

Consultative Committee**CC/94/7****Ninety-Fourth Session
Geneva, October 25, 2017****Original:** English
Date: July 26, 2017

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

1. The Consultative Committee is invited to:

- (a) note the introduction of the new UPOV logo;
- (b) note 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;
- (c) note the plans to develop videos to illustrate various benefits of the UPOV system of plant variety protection that are under development, as set out in paragraph 6;
- (d) consider the draft FAQ on how the UPOV system of plant variety protection contributes to the United Nations Sustainable Development Goals (SDGs), as set out in Annex V and, if appropriate, to propose an FAQ for consideration by the Council at its fifty-first ordinary session;
- (e) consider requesting 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;
- (f) note that UPOV has 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);
- (g) note that the draft UPOV Strategic Business Plan (see document CC/94/3) proposes to increase UPOV's use of social media; and
- (h) note that proposals for increasing UPOV's use of social media, including a timetable in accordance with the resourcing strategy, will be presented at the ninety-fifth session of the Consultative Committee.

BACKGROUND

- 2. 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. This document reports on developments concerning the Workplan.
- 3. The Consultative Committee at its ninety-second session, held in Geneva on October 27, 2016, considered document CC/92/6 "Communication Strategy" and, in particular,
 - (a) received a demonstration of the redesigned UPOV website, incorporating the new UPOV logo and stakeholder features, and agreed that a demonstration be made at the fiftieth ordinary session of the Council (see document CC/92/21 "Report", paragraph 55);

(b) noted that the new UPOV logo would be presented to the Council at its fiftieth ordinary session and, subject to approval by the Council, would be introduced on the UPOV website in conjunction with the introduction of the stakeholder-focused features on the UPOV website on November 8, 2016, (see document CC/92/21 “Report”, paragraph 56);

(c) noted that the planned UPOV channel on YouTube would be launched in conjunction with the introduction of the new UPOV logo and stakeholder features on the UPOV website (see document CC/92/21 “Report”, paragraph 57);

(d) agreed that an 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, be proposed for adoption by the Council at its fiftieth ordinary session (see document CC/92/21 “Report”, paragraph 67);

(e) agreed that the proposed FAQ on how the UPOV system of plant variety protection contributes to the United Nations Sustainable Development Goals (SDGs), as set out in paragraph 20 of document CC/92/6, be circulated to the Consultative Committee with an invitation to make proposals to revise the text and to provide examples. On the basis of the inputs received, a new draft would be prepared for consideration by the Consultative Committee at its ninety-fourth session in October 2017 (see document CC/92/21 “Report”, paragraph 68); and

(f) 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).

DEVELOPMENTS

UPOV website

4. In relation to items (a) to (c), in paragraph 3, the Council, at its fiftieth ordinary session, held in Geneva on October 28, 2016, agreed that the new UPOV logo be introduced on the UPOV website, in conjunction with the introduction of the stakeholder-focused features on the UPOV website and the launch of the UPOV YouTube Channel, on November 8, 2016 (see document C/50/20 “Report”, paragraph 10). The website was updated in accordance with the Council decision (see <http://www.upov.int/portal/index.html.en>)

FAQ on molecular techniques

5. In relation to item (d), in paragraph 3, the Council, at its fiftieth ordinary session, adopted the FAQ proposed by the Consultative Committee 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.

Videos

6. In relation to item (f), in paragraph 3, the Office of the Union has plans at various stages of development for videos to illustrate various benefits of the UPOV system of plant variety protection as follows:

- Example of the mutual supportiveness of UPOV Convention and the Convention on Biological Diversity (CBD) (Argentina)
- Interview with the Commissioner, Plant Breeders' Rights Office, Canada, on Canada's experience in moving to the 1991 Act of the UPOV Convention
- The importance of plant breeding and plant variety protection from the perspective of Agroscope (a public research institute in Switzerland)
- Illustration of the economic importance of PVP for farmers in Kenya: maize and rose examples
- Tsuyahime Rice Story: adding value for farmers (Japan)
- Diversity of tomato varieties in the Netherlands
- An example of the benefits of public-private partnership for apple growers in Canada

7. *The Consultative Committee is invited to note:*
 - (a) *the introduction of the new UPOV logo;*
 - (b) *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; and*
 - (c) *the plans to develop videos to illustrate various benefits of the UPOV system of plant variety protection that are under development, as set out in paragraph 6.*

