

**Consultative Committee****CC/95/7****Ninety-Fifth Session  
Geneva, November 1, 2018****Original:** English  
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**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 and to present proposals for consideration by the Consultative Committee.
2. The Consultative Committee will be invited to:
  - (a) note that social media may be used to increase the level of awareness of the stakeholder features on the UPOV website and to assist in assessing their relevance in terms of content and media of delivery, subject to approval by the Consultative Committee;
  - (b) note that consideration of whether to continue including stakeholder features would be included in a future review of the UPOV website;
  - (c) consider whether the redrafting of the adopted FAQ on SDGs and other FAQs should be pursued further;
  - (d) consider draft text for an FAQ on the benefits of new varieties of plants for society, as set out in paragraph 16;
  - (e) note the publication of a link to the “Socio-economic benefits of UPOV membership in Viet Nam; An ex-post assessment on plant breeding and agricultural productivity after 10 years”;
  - (f) note the publication of the following videos:
    - (i) “Using the UPOV system to benefit custodians of native wild germplasm in Argentina”;
    - (ii) “Canadian cherry growers benefit from government policy”;
    - (iii) “Rose industry blooming in Kenya”;
  - (g) note that the following videos are under development:
    - (i) “Importance of plant breeding and plant variety protection from the perspective of Agroscope (a public research institute in Switzerland)”;
    - (ii) “Tsuyahime Rice Story: adding value for farmers (Japan)”;
    - (iii) “Diversity of tomato varieties (Netherlands)”;
  - (h) note that the Office of the Union plans to redesign the UPOV website within the next two years in order to incorporate a “responsive” design and a new content management system (cms);
  - (i) note that the Consultative Committee will be consulted on the proposals before implementation if the proposed redesign would substantially affect the appearance and/or content of the website;
  - (j) note that a UPOV channel was created on YouTube in 2016;

(k) consider the proposal to introduce a UPOV Twitter account, from November 2018, with the intention to issue “tweets” that would:

- (i) provide latest news from UPOV (e.g. content included in press releases);
- (ii) raise awareness of new and/or topical information on the UPOV website (e.g. stakeholder features, studies, videos, FAQs); and
- (iii) raise awareness of UPOV services (e.g. GENIE, PLUTO, UPOV Lex, UPOV PRISMA);

(l) note the creation of a LinkedIn entry to promote UPOV PRISMA;

(m) consider the proposal to use the UPOV LinkedIn entry to share the same type of information that will be disseminated via Twitter;

(n) note the plans of the Office of the Union to consider the creation of a separate LinkedIn entry for UPOV PRISMA in order to achieve better functionality for publicizing UPOV PRISMA in conjunction with its e-mail campaigns; and

(o) note that the results of the Workplan, as indicated in paragraph 36, are reported in documents C/52/2 “Annual report of the Secretary-General for 2017” and C/52/16 “Performance report for the 2016-2017 Biennium).

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## BACKGROUND

3. At its eighty-sixth session, held in Geneva on October 23 and 24, 2013, the Consultative Committee approved a communication strategy (Communication Strategy) as reproduced in the Annex to document CC/89/8, which contained a workplan (Workplan). This document reports on developments concerning the Workplan.

4. The Consultative Committee, at its ninety-fourth session, held in Geneva on October 25, 2017, considered document CC/94/7 "Communication strategy" (see document CC/94/18 "Report on the Conclusions", paragraphs 57 to 65).

5. The Consultative Committee noted:

- the introduction of the new UPOV logo;
- the adoption of the FAQ concerning information on the situation in UPOV with regard to the use of molecular techniques for a wider audience ("FAQ on molecular techniques"), including the public in general;
- the plans to develop videos to illustrate various benefits of the UPOV system of plant variety protection, as set out in paragraph 6 of document CC/94/7; and
- that UPOV had created an entry on LinkedIn with a Showcase page for the EAF, in order to raise awareness of potential users of the Electronic Application Form (EAF).

6. The Consultative Committee:

(a) approved the draft FAQ on how the UPOV system of plant variety protection contributes to the United Nations Sustainable Development Goals (SDGs), reproduced in document CC/94/7, Annex II, and agreed to recommend the FAQ for adoption by the Council at its fifty-first ordinary session. The Consultative Committee further agreed to recommend the text reproduced in document CC/94/7, Annex II, for adoption by the Council. It further agreed that the Office of the Union should seek the assistance of a professional communication expert to prepare a new draft for consideration at its ninety-fifth session;

(b) requested the Office of the Union to draft an FAQ on the benefits of new varieties of plants for society, for consideration by the Consultative Committee at its ninety-fifth session; and

(c) agreed that proposals for increasing UPOV's use of social media, including a timetable in accordance with the resourcing strategy, should be presented for consideration at its ninety-fifth session.

