

Meeting on the development of an electronic application form

UPOV/EAF/11/3

**Eleventh Meeting
Geneva, March 28, 2018**

Original: English
Date: September 3, 2018

REPORT

adopted by the Meeting on the Development of an electronic application form

Disclaimer: this document does not represent UPOV policies or guidance

WELCOME AND OPENING

1. The eleventh meeting on the development of an electronic form (EAF/11 meeting) was opened and chaired by Mr. Peter Button, Vice Secretary-General of UPOV, who welcomed the participants in Geneva and those who participated in the meeting by means of electronic conference.
2. The list of participants is reproduced in Annex I to this report.

APPROVAL OF THE AGENDA

3. The meeting adopted the draft agenda as proposed in document UPOV/EAF/11/1 Rev.

DEVELOPMENTS CONCERNING THE ELECTRONIC APPLICATION FORM PROJECT

4. The meeting considered document UPOV/EAF/11/2 Rev. "Developments concerning the Electronic Application Form" and received a presentation by the Office of the Union on the latest developments in relation to the electronic application form, a copy of which is reproduced in Annex II to this document.

Launch of EAF Version 2.0

5. The participants noted that Version 2.0 of the EAF, renamed as UPOV PRISMA, was released on February 9, 2018.

Participating UPOV members and crops/species covered

6. The participants noted that the following participating PVP Offices and the crops were supported in UPOV PRISMA Version 2.0:

Authority		Crop coverage
Argentina	AR	Apple Fruit Varieties, Potato, Rose, Soyabean, Wheat, Barley, Maize and Grapevine
Australia	AU	All genera & species
Bolivia (Plurinational State of)	BO	Rice, wheat
Canada	CA	All genera & species excluding algae, bacteria and fungi
Chile	CL	All genera & species
China	CN	Lettuce, Rose
Colombia	CO	Rose, Carnation, Alstroemeria, Chrysanthemum, Gypsophila
European Union	QZ	Apple Fruit Varieties, Lettuce, Potato, Rose, Soyabean
France	FR	All genera & species

Authority		Crop coverage
Georgia	GE	Maize, Wheat, Field Bean, French Bean, Apple (fruit varieties), Pear, Barley, Oats, Potato, Cherry (Sweet Cherry), Raspberry, Tomato, Peach, Hazelnut, Blackberry, Soya Bean, Sunflower, Walnut, Blueberry, Chick-Pea, Lentil
Kenya	KE	All genera & species
Mexico	MX	87 selected crops
Netherlands	NL	All genera & species
New Zealand	NZ	All genera & species
Norway	NO	All genera & species
Paraguay	PY	Soyabean
Republic of Moldova	MD	Maize, Wheat, Pea, Barley, European Plum, Tomato, Grapevine, Sweet Pepper, Hot Pepper, Paprika, Chili, Sunflower, Walnut, Apple Fruit Varieties, Lettuce, Potato, Rose, Soyabean
Switzerland	CH	All genera & species
Tunisia	TN	All genera & species
Turkey	TR	All genera & species
United States of America	US	Lettuce, Potato, Soyabean and Wheat
Uruguay	UY	All genera & species
Total	22	

Languages

7. The participants noted that UPOV PRISMA Version 2.0 presents pages and items (questions) for application forms and technical questionnaires for participating PVP Offices in English, French, German, Spanish, Chinese and Japanese (“navigation languages”).

8. The participants noted that UPOV PRISMA Version 2.0 generates application forms and technical questionnaires in the languages required by the participating PVP Offices (“output form languages”), in English, French, German, Spanish, Chinese, Georgian, Norwegian, Romanian and Turkish (information must be completed by the applicant in an acceptable language for the PVP Office concerned, although answers selected from drop-down lists (e.g. characteristics and states of expression) will be automatically translated for output form languages).

Status on the use of UPOV PRISMA

9. The participants noted the following information in relation to the use of UPOV PRISMA (as of March 27, 2018):

Year	Number of entities registered	Number of applications	Number of countries	Number of different applicants	Number of crops
2017	7	14	6 (CH, NZ, AU, CL, NO, NL)	4	3 (Apple, lettuce, potato)
2018	21	6	4 (QZ, MX, AU, KE)	4	3 (lettuce, allium, rose)
Total (as of March 27, 2018)	28	20	9	-	5

Proposals for the developments of UPOV PRISMA Version 2.1

Coverage

Participating UPOV members and crop/species

10. Participation in EAF Version 2.1 is possible for authorities that participated in the development of Prototype Electronic Form (PV2) or in the development of the Electronic Application Form Versions 1.0 or 1.1 (African Intellectual Property Organization (OAPI), Argentina, Australia, Bolivia (Plurinational State of), Brazil, Chile, China, Canada, Colombia, Czech Republic, European Union, France,

Georgia, Japan, Kenya, Mexico, Netherlands, New Zealand, Norway, Paraguay, Republic of Korea, Republic of Moldova, South Africa, Switzerland, Tunisia, Turkey, United States of America, Uruguay and Viet Nam), according to available resources.