PROPOSAL FOR AN FAQ ON THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

8. As recalled in item (e), in paragraph 3, the Consultative Committee, at its ninety-second session, considered the development of a draft FAQ on the relevance of the UPOV system of plant variety protection for the United Nations Sustainable Development Goals (SDGs) on the basis of document CC/92/6 "Communication strategy", paragraphs 17 to 20, and Annexes I to VI.
9. The Consultative Committee agreed that the proposed FAQ on how the UPOV system contributes to the SDGs, as set out in document CC/92/6, paragraph 20 and Annex VI, be circulated to the Consultative Committee with an invitation to make proposals to revise the text and to provide examples. On the basis of the inputs received, a new draft would be prepared for consideration by the Consultative Committee at its ninety-fourth session in October 2017 (see document CC/92/20 "Report on the Conclusions", paragraph 45).
10. Document CC/92/6, paragraph 20, states as follows:

"20. On the basis of the contributions received and existing UPOV material, including FAQs, the draft FAQ in Annex VI has been developed for consideration by the Consultative Committee. The draft FAQ provides information in relation to the most relevant Goals, taking into consideration the Targets associated with each Goal. To assist the Consultative Committee, the Targets for each Goal are reproduced with highlighting of the elements for which UPOV is considered to be particularly relevant."
11. On the above basis Circular E-17/053 was issued to the Consultative Committee on March 27, 2017.
12. Circular E-17/053 reported the developments above and further observed that there was significant repetition of certain aspects of the UPOV System in the different individual SDGs and also that the FAQ was very long. The circular proposed that an approach to address both issues would be to simplify the structure of the FAQ by basing it on the role and features of UPOV System and to indicate for which of the SDGs the UPOV system was particularly relevant, providing illustrative examples as appropriate.
13. Circular E-17/053 invited the Consultative Committee to make specific proposals to revise the text presented in document CC/92/6 "Communication strategy", Annex VI, and to provide examples of how the UPOV system contributes to the SDGs. In addition, comments on the suggestion to simplify the structure of the FAQ by basing it on the role and features of UPOV System and to indicate for which of the SDGs the UPOV system was particularly relevant, providing illustrative examples as appropriate, were invited. In the absence of objections, it was explained that the new draft FAQ would be prepared for consideration by the Consultative Committee at its ninety-fourth session in October 2017 on the above basis.
14. Responses to Circular E-17/053 were received from Ecuador, Norway, Peru and Sweden, copies of which are provided as follows:
 - Annex I: Ecuador
 - Annex II: Norway
 - Annex III: Peru
 - Annex IV: Sweden

15. The draft FAQ, presented in Annex V to this document has been developed on the basis of the discussions in the Consultative Committee and the responses to Circular E-17/053.

16. The Consultative Committee is invited to consider the draft FAQ on how the UPOV system of plant variety protection contributes to the United Nations Sustainable Development Goals (SDGs), as set out in Annex V and, if appropriate, to propose an FAQ for consideration by the Council at its fifty-first ordinary session.

POSSIBLE NEW FAQ ON THE IMPORTANCE OF NEW PLANT VARIETIES

17. The development of the draft FAQ on the SDGs indicates that it might be useful to develop an FAQ on how new varieties of plants provide benefits for society. The FAQ “Why do farmers and growers need new plant varieties?” contains an important element of benefits but does not cover all the benefits of new varieties of plants for society as a whole.

18. The Consultative Committee is invited to consider requesting 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.

SOCIAL MEDIA

19. The Communication Strategy approved in 2013 (see document CC/89/8, Annex) states as follows:

“17. At present, UPOV is not yet using social media. However, at its eighty-second session, the Consultative Committee approved the establishment of a UPOV channel on YouTube for hosting of UPOV videos. The Consultative Committee, at its eighty-third session, noted that the establishment of a UPOV channel on YouTube for hosting of UPOV videos would be arranged in conjunction with the development of a coherent image for UPOV publication and presentation materials, for consistency with the redesigned UPOV website.

“18. With regard to other social media:

Facebook: the requirement for the Facebook page to be updated on a regular basis would mean that considerable resources would be required. Facebook might be considered to be suitable for a special event of widespread interest.

Twitter: on the basis of UPOV being a non-active Twitterer, maintenance requirements could be reasonable and Twitter could be a useful tool to increase awareness of topical information available on the UPOV website.

LinkedIn: at present, the features of LinkedIn do not appear to provide major benefits towards UPOV’s communication strategy.

Flickr: Flickr may provide a useful service for sharing photographs and videos of UPOV events, either openly to all or to a restricted group of users. In order to use Flickr to share photographs and videos, it would be necessary to seek the permission of all relevant persons.

