the new UPOV logo.

WORKPLAN

2. At its eighty-sixth session, held in Geneva on October 23 and 24, 2013, the Consultative Committee approved a communication strategy, which was reproduced in the Annex to document CC/89/8. The following paragraphs report on developments concerning each element of the workplan that was agreed as a part of the communication strategy.

Communication materials*Stakeholder-focused features on UPOV website*

3. In order to facilitate use of the UPOV system and to improve the level of understanding of the UPOV system, stakeholder-focused features, based on existing information, will be introduced on the UPOV website as follows:

- Breeders (priority)
- Seed producers / plant propagators (priority)
- Farmers (priority)
- Processors, wholesalers and retailers
- Policy-makers
- General public

4. The Consultative Committee, at its eighty-ninth session, held in Geneva on March 27, 2015, noted that stakeholder-focused features would be introduced on the UPOV website during 2015 (see document CC/89/11 "Report on the Conclusions", paragraph 35). The staff situation in the Office of the Union, combined with substantially increased training and assistance activities in 2015, means that the reorganization of the UPOV website to introduce stakeholder-focused features has been delayed. On that basis, it is proposed to introduce the stakeholder-focused features on the UPOV website in advance of the fiftieth ordinary session of the UPOV Council, to be held in Geneva on October 27, 2016.

General Information

(a) *Answers to frequently-asked questions (FAQ) about the UPOV system*

5. The Consultative Committee agreed that the draft FAQ concerning information on the situation in UPOV with regard to the use of molecular techniques for a wider audience, including the public in general, should be referred to the Technical Committee for consideration. The conclusions of the Technical Committee will be reported to the Consultative Committee for consideration at its ninety-first session, to be held in March 2016.

(b) *A brief, illustrative explanation of the benefits of the UPOV system aimed at an audience with no previous knowledge of plant breeding or plant variety protection and/or illustrative examples of the benefits of plant variety protection (e.g. case studies such as the Ashiro Rindo video, animated stories)*

6. The Office of the Union will seek to develop such a feature in 2015 or 2016.

(c) *An update of the Impact Study*

7. At its eighty-eighth session, the Consultative Committee deferred plans for the updating of the Impact Study pending work to identify with the Secretary of the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA) and the Secretariat of the World Intellectual Property Organization (WIPO) possible areas of interrelations among the international instruments of the ITPGRFA, WIPO and UPOV with a view to a possible joint publication on interrelated issues regarding innovation and plant genetic resources. Document CC/90/11 "Interrelation with the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA)" provides a report on the situation with regard to that matter.

Communication methods

Web-conferencing / Electronic workshops (e-workshops)

8. A summary of the use of web-conferencing and e-workshops is provided in the Annex to this document.

Social media

9. The introduction of a UPOV channel on YouTube will be arranged after the introduction of a new UPOV logo (see paragraphs 13 and 14 below).

Measuring results

10. The results of the communication strategy will continue to be reported as a part of the annual report of the Secretary-General and performance report for the biennium, with regard to the following:

- Visits to UPOV website
- Visits to stakeholder-focused features on UPOV website
- Participation in workshops

11. *The Consultative Committee is invited to note:*

(a) *that the timetable for the introduction of stakeholder-focused features on the UPOV website during 2015 will be proposed at its ninetieth session;*

(b) *that the conclusions of the Technical Committee on the draft FAQ concerning information on the situation in UPOV with regard to the use of molecular techniques for a wider audience, including the public in general, will be reported to the Consultative Committee for consideration at its ninety-first session;*

(c) *that the Office of the Union will seek to develop a brief, illustrative explanation of the benefits of the UPOV system aimed at an audience with no previous knowledge of plant breeding or plant variety protection and/or illustrative examples of the benefits of plant variety protection, in 2015 or 2016;*

(d) *the report on the use of web-conferencing and e-workshops as presented in the annex to this document;*

(e) *that the introduction of a UPOV channel on YouTube will be arranged after the introduction of a new UPOV logo; and*

(f) *that the results of the communication strategy will continue to be reported as a part of the annual report of the Secretary-General and performance report for the biennium.*

UPOV LOGO

12. At its eighty-ninth session, the Consultative Committee expressed its approval of the new UPOV logo, presented to the Consultative Committee at its eighty-ninth session. The Consultative Committee noted that the new UPOV logo was planned to be introduced in January 2016.

13. Article 6*ter* of the Paris Convention for the Protection of Industrial Property (Paris Convention) protects the flags and emblems of States that are party to the Paris Convention, as well as the names and emblems of international intergovernmental organizations against unauthorized registration and use as trademarks. On July 30, 2015, the Office of the Union sent an official request to the International Bureau of WIPO concerning the publication of the new emblem of UPOV under Article 6*ter* of the Paris Convention. On August 11, 2015, WIPO replied that the new emblem of UPOV would be communicated, through an electronic publication on the *Article 6ter Express* Database, to the States party to the Paris Convention and to the Members of the World Trade Organization on September 30, 2015. The procedure under Article 6*ter* provides for an objection period of twelve months from the publication date.