7. The following section reports on developments concerning the Communication Strategy since the ninety-fourth session of the Consultative Committee, including the items above identified for action by the Consultative Committee at that session

## DEVELOPMENTS AND MATTERS FOR CONSIDERATION

### Communication materials

#### *Stakeholder-focused features on UPOV website*

8. The Consultative Committee, at its ninety-second session, held in Geneva on October 27, 2016, received a demonstration of the redesigned UPOV website, incorporating the new UPOV logo and stakeholder features (see document CC/92/21 "Report", paragraph 55).

9. The Workplan indicates that one of the results measurements for the Communication Strategy would be visits to stakeholder features on UPOV website. Those results, which are reported in document C/52/2 "Annual report of the Secretary-General for 2017" (see Annex III, Subprogram UV4 "External Relations", Expected Result 2 "Enhance understanding of UPOV's role and activities for stakeholders", performance indicator "(c) Stakeholder-focused features on the UPOV website") indicate only a modest use of the features in 2017, as follows:

| Site                           | Number of pageviews <sup>1</sup> | % of total UPOV website pageviews |
|--------------------------------|----------------------------------|-----------------------------------|
| UPOV website                   | 857,442                          |                                   |
| <u>Stakeholder features</u>    |                                  |                                   |
| Breeders                       | 1,373                            | 0.16%                             |
| Farmers and Growers            | 606                              | 0.07%                             |
| Policy makers                  | 339                              | 0.04%                             |
| General Public                 | 495                              | 0.06%                             |
| Total for stakeholder features | 2,813                            | 0.33%                             |

10. The modest level of interest in the stakeholder features could be the result of a lack of awareness and/or lack of relevance of the content and media of delivery. Increasing UPOV's use of social media could increase the level of awareness and could assist in assessing the relevance in terms of content and media of delivery. On the basis of this assessment, proposals for continuing inclusion of stakeholder features would be included in a future review of the UPOV website (see Section "UPOV Website" below).

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

(a) *social media may be used to increase the level of awareness of the stakeholder features on the UPOV website and to assist in assessing their relevance in terms of content and media of delivery, subject to approval by the Consultative Committee; and*

(b) *consideration of whether to continue including stakeholder features would be included in a future review of the UPOV website.*

#### *General Information*

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

*How does the UPOV system contribute to the United Nations Sustainable Development Goals (SDGs)?*

12. On the basis of the recommendation of the Consultative Committee, at its ninety-fourth session, the Council, at its fifty-first ordinary session, held in Geneva on October 27, 2017, adopted the FAQ on how the UPOV system of plant variety protection contributes to the United Nations Sustainable Development Goals (FAQ on SDGs), as reproduced in document CC/94/7, Annex II.

13. The Consultative Committee agreed that the Office of the Union should seek the assistance of a professional communication expert to prepare a new draft of the text reproduced in document CC/94/7, Annex II, for consideration at its ninety-fifth session.

14. The Office of the Union consulted the Director of WIPO Communications Division on the wording of the FAQ on SDGs and the other FAQs. The view of the Director of WIPO Communications Division was that, although some of the wording of the FAQs was quite legalistic, it was clear. Furthermore, it was observed that the audience would primarily be stakeholders, rather than the general public. She noted that changing the wording to be more accessible, without losing important technical/legal information important to stakeholders, would be a lengthy and iterative process and mostly require the use of a professional writer familiar with UPOV's domain of activities. It was not evident that the gain in "understanding" or "accessibility"

<sup>1</sup> Definitions used in Website statistics in this report:

- "Unique Pageviews" are the number of visits during which the specified page was viewed at least once.

- "Pageviews" are the total number of times that a page was viewed. Repeated views of a single page by the same user during the same session are counted.

would be sufficient to justify the time, potential loss of information and cost of doing a complete rewrite process.

