

Consultative Committee

CC/98/5

**Ninety-Eighth Session
Geneva, October 28, 2021**

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COMMUNICATION STRATEGY

Document prepared by the Office of the Union

Disclaimer: this document does not represent UPOV policies or guidance

EXECUTIVE SUMMARY

1. The purpose of this document is to report on developments concerning UPOV's communication strategy and to present a proposal to invite the Convention on Biological Diversity (CBD) and the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA) to review a preliminary draft FAQ "What is the relationship between the UPOV Convention and international treaties concerning genetic resources, e.g. the Convention on Biological Diversity (CBD) and the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA)?".

2. The Consultative Committee is invited to:

(a) note the developments reported in this document;

(b) agree that the Office of the Union invite the CBD and ITPGRFA to review the preliminary draft FAQ as presented in Annex I to this document and to report the comments received for consideration in conjunction with a draft revised FAQ for consideration by the Consultative Committee at its ninety-ninth session;

(c) note that a report of developments concerning the redesign of the UPOV website will be made at the ninety-ninth session of the Consultative Committee; and

(d) note that results related to the Communication Strategy, are presented in the Performance Report for 2020 (document C/55/2).

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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 as reproduced in the Annex to document CC/89/8 (Communication Strategy), which contained a workplan (Workplan). The Workplan was structured into communication materials, communication methods and measuring results.
4. The following sections report on developments and matters for consideration according to the structure of the Workplan.

DEVELOPMENTS AND MATTERS FOR CONSIDERATION

Communication materials

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

5. The Consultative Committee, at its ninety-fifth session, held in Geneva on November 1, 2018, requested the Vice Secretary-General to consult the Executive Secretary of the Convention on Biological Diversity (CBD) and the Secretary of the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA) on how the objectives of the CBD and ITPGRFA might be reflected in the FAQ "What is the relationship between the UPOV Convention and international treaties concerning genetic resources, e.g. the Convention on Biological Diversity (CBD) and the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA)?" (FAQ on CBD, ITPGRFA and UPOV), and to explore means on how to facilitate the exchanges of experiences and information on the implementation of the UPOV Convention, the CBD and the ITPGRFA.
6. During virtual meetings between the Office of the Union and colleagues from the secretariats of the CBD and the ITPGRFA (see also document CC/98/12 "Developments of relevance to UPOV in other international fora"), there were exploratory discussions on the elements that might be included in a revised version of the FAQ "What is the relationship between the UPOV Convention and international treaties concerning genetic resources, e.g. the Convention on Biological Diversity (CBD) and the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA)?" On the basis of those discussions, a preliminary text has been prepared by the Office of the Union as presented in Annex I to this document, but this text has not yet been reviewed within the CBD or ITPGRFA.
7. Subject to agreement by the Consultative Committee, the CBD and ITPGRFA could be invited to review the preliminary draft FAQ as presented in Annex I to this document and comments reported to the Consultative Committee for consideration at its ninety-ninth session.

Updating materials to reflect developments concerning UPOV PRISMA

8. The Consultative Committee, at its ninety-sixth session, recommended to the Council to approve proposed amendments to the UPOV Distance Learning materials, as set out in Annex II of document CC/96/6, to reflect developments concerning UPOV PRISMA (see document CC/96/14 "Report", paragraph 72).
9. The Council, at its fifty-third ordinary session, held in Geneva on November 1, 2019, approved the proposed amendments to the UPOV Distance Learning materials, to reflect developments concerning UPOV PRISMA (see document C/53/15, paragraph 23(g)).
10. The amendments to the UPOV Distance Learning (DL) materials to reflect developments concerning UPOV PRISMA will be implemented in the second sessions of the 2021 courses.

Social media materials

11. As part of the social media communication program since March 2021, members of the Union have been approached to use the anniversary of their UPOV membership as an occasion to highlight information and developments of particular interest. This has the benefit of providing information about the UPOV system and of engaging all members of the Union in UPOV's social media outreach. A copy of the material published on UPOV's social media accounts is provided in Annex II to this document. Members of the Union have also been invited to contribute material for special days, such as International Women's Day, where information on women breeders was provided by members of the Union (see https://www.upov.int/about/en/women_breeders).

Videos

12. Plans for the development of new videos have been postponed because of the COVID-19 pandemic.

Communication methods

UPOV website

13. The Consultative Committee, at its ninety-sixth session, approved the proposed redesign of the UPOV website as demonstrated at the session and noted the plans for the implementation of the redesigned UPOV website and a new content management system (CMS) (see document CC/96/14 "Report", paragraph 74).

14. To ensure compatibility between the UPOV and WIPO websites that would allow UPOV to benefit from WIPO resources, work on the redesign of the UPOV website was postponed until the World Intellectual Property Organization (WIPO) had selected a new content management system (CMS). The selection of a new CMS has now been made by WIPO, which will enable work to start on the redesign of the UPOV website. An update on developments will be made at the ninety-ninth session of the Consultative Committee.

MEASURING RESULTS

15. The Consultative Committee, at its ninety-sixth session, approved the following performance indicators for the communication strategy (see document CC/96/14 "Report", paragraph 76):

- (a) Visits to UPOV website;
- (b) Social media:
 - (i) Number of followers, impressions and engagement rate in Twitter
 - (ii) Number of followers and connections in LinkedIn; and
- (c) Participation in workshops.

16. Results in the categories above are reported in the Performance Report for 2020 (document C/55/2). The following information is intended to highlight particular developments.