Wikipedia: Wikipedia has become the largest and most popular general reference work on the Internet. Therefore, ensuring the accuracy of information concerning UPOV on the Wikipedia page will be an important means of communicating information about UPOV. However, it is recognized that there will be certain content on the Wikipedia UPOV page that may be a matter of opinion and for which the Office of the Union would not be in a position to intervene, unless so instructed by the members of the Union.”

20. In order to raise awareness of potential users of the Electronic Application Form (EAF), UPOV has created an entry on LinkedIn with a Showcase page for the EAF (see <https://www.linkedin.com/showcase/24973258/>).

21. The draft UPOV Strategic Business Plan (see document CC/94/3, paragraph 21) notes that the Communication Strategy approved in 2013 anticipated a limited use of social media in response to limited staff resources. It further notes that the importance of social media continues to grow and proposes to increase UPOV's use of social media.

22. Proposals for increasing UPOV's use of social media, including a timetable in accordance with the resourcing strategy, will be presented at the ninety-fifth session of the Consultative Committee.

23. The Consultative Committee is invited to note that:

(a) UPOV has 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);

(b) the draft UPOV Strategic Business Plan (see document CC/94/3) proposes to increase UPOV's use of social media; and

(c) proposals for increasing UPOV's use of social media, including a timetable in accordance with the resourcing strategy, will be presented at the ninety-fifth session of the Consultative Committee.

[Annexes follow]

RESPONSE FROM ECUADOR

(Original: Spanish)

In response to the e-mail of April 28 pertaining to E-17/053, the Management Unit of New Plant Varieties (UGOV - *Unidad de Gestión de Obtenciones Vegetales*) of the National Directorate of New Plant Varieties (DNOV - *Dirección Nacional de Obtenciones Vegetales*) makes the following suggestions.

Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture

The following targets are discussed:

2.1: It is important that the "farmer's right" be enforced in the UPOV Convention, 1991 Act.

It is important for developed countries to apply for plant breeder's rights for agricultural food crops and not just ornamental crops.

This would contribute to meeting the goals concerning the well-being of developing countries.

2.3: The goal would be achievable in developing countries if there were improved and diversified food crops and if there was an adequate transfer of technology from developed countries, rather than just focusing on ornamental plants.

2.5: To this end, it is important that each application file for a plant breeder's right should to include as a matter of obligation a legal document that attests to accessing the genetic resource. This will make possible the fair and equitable use of genetic resources and ancestral knowledge, in this case agricultural knowledge.

2.5 a: To achieve this goal, it is important that UPOV makes the farmer's right obligatory and non-optional under the 1991 Act, as it is in fact. Likewise, the 1991 Act provides for the breeder's exemption, which seeks unrestricted access to genetic resources, many of which are native or endemic to developing countries, for creating new varieties.

TECHNOLOGY TRANSFER BY THE PRIVATE SECTOR

National Research Center:

- The breeder's exemption provides a mechanism to facilitate access to germplasm.
 - This assessment has always been for the benefit of breeders in developed countries and is not beneficial to the developing countries that own the genetic resources and have not received applications for the registration of the plant varieties generated in developed countries.
- The implementation of the plant variety protection system is compatible with the FAO International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA) and the SMTA system.
 - The ITPGRFA establishes that farmers' rights are binding and also guarantees free access to the improved agricultural resources that constitute their basic diet.

Goal 15: Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss

To achieve this goal, it is important that as part of the requirements of the application for the breeder's right, the applicant submits a document attesting to legal access to the use of the genetic resources concerned in order to ensure a fair and equitable distribution with the countries that own the genetic materials.

Goal 17: Revitalize the global partnership for sustainable development

This objective is important for developing countries because it will be possible to carry out on-site research, with technology transfer and up-to-date knowledge which will generate local employment.

In short, UPOV must contribute to achieving the UN Sustainable Development Goals, generating opportunities for equal rights between breeders and farmers.

The new plant varieties are a way to ensure better yields and adaptability to extreme climatic conditions.

Making available plant varieties resistant to pests and diseases contributes to their protection while providing food of excellent quality.

RESPONSE FROM NORWAY

*(Original: English)***Question:**

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

Answer:

Food security, food safety and food quality are important corner stones under the Sustainable Development Goals. One important basis to cover these elements is the availability of plant varieties that are able to fulfill the needs of countries in a world with climate change, a growing population and urbanization. Breeding institutes, breeding companies and individual breeders are needed to create these varieties that are adapted to these changing needs. In order to do so, the return on investment of these breeders has to be sufficient to keep breeding and improving varieties. The UPOV Plant Breeders' Right system provides an effective option of plant variety protection that is one approach to ensure this.