15. *The Consultative Committee is invited to consider whether the redrafting of the adopted FAQ on SDGs and other FAQs should be pursued further.*

*Benefits of new varieties of plants for society*

16. The following is a draft text for an FAQ on the benefits of new varieties of plants for society:

*Feeding the World*

*New varieties of plants are an essential and sustainable means of achieving food security in the context of population growth and climate change. The availability of an increasing choice of healthy, tasty and nutritious food at affordable prices relies on new varieties that are adapted to the environment in which they are grown and which provide a viable income for farmers.*

*Improving lives in rural and urban areas*

*In rural areas, innovation in agriculture and horticulture is important for economic development, with production of high value varieties of fruit, vegetables and ornamentals providing increased income for farmers and employment for millions of people around the world. At a time of increasing urbanization, new varieties support the development of urban agriculture and the growing of ornamental plants, shrubs and trees that contribute to improving the urban environment.*

*Respecting the natural environment*

*Improved yield, more efficient use of nutrients, resistance to plant pests and diseases, salt and drought tolerance and better adaptation to climatic stress are some of the features that enable new varieties to increase productivity and product quality in agriculture, horticulture and forestry, whilst minimizing the pressure on the natural environment.*

17. *The Consultative Committee is invited to consider draft text for an FAQ on the benefits of new varieties of plants for society, as set out in paragraph 16.*

(b) Brief, illustrative explanation of the benefits of the UPOV system

(c) Update of the Impact Study

18. The Consultative Committee, at its ninety-second session, held in Geneva on October 27, 2016, agreed that it would not be feasible to prepare an updated version of the Impact Study in the current format and agreed that individual members of the Union should be encouraged to undertake their own studies and provide the resulting information to the Office of the Union. It also agreed that the Office of the Union should develop videos to illustrate various benefits of the UPOV system of plant variety protection (see document CC/92/21 "Report", paragraph 69).

19. Since the ninety-fourth session of the Consultative Committee, the following has been published on the UPOV website (see [http://www.upov.int/about/en/benefits\\_upov\\_system.html](http://www.upov.int/about/en/benefits_upov_system.html)):

(i) Study

- a link to the "Socio-economic benefits of UPOV membership in Viet Nam; An ex-post assessment on plant breeding and agricultural productivity after 10 years" (Corresponding author: Steffen Noleppa) by HFFA Research GmbH (available in English, with translation into Vietnamese under preparation)

(ii) Videos

- "Using the UPOV system to benefit custodians of native wild germplasm in Argentina" (available in Spanish, with subtitles available in English)

- “Canadian cherry growers benefit from government policy: see how the Government of Canada uses PVP to improve the livelihood of Canadian cherry growers” (available in English, with subtitles available in French and Spanish)
- “Rose industry blooming in Kenya: discover how the UPOV system enabled Kenya to develop a \$500 million cut-flower industry that employs 500,000 Kenyans” (available in English, with subtitles available in French and Spanish)

20. The following videos are under development:

- The importance of plant breeding and plant variety protection from the perspective of Agroscope (a public research institute in Switzerland)
- Tsuyahime Rice Story: adding value for farmers (Japan)
- Diversity of tomato varieties (Netherlands)

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

(a) *the publication of a link to the “Socio-economic benefits of UPOV membership in Viet Nam; An ex-post assessment on plant breeding and agricultural productivity after 10 years”;*

(b) *the publication of the following videos:*

(i) *“Using the UPOV system to benefit custodians of native wild germplasm in Argentina”;*

(ii) *“Canadian cherry growers benefit from government policy”;*

(iii) *“Rose industry blooming in Kenya”;*

(c) *that the following videos are under development:*

(i) *“Importance of plant breeding and plant variety protection from the perspective of Agroscope (a public research institute in Switzerland)”;*

(ii) *“Tsuyahime Rice Story: adding value for farmers (Japan)”;* and

(iii) *“Diversity of tomato varieties (Netherlands)”.*

#### Communication methods

22. As stated in the Workplan, the following methods of communication will continue to be used:

- UPOV website
- UPOV sessions
- UPOV activities (hosted by governments)
- UPOV training courses (e.g. distance-learning courses, training trainers)
- UPOV seminars and symposia
- UPOV workshops
- Participation in meetings, workshops
- Press

*UPOV website*

23. A fully redesigned UPOV website was launched on November 1, 2011, to coincide with the 50<sup>th</sup> anniversary of the UPOV Convention. The UPOV website design was modified in October 2016 in order to incorporate the new UPOV logo and to introduce stakeholder features (see above).

24. The Office of the Union plans to redesign the UPOV website within the next two years in order to incorporate:

(a) a “responsive” design, i.e. to provide web pages that detect the user’s screen size and orientation and change the layout accordingly; and

(b) a new content management system (cms), which will be introduced in 2018 or 2019.