Visits to UPOV website

17. Document CC/96/6, paragraph 33, explained that one of the impacts that was anticipated from the use of social media was to increase the awareness and visits to the UPOV website. The number of UPOV website visitors ("visits") and sessions, presented in Annex III provides some evidence of a positive impact since the launch of UPOV's social media accounts in March 2019.

Social media

18. A summary of the development of the Twitter and LinkedIn accounts is provided in Annex IV, as follows:

- a) Latest situation
- b) Evolution of use
- c) Comparison to selected other organizations

19. A main source of information for the Vice Secretary-General's social media account is derived from events and meetings attended by the Vice Secretary-General, and the lack of travel resulting from the COVID-19 pandemic has resulted in a significantly reduced growth in the number of new followers in Twitter and LinkedIn, since early 2020. However, the number of followers for the @UPOVint Twitter account has continued to grow strongly as a result of new, interesting information, particularly linked to information provided by members of the Union for the occasion of their UPOV membership anniversary and for special days, such International Womens' Day (see paragraph 11).

20. In general, the same information is used for UPOV's Twitter and LinkedIn accounts. However, the growth rate over the last year for the LinkedIn accounts was almost double that of the Twitter accounts:

	UPOV		Vice Secretary-General	
	LinkedIn	Twitter	LinkedIn	Twitter
Number of followers May 2020	916	1,006	547	525
Number of followers June 2021	1,958	1,610	804	657
Growth in number of followers	114%	60%	47%	25%

21. *The Consultative Committee is invited to:*

(a) *note the developments reported in this document;*

(b) *agree that the Office of the Union invite the CBD and ITPGRFA to review the preliminary draft FAQ as presented in Annex I to this document and to report the comments received for consideration in conjunction with a draft revised FAQ for consideration by the Consultative Committee at its ninety-ninth session;*

(c) *note that a report of developments concerning the redesign of the UPOV website will be made at the ninety-ninth session of the Consultative Committee; and*

(d) *note that results related to the Communication Strategy, are presented in the Performance Report for 2020 (document C/55/2).*

[Annexes follow]

PRELIMINARY DRAFT FAQ

What are the synergies is the relationship between the UPOV Convention and international treaties concerning genetic resources, e.g. the Convention on Biological Diversity (CBD) and the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA)?

Synergies between the UPOV Convention, the Convention on Biological Diversity (CBD) and the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA)

Aims and objectives

Biological diversity or 'biodiversity' is the term used to describe the variety of all living things and includes diversity within species, between species and of ecosystems. Biodiversity underpins all human activity, notably including agriculture and, therefore, food security.

The Convention on Biological Diversity (CBD) has three objectives: the conservation of biodiversity, the sustainable use of the components of biodiversity and the fair and equitable sharing of the benefits arising out of the utilization of genetic resources. A supplementary agreement to the CBD, the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from the Utilization elaborates on the Convention's provisions on access to genetic resources, traditional knowledge and benefit-sharing in order to contribute to the conservation and sustainable use of biodiversity.

The objectives of the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA) of the Food and Agriculture Organization of the United Nations (FAO) are: the conservation and sustainable use of plant genetic resources; facilitation of access to plant genetic resources by farmers, plant breeders and scientists; and ensuring that recipients share the benefits they derive from the use of these genetic resources, for sustainable agriculture and food security. It recognizes the enormous contribution of farmers to the diversity of crops that feed the world.

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. By encouraging the development of new varieties of plants, the UPOV system encourages the sustainable use of biodiversity for the benefit of humankind while adding to biodiversity.

Synergies between biodiversity, sustainable agriculture and plant breeding

Conservation of biodiversity depends on sustainable agriculture and a halt or reversal to the expansion of agricultural land, while there are parallel demands on agricultural land for food and energy production. This means that there is a need to produce more from existing agricultural land, in a sustainable way. Conversely, sustainable agriculture is dependent on the conservation and sustainable use of biodiversity, in particular by ensuring healthy soils and thriving populations of pollinators to achieve fertile crops, among other things.

New plant varieties with improved yield, more efficient use of nutrients, resistance to plant pests and diseases, salt and drought tolerance and better adaptation to climatic stress can sustainably increase productivity and product quality in agriculture, horticulture and forestry. These attributes can reduce the pressure on the natural environment and biodiversity by reducing the need for inputs while reducing the area of land needed for agriculture. Plant breeding sustainably uses biological diversity and relies on the conservation of biodiversity to develop new varieties that can deliver greatest benefits for farmers and society as a whole. The critical importance of biodiversity to agriculture is recognized in the CBD and the Nagoya Protocol acknowledges the importance of genetic resources for food and agriculture and their special role for food security. The recognition of the importance of crop and genetic diversity for sustainable agriculture and food security is central to the objectives of the ITPGRFA.

Benefits arising from the utilization of genetic resources

By encouraging plant breeding, the UPOV system incentivizes the generation of benefits arising out of the utilization of genetic resources. The CBD, Nagoya Protocol and ITPGRFA establish the requirements and mechanisms for the sharing of benefits arising out of the utilization of genetic resources.

The “breeder’s exemption” in the UPOV Convention enables plant diversity in the form of protected plant varieties to be available for further breeding activities because acts done using such varieties 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 sustaining greatest progress in plant breeding and, thereby, to maximize the use of genetic resources for the benefit of society.

Mutual supportiveness in legislation

International cooperation, as well as coherence and mutual supportiveness in the relevant legislation concerning the CBD, ITPGRFA and the UPOV Convention, in the Contracting Parties concerned, is beneficial for achieving the desired outcomes of those treaties, notably in relation to sustainable agriculture and food security in the context of climate change as well as the conservation of biodiversity, access to genetic resources and the sharing of benefits from their utilization.