UPOV's mission is to provide and promote an effective system of plant variety protection, with the aim of encouraging the development of new varieties of plants, for the benefit of society. New varieties of plants with features such as improved yield, resistance to plant pests and diseases, salt and drought tolerance, or better adaptation to climatic changes are a key element in increasing productivity, food security, food safety and food quality in agriculture and horticulture.¹

The UPOV system encourages the development of new varieties of plants, and may add to genetic diversity. The "breeder's exemption" in the UPOV Convention enables plant diversity to be available for further breeding activities because acts done for the purpose of breeding other varieties are not subject to any restriction by the breeder.²

The UPOV system also gives some flexibility for UPOV Contracting Parties to ensure poor people access to improved varieties. Article 5 in the 1978 Act of the UPOV Convention allows member states to recognise the right to save, use and exchange seeds of important crops for food security, to strengthen household economy and reduce poverty. Article 15 of the 1991 Act of the UPOV Convention provides Contracting Parties the option to consider, where the legitimate interests of the breeders are not significantly affected, in the occasional case of propagating material of protected varieties, allowing subsistence farmers to exchange this against other vital goods within the local community (see [UPOV/EXN/EXC](#)).³

In addition, The UPOV system gives assistance in response to requests by UPOV Contracting Parties and potential members of the Union. Such assistance could be guidance for implementing the UPOV act of 1991 (UPOV/INF/6), or guidance on Exchangeable software (UPOV/INF/16). Membership of UPOV may also provide important technical assistance and maximizes opportunities for cooperation, which enables PVP to be extended to the widest range of plant genera and species in an efficient way thereby enabling the benefits to be maximized.⁴

[Annex III follows]

¹ Goal 2, target 4, Goal 12, target 4 (partly), Goal 15, target 3

² Goal 2, target 5

³ Goal 2, target 1, and 3.

⁴ Goal 2a, Goal 9, target5 Goal 12a See also the UPOV Report on the Impact of Plant Variety Protection http://www.upov.int/edocs/pubdocs/en/upov_pub_353.pdf

ANNEX III

RESPONSE FROM PERU

(Original: Spanish)

REPORT N.0023-2017/DIN

This report by the Directorate of Inventions and New Technologies is in response to Circular E-17/053 of UPOV sent to INDECOPI by e-mail of March 27, 2017. The circular invited designated persons in the Consultative Committee to provide proposals on the text presented in Annex VI of document CC/92/6 "Communication strategy," revised in the ninety-second session, held on October 27, 2016.

I. BACKGROUND

In its ninety-second session, held in Geneva on October 27, 2016, the Consultative Committee considered the development of a draft Frequently Asked Questions (FAQ) on the relevance of the UPOV system for the United Nations Sustainable Development Goals (SDGs). It also agreed that the proposed FAQ would be distributed to the Members of the Consultative Committee inviting them to make proposals to revise the text and give examples. On the basis of the input received, a new draft would be prepared for consideration by the Consultative Committee at its ninety-fourth session, to be held in October 2017.

By means of UPOV Circular E-17/053, Mr. Peter Button, Vice-Secretary General of UPOV, invites us to (i) make proposals to revise the text presented in Annex VI of document CC/92/6 "Communication strategy," regarding the FAQ on how the UPOV system contributes to SDGs; (ii) give examples of how the UPOV system contributes to SDGs; and (iii) comment on the proposal of the text presented in Annex VI of document CC/92/6 in order to simplify the structure of the FAQ project before the deadline on May 12, 2017.

SDGs are global goals concerning environmental, political and economic challenges faced by the whole world. They call upon governments, the private sector and civil society to adopt measures to end poverty, protect the planet and ensure peace and prosperity for all.

The 17 SDGs were prepared at the United Nations Conference on Sustainable Development, in Rio de Janeiro in 2012, as part of a new sustainable development agenda. They are interrelated and establish targets for 2030. The SDGs are

1. End poverty in all its forms everywhere;
2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture;
3. Ensure healthy lives and promote well-being for all at all ages;
4. Ensure inclusive and quality education for all and promote lifelong learning;
5. Achieve gender equality and empower all women and girls;
6. Ensure access to water and sanitation for all;
7. Ensure Access to affordable, reliable, sustainable and modern energy for all;
8. Promote inclusive and sustainable economic growth, employment and decent work for all;
9. Build resilient infrastructure, promote sustainable industrialization and Foster innovation;
10. Reduce inequality within and among countries;
11. Make cities inclusive, safe, resilient and sustainable;
12. Ensure sustainable consumption and production patterns;
13. Take urgent action to combat climate change and its impacts;
14. Conserve and sustainably use the oceans, seas and marine resources;
15. Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss;
16. Promote just, peaceful and inclusive societies; and
17. Revitalize the global partnership for sustainable development.