25. Should the proposed redesign substantially affect the appearance and/or content of the website, the Consultative Committee will be consulted on the proposals before implementation.

*26. The Consultative Committee is invited to note that:*

*(a) the Office of the Union plans to redesign the UPOV website within the next two years in order to incorporate a “responsive” design and a new content management system (cms); and*

*(b) the Consultative Committee will be consulted on the proposals before implementation if the proposed redesign substantially affects the appearance and/or content of the website.*

*Social media*

27. The Workplan states that social media will be used as follows:

YouTube: a UPOV channel on YouTube for hosting of UPOV videos will be arranged in conjunction with the development of a coherent image for UPOV publication and presentation materials;

Twitter: the use of Twitter to increase awareness of topical information available on the UPOV website will be investigated and pursued, if feasible within existing resources. In that regard, it is normally expected that “tweets” are sent on a frequent basis, which would be an unrealistic burden for the Office of the Union. However, the World Intellectual Property Organization (WIPO) has agreed that UPOV can use the WIPO account to “tweet” information as required;

Facebook: no plans for use at present;

LinkedIn: no plans for use at present;

Flickr: no plans for use at present;

Wikipedia: the accuracy of information concerning UPOV on the Wikipedia page will be monitored and corrections proposed as resources allow. A report of editorial changes proposed by the Office of the Union will be reported to the Consultative Committee.

28. The following sections present the changes or proposed changes to the Workplan.

YouTube:

29. A UPOV channel was created on YouTube in 2016 (see <https://www.youtube.com/user/upov>).

Twitter

30. The Workplan indicates that Twitter might be used to increase awareness of topical information available on the UPOV website, if feasible within existing resources. The concern was that “tweets” would

be expected to be sent on a frequent (e.g. daily) basis, which would be an unrealistic burden for the Office of the Union in terms of time and content. However, the experience of the Office of the Union in the interim, including its experience with the Twitter account that was created to raise awareness of the UPOV PRISMA PBR Application Tool (@upovprisma), is that sporadic “tweets” can be effective.

31. The Office of the Union proposes to create a UPOV Twitter account with the intention to issue “tweets” that would:

- (a) provide latest news from UPOV (e.g. content included in press releases);
- (b) raise awareness of new and/or topical information on the UPOV website (e.g. stakeholder features, studies, videos, FAQs); and
- (c) raise awareness of UPOV services (e.g. GENIE, PLUTO, UPOV Lex, UPOV PRISMA).

32. Subject to approval by the Consultative Committee and Council, the Office of the Union would create and start using a UPOV Twitter account on the above basis, from November 2018.

#### LinkedIn

33. A LinkedIn entry has been created for UPOV in order to promote UPOV PRISMA. In the future, the Office of the Union proposes to use the UPOV LinkedIn entry to share the same type of information that will be disseminated via Twitter. The Office of the Union is also considering whether to create a separate LinkedIn entry for UPOV PRISMA in order to achieve better functionality for publicizing UPOV PRISMA in conjunction with its e-mail campaigns.

34. *The Consultative Committee is invited to:*

(a) *note that a UPOV channel was created on YouTube in 2016;*

(b) *consider the proposal to introduce a UPOV Twitter account, from November 2018, with the intention to issue “tweets” that would:*

(i) *provide latest news from UPOV (e.g. content included in press releases);*

(ii) *raise awareness of new and/or topical information on the UPOV website (e.g. stakeholder features, studies, videos, FAQs); and*

(iii) *raise awareness of UPOV services (e.g. GENIE, PLUTO, UPOV Lex, UPOV PRISMA);*

(c) *note the creation of a LinkedIn entry to promote UPOV PRISMA;*

(d) *consider the proposal to use the UPOV LinkedIn entry to share the same type of information that will be disseminated via Twitter; and*

(e) *note the plans of the Office of the Union to consider the creation of a separate LinkedIn entry for UPOV PRISMA in order to achieve better functionality for publicizing UPOV PRISMA in conjunction with its e-mail campaigns.*



## MEASURING RESULTS

35. The Workplan explains that, as far as technically possible and within available resources, results will be measured as follows:

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

36. The results in the categories above are reported in documents C/52/2 “Annual report of the Secretary-General for 2017” and C/52/16 “Performance report for the 2016-2017 Biennium).

*37. The Consultative Committee is invited to note that the results of the Workplan, as indicated in paragraph 36, are reported in documents C/52/2 “Annual report of the Secretary-General for 2017” and C/52/16 “Performance report for the 2016-2017 Biennium).*

[End of document]