[Annex II follows]

ANNEX II

MATERIAL PUBLISHED ON UPOV'S SOCIAL MEDIA ACCOUNTS

UPOV Membership anniversaries, PUBLISHED POSTS

Unless otherwise indicated, the same posts were used in Twitter and LinkedIn.

Chile, January 5, 2021

<p>UPOV @UPOVint</p> <p>Since #Chile became a #UPOV member in 1996, breeders have had confidence in the #PlantVarietyProtection system and have made applications for more than 1,900 #NewPlantVarieties.</p> <p>For farmers in Chile this means a greater choice of more and better new plant varieties.</p> 	<p>UPOV @UPOVint</p> <p>Desde la membresía de #Chile a la #UPOV en 1996, los obtentores han confiado en el sistema de protección de #Obtenciones #Vegetales y presentado más de 1.900 solicitudes.</p> <p>Para los agricultores de Chile, esto significa más y mejores opciones de #NuevasVariedades. @sagchile</p> 	<p>UPOV @UPOVint</p> <p>More than 1,900 #PlantVarietyProtection titles for #NewPlantVarieties have been issued since #Chile became a #UPOV member in 1996.</p> <p>Since 1996, >800 varieties that were initially protected are no longer protected and can be grown by farmers without the breeder's authorization.</p> 
<p>UPOV @UPOVint</p> <p>Más de 1.900 títulos de protección de #obtenciones #vegetales han sido concedidos a nuevas variedades desde la membresía de #Chile a la #UPOV en 1996.</p> <p>Más de 800 de aquellas variedades ya no están protegidas y los agricultores las pueden cultivar sin autorización del obtentor.</p> 	<p>UPOV @UPOVint</p> <p>#PlantVarietyProtection titles issued for fruit have risen by 1000% in the 25 years since Chile became a member of UPOV (67 titles in 1995 - 693 titles today)</p> <p>Here are some highlights of the most important #NewPlantVarieties of Fruit in Chile @sagchile</p> 	<p>UPOV @UPOVint</p> <p>Los títulos de protección de #obtenciones #vegetales otorgados a variedades frutales han ✓ 1000% en los 25 años desde la membresía de Chile a la UPOV (67 títulos en 1995 - 693 títulos actualmente)</p> <p>Estos son los más destacados de #NuevasVariedades de frutales en Chile. @sagchile</p> 
<p>UPOV @UPOVint</p> <p>Thanks to #UPOV membership, farmers' have access to #NewPlantVarieties with improved characteristics such as better harvest dates & post-harvest quality enabling #Chile to become the main producer and exporter of fruits in the southern hemisphere for cherries, blueberries, grapes</p> 	<p>UPOV @UPOVint</p> <p>Gracias a la membresía #UPOV, los agricultores tienen acceso a #NuevasVariedades con mejores fechas de cosecha y mejor calidad en postcosecha, lo que permite a #Chile convertirse en el principal productor y exportador de frutas del hemisferio sur para Cerezas, Arándanos, Uvas</p> 	

Canada, March 4, 2021


Twitter

UPOV **UPOV**
@UPOVint

We are pleased to share the IP Canada Report 2020, published by @CIPO_Canada which shows the positive impact the move to UPOV 1991 Act had on the number of #PlantVarietyProtection applications.

Full report: ic.gc.ca/eic/site/cipoi...



@InspectionCan



IP Canada Report 2020

UPOV **UPOV**
@UPOVint

@CIPO_Canada reports:

-  in applications for protection of vegetable & fruit varieties
-  in applications for foreign agriculture varieties

Access to #NewPlantVarieties from around the world supports farmers' competitiveness in a global marketplace

👉: ow.ly/11DT50DLbIt

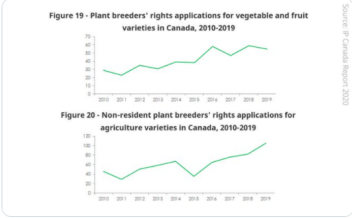


Figure 19 - Plant breeders' rights applications for vegetable and fruit varieties in Canada, 2010-2019


Figure 20 - Non-resident plant breeders' rights applications for agriculture varieties in Canada, 2010-2019

UPOV **UPOV**
@UPOVint

@CIPO_Canada reports:

Stronger #IP protection in the agriculture sector creates a robust & healthy investment landscape. These investments support higher quality & more productive canola, wheat, soybeans, corn, pulse, barley & forage varieties.

Report: ow.ly/NGA150DLcdT



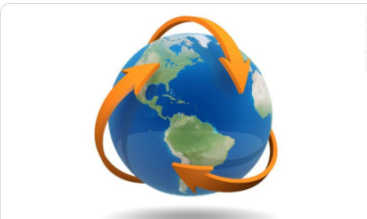
UPOV **UPOV**
@UPOVint

@CIPO_Canada report shows:

"Strengthened #IP protection ensures that growers have increased access to new & innovative plant varieties, allowing them to be more competitive both domestically and internationally."

#NewPlantVarieties

Report: ow.ly/QNea50DLchc




UPOV **UPOV**
@UPOVint

To celebrate Canada's 30th anniversary of UPOV membership, let's look at how the Government of Canada uses #PlantVarietyProtection to improve the livelihood of Canadian cherry growers.