II. ANALYSIS

INDECOPI did not participate in the UPOV sessions of October 2016. Nevertheless, in Circular UPOV E-17/053 we received Annex VI of document CC/92/6 “Communication strategy,” concerning the FAQ on how the UPOV system of plant variety protection contributes to SDGs.

After reviewing Annex VI and in view of the request made, we must firstly state that we do not consider the FAQ section of a website to be a core element, but rather a means of providing users with clear, short, simple and direct answers.

FAQs are answered in a simple paragraph; however, if a more in-depth answer is required, this is normally offered through links to more complex and longer documents on the topic. Therefore, in this particular instance, as the topic relates to the United Nations, we consider that the answer should contain a link to the United Nations website on SDGs. Likewise, to offer more information on the UPOV system and its contribution to SDGs, a link should be included to a more detailed document stored on another section of the UPOV website.

Several targets in Annex VI have been identified that also relate to SDGs 1, 2, 9, 12, 15 and 17. Although there are a range of UPOV documents stating how the Union and the UPOV system contribute to SDGs, we propose that the Consultative Committee prepare one specific document that explains in-detail how the UPOV system contributes to meeting SDGs identified in Annex VI.

Nonetheless, we propose the following FAQ:

“How does the UPOV system of Plant Variety Protection contribute to the United Nations Sustainable Development Goals (SDGs)?

SDGs are global goals that relate to environmental, political and economic challenges faced by the whole world. They call upon governments, the private sector and civil society to adopt measures to end poverty, protect the planet and ensure peace and prosperity for all.

The work of UPOV is narrowly related and contributes to compliance with several of SDGs. Therefore UPOV has the mission of providing and promoting an effective system to protect new plant varieties, encouraging their development for the benefit of society.

Continuous development of new plant varieties ensures that people have access to a greater range of varieties that can be more productive, adapt to different climatic conditions (e.g., aridity) and resist pests and diseases, etc. Therefore, this helps to improve different aspects of life; including, access to better foods, optimized agricultural production processes for farmers and reduced pressure on ecosystems and resources etc., improving the quality of life for all and contributing to ending poverty.”

III. CONCLUSIONS

1. We agree with the decision of the Consultative Committee to prepare a draft FAQ that explains the relevance of the UPOV system to SDGs.
2. We consider that the structure of the FAQ in the text in Annex VI should be simplified in line with the necessary characteristics of an FAQ, i.e., be short, simple and direct. We have therefore presented our proposal in section II above so that it can be evaluated and taken into account.
3. We propose that the Consultative Committee prepare a document with more content, which has an extensive text on how the goals of the UPOV system in Annex VI contribute to complying with SDGs.

[signed]
Manuel Castro Calderón
Director
INDECOPI

[Annex IV follows]

ANNEX IV

RESPONSE FROM SWEDEN

(Original: English)

Sweden

- appreciates the efforts made by UPOV Office to link relevant aspects of the UPOV system to specific targets under each appropriate SDG;
- finds sections of the text to be repetitious, however, and is of the opinion that the current draft can be both shortened and restructured which - in our view - would result in a more comprehensive FAQ;
- proposes that the FAQ consists of three sections: (1) an introductory chapeau outlining the basic principles, main assets and accomplishments of the UPOV system, (2) a table comprising the goals of the appropriate SDGs (1, 2, 9, 12, 15, 17) and relevant UPOV aspects currently indicated as bullet points, and (3) a list of UPOV supportive source documents, incl. web links to seminars/presentations;
- recommends not to include the targets of all SDGs but rather web links to suitable sites under the established SDG web site since duplicating information should be avoided;
- suggests limiting the number of examples to the ones most appropriate with respect to each SDG target; and, finally,
- recommends acknowledging that - in a SDG perspective - while many countries have benefitted greatly from acceding the PVP system according to UPOV, those sui generis approaches selected by others can also be expected to contribute to the UN SDGs.