14. It is proposed that the new UPOV logo be presented to the UPOV Council at its fiftieth ordinary session, to be held in Geneva on October 27, 2016. On that basis, it is planned that the new UPOV logo would be introduced on the UPOV website shortly after the fiftieth ordinary session, in conjunction with the introduction of the stakeholder-focused features on the UPOV website, at which time a press release will be issued to publicize the launch.

15. *The Consultative Committee is invited to:*

(a) *note the developments concerning the new UPOV logo provided in paragraph 13; and*

(b) *approve the plans to introduce the new logo on the UPOV website, as set out in paragraph 14 of this document.*

[Annex follows]

WEB-CONFERENCING AND E-WORKSHOPS ORGANIZED BY UPOV (AUGUST 2014 TO JULY 2015)

During the period August 1, 2014 to July 31, 2015, UPOV organized a total of 118 electronic meetings, which involved a total of 559 electronic connections (one connection may represent a single or multiple participants), as follows:

UPOV BODIES

UPOV body	Type of participation	Details	Date	Number of electronic connections
Consultative Committee				
CC/88 session	presentation	Costa Rica	15-Oct-14	5
CAJ-Advisory Group				
CAJ-AG/14/9 session	presentation	Presentation on EDV	17-Oct-14	2
Technical Committee				
TC/51 session	presentation	TWA Chairperson's report presentation	22-Mar-15	1
Enlarged Editorial Committee (TC-EDC)				
January meeting	electronic participation	TC-EDC Jan 7, 2015	7-Jan-15	8
	electronic participation	TC-EDC Jan 8, 2015	8-Jan-15	2
	electronic participation	Technical Working Party Chairpersons' meeting	9-Jan-15	7
Technical Working Party for Agricultural Crops (TWA)				
TWA/43 session	presentation	European potato database as a centralized collection of varieties of common knowledge (United Kingdom)	20-Nov-14	2
TWA/43 session	presentation	DUS examination of Fungal endophytes (New Zealand)	20-Nov-14	2
TWA/44 session	presentation	EAF Project	9-Jul-15	4
Meeting on the Development of a Prototype Electronic Form (EAF)				
EAF/4 Meeting	meeting	EAF/4 Meeting	14-Oct-14	11
EAF/5 Meeting	meeting	EAF/5 Meeting	25-Mar-15	12
Briefing session	presentation	Update	8-Dec-14	18
Briefing session	presentation	Update	20-Jan-15	16
Briefing session	presentation	Launch of the first test campaign	22-May-15	22
Briefing session	presentation	Launch of the second test campaign	22-Jun-15	25
Briefing session	presentation	Launch of the third test campaign	20-Jul-15	23
Individual consultations	electronic participation	11 individual sessions	Sep 2014 – July 2015	61
	virtual meetings with IT developer	78 individual sessions (includes daily "scrum" meetings)	March-July 2015	293
Working Group for the Development of a UPOV Denomination Similarity Search Tool				
WG-DST/1 meeting	electronic participation	WG-DST	3-Sep-14	5
WG-DST/2 meeting	electronic participation	WG-DST Second Meeting	9-Jun-15	4
Individual consultations	presentation	WG-DST test study	5-Mar-15	3

UPOV PROJECTS

	<u>Type of participation</u>	<u>Details</u>	<u>Date</u>	<u>Number of electronic connections</u>
TG Template				
Online tutorial	presentation	Online tutorial video for Leading Experts and Interested Experts on the use of the TG Template	August 2014	not known

OTHER

	<u>Type of participation</u>	<u>Details</u>	<u>Date</u>	<u>Number of electronic connections</u>
World Bank	electronic participation	Information on UPOV	22-Sep-14	3
Seed company	electronic participation	Information on UPOV	26-Sep-14	1
World Seed Project (WSP)	electronic participation	WSP Steering Committee meeting	30-Sep-14	8
ISTA/OECD/UPOV	electronic participation	Preparation for ISTA/OECD/UPOV Pre-Congress Workshop	3-Feb-15	3
AFSTA	presentation	ISTA/OECD/UPOV Pre-Congress Workshop	3-Mar-15	4
UPOV member consultation	electronic participation	Brazil consultation	13-May-15	2
World Seed Project (WSP)	electronic participation	WSP Steering Committee meeting	26-May-15	8
External Auditor	electronic participation	External audit discussion	30-Jun-15	2

[End of Annex and of document]