#NewPlantVarieties
youtu.be/CIWWAya5HIk

@CIPO_Canada
@InspectionCan




(Canada) Canadian cherry growers benefit from government... See how the Government of Canada uses PVP to improve the livelihood of Canadian cherry growers(English -short version) youtu.be/CIWWAya5HIk

UPOV **UPOV**
@UPOVint


Canada's amendment of the Plant Breeders' Rights Act has encouraged greater domestic investment in #PlantBreeding, providing Canadian growers and consumers with increased access to innovative #NewPlantVarieties

More: ow.ly/nFj350DLbPX



@InspectionCan @CIPO_Canada



LinkedIn

UPOV International Union for the Protection of New Var...
2,011 followers
4mo · 

We are pleased to share the IP Canada Report 2020, published by Canadian Intellectual Property Office / Office de la propriété intellectuelle du Canada, which shows the positive impact the move to the UPOV 1991 Act had on:

- domestic investment in #PlantBreeding, providing Canadian growers and consumers with increased access to new and innovative plant varieties.
- number of applications  for protection of vegetable and fruit varieties
- number of applications  for foreign agriculture varieties

This helps to ensure that Canadian farmers have access to new and innovative plant varieties from around the world, supporting their competitiveness in a global marketplace.

Read the full report here: [http://ow.ly/N3vU50DLbGE](https://ow.ly/N3vU50DLbGE)

Canadian Food Inspection Agency

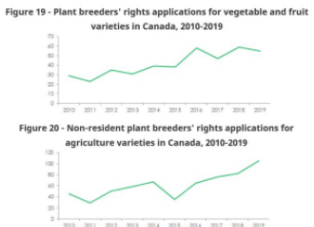



Figure 19 - Plant breeders' rights applications for vegetable and fruit varieties in Canada, 2010-2019

Figure 20 - Non-resident plant breeders' rights applications for agriculture varieties in Canada, 2010-2019

UPOV International Union for the Protection of New Varieties of Plant...
1,951 followers
3mo · 

Canadian Intellectual Property Office / Office de la propriété intellectuelle du Canada reports:


"Creating an environment that strengthens #IP protection in the agriculture sector creates a robust and healthy investment landscape. These investments support higher quality and more productive canola, wheat, soybeans, corn, pulse, barley, and forage varieties."

Another result of the "strengthened #IntellectualProperty protection, as a result of amending the Plant Breeders' Rights Act, is that growers have increased access to new and innovative plant varieties, allowing them to be more competitive both domestically and internationally."

#PlantVarietyProtection supporting investment in agriculture.

Read the full report here: [http://ow.ly/Vb0k50DLbXX](https://ow.ly/Vb0k50DLbXX)

Canadian Food Inspection Agency



Romania, March 16, 2021





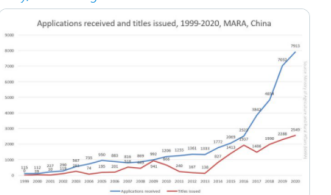



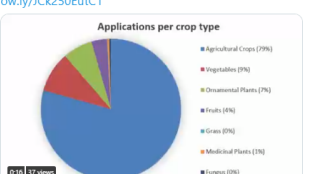


UPOV @UPOVint

Discover the evolution of [#PlantVarietyProtection](#) in Romania on their 20th anniversary as UPOV member.

Tip: Want English subtitles? Click on settings – click on subtitles – click auto-translate and choose

 ISTIS at 20 years of UPOV membership anniversary
[@youtube.com](#)

China, April 23, 2021

<p>UPOV @UPOVint</p> <p>China's PVP Office of NFGA will celebrate 22 years of China's UPOV membership tomorrow by highlighting 4 typical #NewPlantVarieties of forestry crops:</p> <ul style="list-style-type: none"> •Shengchun 8 (Azalea) •Meirenyu (Ulmus) •Jingzhong Series (Eucommia ulmoides) •Sijichun 1 (Chinese Redbud) 	<p>UPOV @UPOVint</p> <p>China celebrates 22 years as UPOV member on April 23. MARA reports: "#PlantVarietyProtection system has played a crucial role in advancing innovation & promoting the seed industry, ensuring that breeders get a return on their investment in #PlantBreeding"</p> <p>ow.ly/2Da450EutQE</p> 	<p>UPOV @UPOVint</p> <p>To celebrate 22 years as UPOV member China highlights "Meirenyu", the first new variety of color elm in China to obtain #PVP. Due to its golden & bright leaves with high temperature & saline-alkali resistance, it can be widely used in urban, mountain and rural environments.</p> 
<p>UPOV @UPOVint</p> <p>Today China celebrates 22 years as UPOV member. Since 1999 China's PVP Office of NFGA has received over 5,500 applications for #PlantVarietyProtection & issued over 2,600 titles. In 2020, the number of applications for PVP in forestry sector exceeded 1,000 for the first time</p> 	<p>UPOV @UPOVint</p> <p>Since China joined #UPOV 22 years ago, MARA has received more than 40,000 #PlantVarietyProtection applications and has issued over 16,000 titles – demonstrating the importance of PVP for #PlantBreeders</p> <p>ow.ly/u9Pc50EutgZ</p> 	<p>UPOV @UPOVint</p> <p>To celebrate China's 22 years as UPOV member PVP Office of NFGA highlights the new Azalea variety, "Shengchun 8", with high ornamental value, wide adaptability and disease resistance. Another 45 Chinese #NewPlantVarieties of Azalea have also been granted #PlantVarietyProtection</p> 
<p>UPOV @UPOVint</p> <p>This graph shows an overview of the overseas #PlantVarietyProtection applications received by MARA since China became a UPOV member 22 years ago.</p> <p>ow.ly/39FW50EutxL</p> 	<p>UPOV @UPOVint</p> <p>China is celebrating 22 years as UPOV member today. Eucommia ulmoides is a unique traditional Chinese medicine, food additive & a gum source temperate tree species with great development potential. "Jingzhong Series" is the 1st triploid germplasm of Eucommia ulmoides in the world</p> 	<p>UPOV @UPOVint</p> <p>China celebrates 22 years as UPOV member today. Here's an overview of the #PlantVarietyProtection applications received/titles issued by MARA in China by:</p> <ul style="list-style-type: none"> •crop type •type of applicant, showing the diversity of #PlantBreeders <p>ow.ly/JCk250EutC1</p> 
<p>UPOV @UPOVint</p> <p>China celebrates 22 years as a UPOV member. "Sijichun 1", Chinese redbud tree - a symbol of family harmony - with colorful rose & red flowers has many stress resistant characteristics & is playing an important part in the development of the redbud industry in China</p> 	<p>UPOV @UPOVint</p> <p>On China's UPOV membership anniversary join us in highlighting some examples of women #PlantBreeders in China</p> <p>Read their stories here:</p> <p>ow.ly/b2fD50EutMq</p> 	