Jens Weibull
Swedish Board of Agriculture

[Annex V follows]

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

The vision of the 2030 Agenda for Sustainable Development (see <https://sustainabledevelopment.un.org/post2015/transformingourworld>) includes a world where “food is sufficient, safe, affordable and nutritious”, there is “sustained and inclusive economic growth, social development, environmental protection and the eradication of poverty and hunger” and one in “which development and the application of technology are climate-sensitive, respect biodiversity and are resilient”. The mission of UPOV is to provide and promote an effective system of plant variety protection, with the aim of encouraging the development of new varieties of plants, for the benefit of society. The benefits that the UPOV system provides to society will be an important component in realizing the vision of the 2030 Agenda for Sustainable Development.

Ensuring that food is sufficient, safe, affordable and nutritious and, thereby helping to eliminate poverty and hunger, is one of the aims of the UPOV system. In particular, new varieties of plants are an important means of responding to the challenges of a growing and increasingly urbanized population, climate change, parallel demands for food and energy production and evolving human needs.

The tremendous progress in agricultural productivity in various parts of the world is largely based on improved varieties, together with improved farming practices, and future food security depend on them. New varieties of plants with features such as improved yield, resistance to plant pests and diseases, salt and drought tolerance, or better adaptation to climatic stress are a key element in increasing productivity and product quality in agriculture, horticulture and forestry, whilst minimizing the pressure on the natural environment. Due to the continuous evolution of new pests and diseases as well as changes in climatic conditions and users’ needs, there is a continuous demand by farmers/growers of new plant varieties and development by breeders of such new plant varieties.⁵

Diversity of breeders and breeding is needed to develop new varieties that are able to respond to such a wide range of challenges. The UPOV system of plant variety protection provides an effective mechanism for breeders in both the public and private sectors, and facilitates public-private partnerships. It is a system that is equally relevant for individual breeders, SMEs and larger breeding institutes/enterprises. Plant variety protection supports long-term investment in breeding and provides a framework for investment in the delivery of seed [and planting material] of varieties suited to farmers’ needs.

The UPOV system encourages the development of new varieties of plants, therefore adding to diversity. The “breeder’s exemption” in the UPOV Convention enables plant diversity to be available for further breeding activities because acts done for the purpose of breeding other varieties are not subject to any restriction by the breeder. This reflects the fact that access to protected varieties contributes to sustain greatest progress in plant breeding and, thereby, to maximize the use of genetic resources for the benefit of society.⁶

The UPOV Report on the Impact of Plant Variety Protection (Impact Study) (see http://www.upov.int/edocs/pubdocs/en/upov_pub_353.pdf) notes that membership of UPOV provides important technical assistance and maximizes opportunities for cooperation, which enables PVP to be extended to the widest range of plant genera and species in an efficient way thereby enabling the benefits to be maximized.⁷

⁵ <http://www.upov.int/about/en/faq.html> (Why do farmers and growers need new plant varieties?)

⁶ <http://www.upov.int/about/en/faq.html> (Why does UPOV require varieties to be uniform and stable; doesn't that lead to a loss of diversity??)

⁷ http://www.upov.int/edocs/pubdocs/en/upov_pub_353.pdf

[The propagation of a protected variety by a farmer exclusively for the production of a food crop to be consumed by that farmer and the dependents of the farmer, may be considered by members of UPOV to be excluded from the scope of the breeder's right.⁸

Within the scope of the breeder's right exceptions provided under the UPOV Convention, UPOV Contracting Parties have the flexibility to consider, where the legitimate interests of the breeders are not significantly affected, in the occasional case of propagating material of protected varieties, allowing subsistence farmers to exchange this against other vital goods within the local community.⁹]

The UPOV system has particular relevance in relation to the following United Nations Sustainable Development Goals (SDGs):

- Goal 1. End poverty in all its forms everywhere (Targets 1.1, 1.4, 1.5, 1.a, 1.b)
- Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture (Targets 2.1, 2.2, 2.3, 2.4, 2.5, 2.a)
- Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation (Target 9.5)
- Goal 12. Ensure sustainable consumption and production patterns (Targets 12.2, 12.3, 12.4, 12.a)
- Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss (Target 15.3)
- Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development: Systemic issues: Multi-stakeholder partnerships (Target 17.17)

[End of Annex V and of document]

⁸ See <http://www.upov.int/about/en/faq.html> (Can a farmer replant seed of a protected variety without the authorization of the breeder?)

⁹ <http://www.upov.int/about/en/faq.html> (Is it possible for subsistence farmers to exchange propagating material of protected varieties against other vital goods within the local community?)