Russian Federation, April 24, 2021

UPOV @UPOVint

To celebrate 23 years of UPOV membership of the Russian Federation, let's look into their history of Variety Testing and #PlantVarietyProtection system.

ow.ly/Dso650EwG0

UPOV @UPOVint

Since the Russian Federation joined #UPOV 23 years ago, the Ministry of Agriculture has received more than 15,000 #PlantVarietyProtection applications, of which almost 30% were issued titles for protection.

ow.ly/OW7150EwftA

UPOV @UPOVint

The Russian Federation celebrates 23 years as UPOV member today. Here's an overview of the #PlantVarietyProtection applications received/titles issued by crop group - showing that the majority are for vegetables and potatoes.

ow.ly/gGSa50EwftL

UPOV @UPOVint

The Russian Federation celebrates 23 years as a UPOV member. The most protected varieties by crops are barley, wheat and potato.

ow.ly/n4z050EwftMo

UPOV @UPOVint

The Russian Federation celebrates 23 years as a UPOV member today. The number of varieties of agricultural crops, included in the State register has increased has more than doubled since last year!

ow.ly/zvf50EwftPh

UPOV @UPOVint

To celebrate the Russian Federation being a UPOV member for 23 years, let us look into the importance of international cooperation in #DUS testing.

Search GENIE database for more information on international cooperation:
ow.ly/ETSv50EwftQm

Kenya, May 13, 2021

UPOV @UPOVint

To celebrate Kenya being a UPOV member for 22 years, let's look at the distribution of #PlantVarietyProtection applications for industrial crops, received by @Kephiske - tea is the winner!

[@AFSTA_Seed](https://ow.ly/AFSTA_Seed)

UPOV @UPOVint

To celebrate Kenya being a UPOV member for 22 years, here is an overview of the distribution of #PVP applications for horticultural crops, received by @Kephiske

Learn more about the rose industry in Kenya:
ow.ly/CSM50EwftKW

[@AFSTA_Seed](https://ow.ly/AFSTA_Seed)

UPOV @UPOVint

The Kenyan cut flower industry is increasing in volume & value every year, in 2020 Kenya produced more than 140,000 mt of fresh flowers, valued at more than one billion USD.

Learn more about the rose industry:
ow.ly/xWjG50EwftKns

[@Kephiske @AFSTA_Seed](https://ow.ly/AFSTA_Seed)

UPOV @UPOVint

To celebrate Kenya being a UPOV member for 22 years, here is an overview of the impact of PVP in variety development and release, received by @Kephiske

[@AFSTA_Seed](https://ow.ly/AFSTA_Seed)

UPOV @UPOVint

To celebrate Kenya being a UPOV member for 22 years, here is an overview of the impact of PVP in development and release of varieties tolerant to emerging biotic factors, received by @Kephiske

[@AFSTA_Seed](https://ow.ly/AFSTA_Seed)

UPOV @UPOVint

Kenya celebrates 22 years as a UPOV member today. #PlantVarietyProtection plays an important role in the creation of new jobs - the floriculture industry employs over 150,000 people directly and more than 500,000 people indirectly

youtube.com/watch?v=51haiZ...

[@Kephiske @AFSTA_Seed](https://ow.ly/AFSTA_Seed)

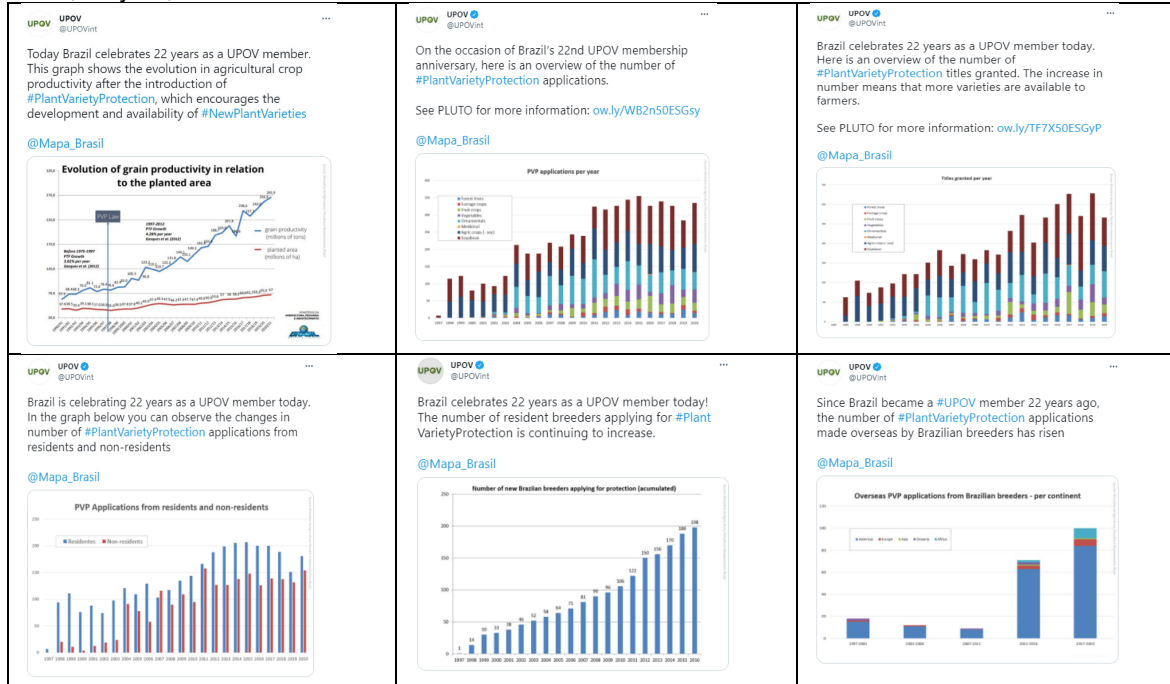
UPOV @UPOVint

To celebrate Kenya being a UPOV member for 22 years, let us look into the importance of international cooperation in #DUS testing.

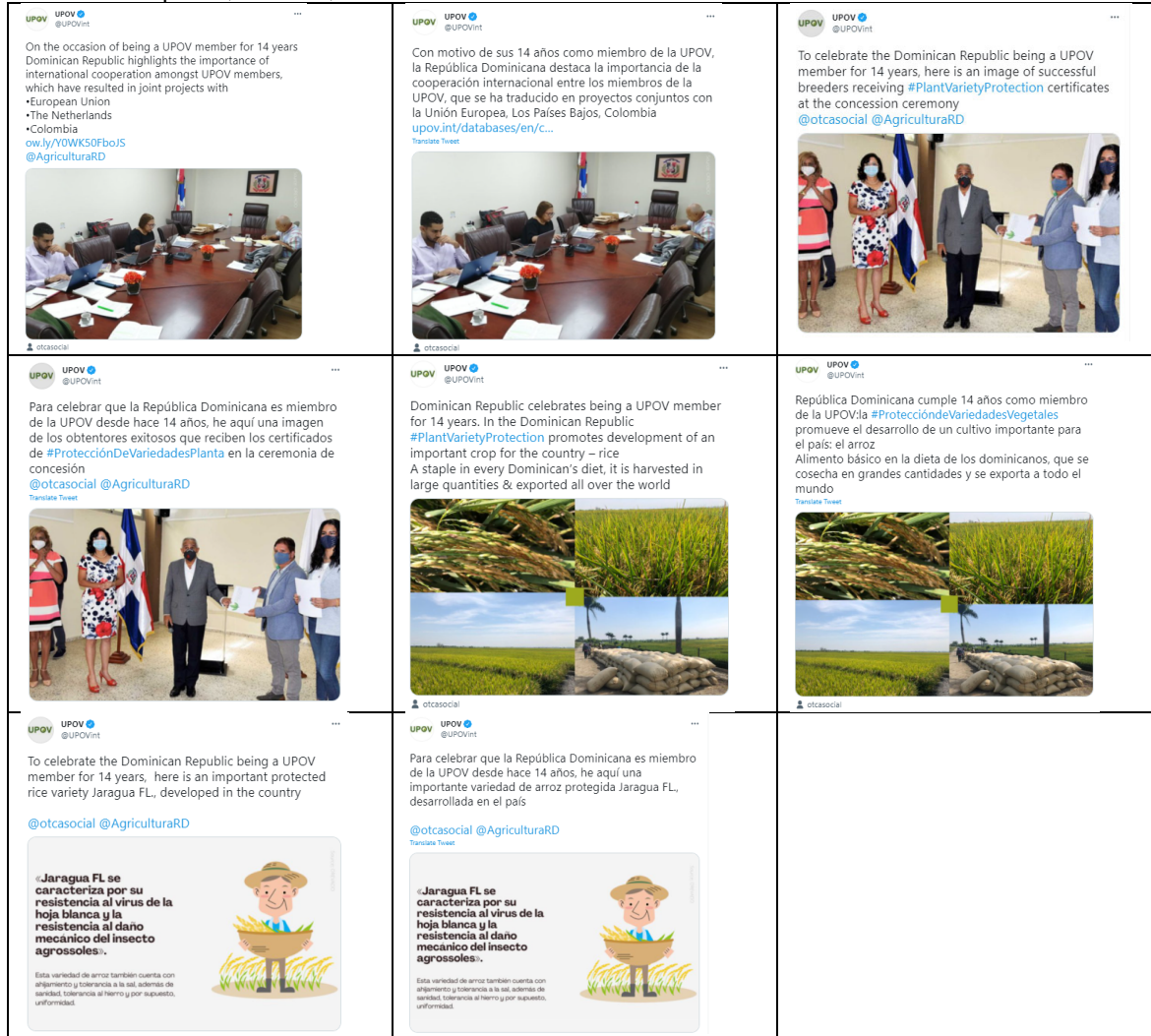
Search GENIE database for more information on international cooperation:
ow.ly/AFSTA_Seed

[@Kephiske @AFSTA_Seed](https://ow.ly/AFSTA_Seed)

Brazil, May 23, 2021



Dominican Republic, June 16, 2021



Kyrgyzstan, June 26, 2021

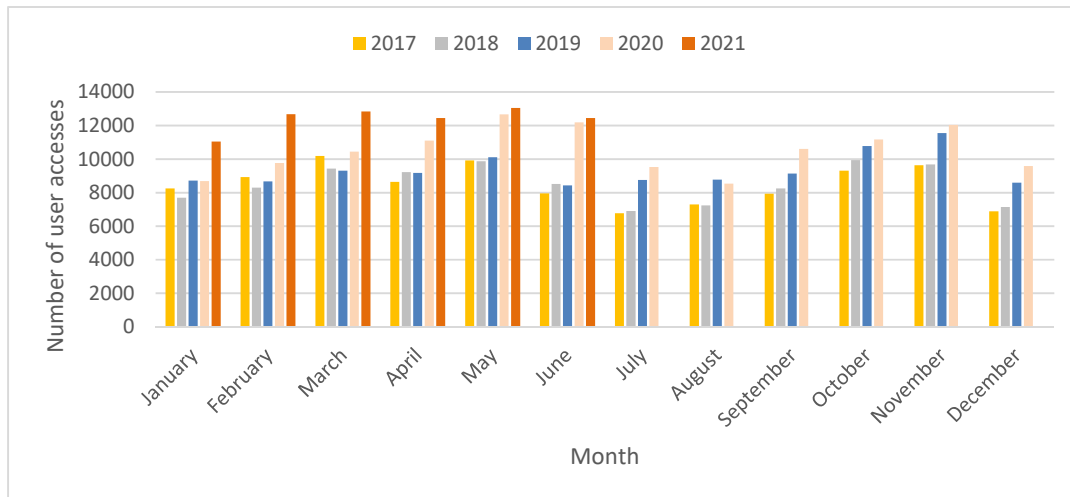
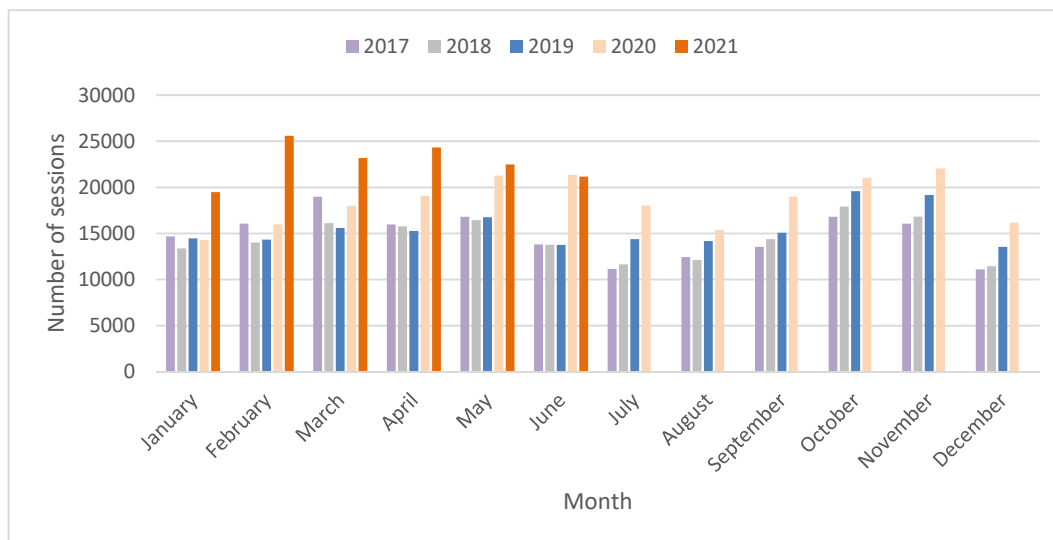


[Annex III follows]

ANNEX III

UPOV WEBSITE

[Contents of graphs in English only]

Number of visits¹ to the websiteNumber of sessions² on the website

¹ Number of devices used to visit the website in a month (A person may use more than one device).

² A "session" is a group of user interactions with your website that take place within a given time frame. For example a single session can contain multiple page views, events, social interactions, and ecommerce transactions. A single user can open multiple sessions. Those sessions can occur on the same day, or over several days, weeks, or months. As soon as one session ends, there is then an opportunity to start a new session. There are two methods by which a session ends:

- Time-based expiration:
 - After 30 minutes of inactivity
 - At midnight
- Campaign change:
 - If a user arrives via one campaign, leaves, and then comes back via a different campaign.

ANNEX IV

SOCIAL MEDIA: DEVELOPMENT OF UPOV TWITTER AND LINKEDIN ACCOUNTS

(a) Latest situation

The figures in the following tables correspond to the time from the launch of the accounts (March 2019) to June 23, 2021, unless otherwise stated

(The figures in brackets correspond to the time from the launch of the accounts to May 17, 2020, unless otherwise stated)

Twitter

	@UPOVint	@vsgupov
Total number of tweets*	1,044 (541)	1,504 (1,303)
Total number of followers ¹	1,610 (1,006)	657 (525)

*Including replies and retweets

Twitter

	@UPOVint	@vsgupov
Number of tweets*	496 (281)	141 (340)
Total number of impressions ²	319,557 (313,963)	46,683 (193,787)
Total number of engagements ³	8,825 (7,171)	1,705 (4,510)
Average engagement rate (rate given by Twitter)	2.79% (2.14%)	3.76% (2.67%)
Total number of likes	1,862 (1,463)	355 (1,016)
Total number of retweets	666 (849)	91 (234)

*Including replies

LinkedIn

Ongoing total from the set-up of the accounts to status as of June 23, 2021

UPOV LinkedIn (joined May 2018)

Peter Button (joined August 2017)

	UPOV LinkedIn	Peter Button LinkedIn
Total number of posts	-	-
Total number of connections	-	786 (539)
Total number of followers	1,958 (916)	804 (547)

Note: The UPOV LinkedIn account was not used prior to July 2019

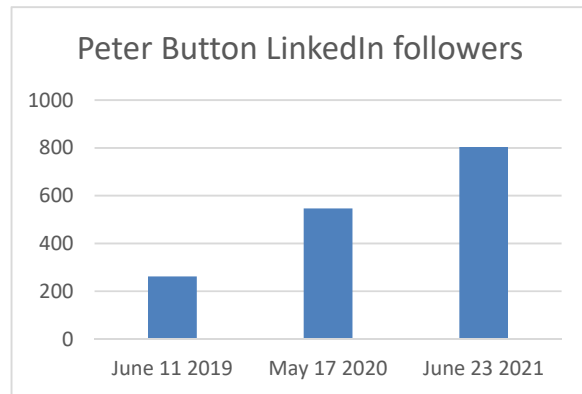
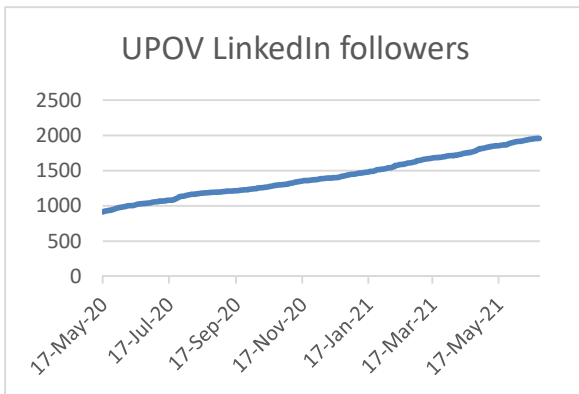
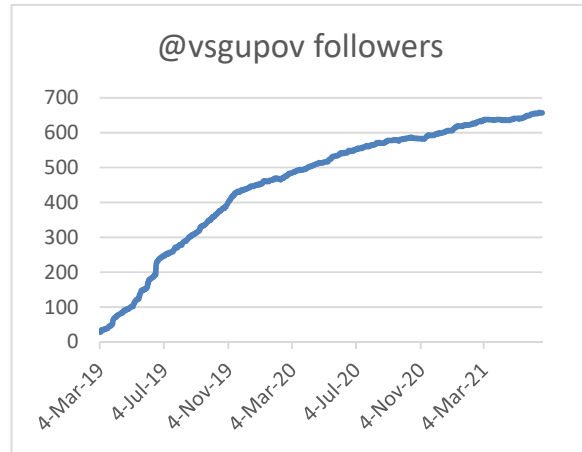
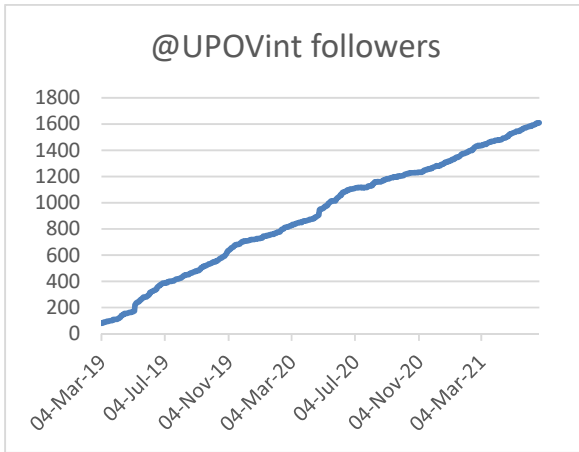
¹ "Followers": Followers are people who receive your Tweets.

² "Impressions": Times a user is served a Tweet in timeline or search results.

³ "Engagements": Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion.

(b) Evolution of use

Followers
[Contents of graphs in English only]



Note: The UPOV LinkedIn account was not used prior to July 2019. Analytics tracked from May 17 2020, onwards.

(c) Comparison to selected other organizations

Status as of June 23, 2021

	UPOV @UPOVint	CPVO @CPVOTweets	ISTA @ISTAseedtesting	ITPGRFA @planttreaty	WFO @worldfarmersorg	FAO @FAO	WIPO @WIPO
Date of creation of Twitter account	Mar 5, 2019*	Feb 2012	Aug 2018	May 2009	May 2012	Jan 2009	Dec 2011
Total number of followers	1,609	2,158	1,416	3,278	6,963	443,800	101,400
Total number of tweets	1,044	1,724	1,112	1,488	7,501	37,100	10,900
Average number of tweets per month (including tweets and replies)	37	15	32	10	67	247	95

*Date of first Tweet

	UPOV Vice Secretary-General @vsgupov		ISTA Secretary-General @andreas_wais	ITPGRFA Secretary @kentnnadozie	WFO Secretary-General @arigiulio	FAO Director-General @grazianodasilva	
Date of creation of Twitter account	Mar 7, 2019*		Aug 2018	Mar 2011	Feb 2010	Nov 2010	
Total number of followers	657		209	380	1,184	300,500	
Total number of tweets	1,504		516	609	1,520	16,500	
Average number of tweets per month (including tweets and replies)	54		15	5	11	129	

*Date of first Tweet

[End of Annex IV and of document]