11. Members of the Union that did not participate in the development of a Prototype Electronic Form (PV2) or in the development of the Electronic Application Form Versions 1.0 or 1.1 would need to provide their forms for relevant crops (application form and technical questionnaire) in a UPOV language and, if appropriate, to provide translations of the questions of the application forms and technical questionnaires of the other languages used in the EAF. The timetable for addition of new members of the Union would be developed according to available resources and will vary according to the content of the application forms and technical questionnaires.

12. Circular E-17/264, issued on December 12, 2017, invited all UPOV members not currently participating in UPOV PRISMA PBR Application Tool and that had not already expressed a wish to participate, to indicate to the Office of the Union their wish to join in 2018.

13. Circular E-18/011, issued on February 22, 2018, invited participating members in UPOV PRISMA who did not yet cover all genera and species (Argentina, Bolivia (Plurinational State of), China, Colombia Georgia, Mexico, Republic of Moldova and United States of America) to indicate their wish to increase the scope of coverage for genera and species for Version 2.1.

14. Circular E-18/010, issued on February 21, and March 12, 2018, invited UPOV members who had already expressed an interest to participate in UPOV PRISMA (African Intellectual Property Organization (OAPI), Brazil, Czech Republic, Germany, Japan, Republic of Korea, South Africa, Sweden, United Republic of Tanzania and Viet Nam) to confirm their intention to participate in the Version 2.1 and to clarify the scope of coverage for genera and species. Other UPOV members who had already expressed interest to participate in UPOV PRISMA Version 2.1 (Costa Rica, Serbia, United Kingdom and Uzbekistan) have been contacted to clarify the scope of coverage for genera and species.

15. In UPOV PRISMA Version 2.1, technical questionnaires (TQ) from all UPOV Test Guidelines will be available with the inclusion of apple rootstocks and avocado.

16. The participants noted that the following UPOV members had expressed their intention to participate in Version 2.1 of UPOV PRISMA (EAF):

Authority		currently participating in Version 2.0	intention to participate in Version 2.1	Anticipated crop coverage in Version 2.1
Argentina	AR	✓	✓	Apple Fruit Varieties, Potato, Rose, Soyabean and Wheat, Barley, Maize, Grapevine
Australia	AU	✓	✓	All genera & species
Bolivia (Plurinational State of)	BO	✓	✓	Rice, wheat
Canada	CA	✓	✓	All genera & species excluding algae, bacteria and fungi
Chile	CL	✓	✓	All genera & species
China	CN	✓	✓	Lettuce, Rose
Colombia	CO	✓	✓	All genera & species
Costa Rica	CR		✓	to be confirmed
European Union	QZ	✓	✓	All genera & species excluding agricultural crops
France	FR	✓	✓	All genera & species
Georgia	GE	✓	✓	Maize, Wheat, Field Bean, French Bean, Apple (fruit varieties), Pear, Barley, Oats, Potato, Cherry (Sweet Cherry), Raspberry, Tomato, Peach, Hazelnut, Blackberry, Soya Bean, Sunflower, Walnut, Blueberry, Chick-Pea, Lentil
Kenya	KE	✓	✓	All genera & species
Mexico	MX	✓	✓	87 selected crops
Netherlands	NL	✓	✓	All genera & species
New Zealand	NZ	✓	✓	All genera & species
Norway	NO	✓	✓	All genera & species

Authority		currently participating in Version 2.0	intention to participate in Version 2.1	Anticipated crop coverage in Version 2.1
Paraguay	PY	✓	✓	Soyabean
Republic of Moldova	MD	✓	✓	Maize, Wheat, Pea, Barley, European Plum, Tomato, Grapevine, Sweet Pepper, Hot Pepper, Paprika, Chili, Sunflower, Walnut, Apple Fruit Varieties, Lettuce, Potato, Rose, Soyabean
Serbia	RS		✓	to be confirmed
Sweden	SE		✓	to be confirmed
Switzerland	CH	✓	✓	All genera & species
Tunisia	TN	✓	✓	All genera & species
Turkey	TR	✓	✓	All genera & species
United Kingdom	GB		✓	to be confirmed
United States of America	US	✓	✓	Lettuce, Potato, Soyabean and Wheat
Uruguay	UY	✓	✓	All genera & species
Uzbekistan	UZ		✓	to be confirmed
Viet Nam	VN		✓	to be confirmed
Total		23	29	

Languages

17. Additional navigation and output languages could be introduced according to available resources and if the necessary information is provided.

New Functionalities

Guidance on next steps

18. The participants noted that it was proposed to add information on the next steps in relation to PVP Offices procedures once a submission has been made via UPOV PRISMA. This information will be sent to the applicants when starting a new application and in a separate email with the confirmation of a successful submission.

19. The participants noted that participating PVP Offices in UPOV PRISMA would be contacted to provide the relevant information to the Office of the Union.

Deadline for submitting application

20. The participants noted that it was proposed to add information on deadlines for submitting applications in a selected authority such that an automatic reminder could be generated, if and when relevant.

21. The participants noted that participating PVP Offices in UPOV PRISMA would be contacted to provide the necessary information in relation to deadline for submitting application in their authority, if applicable.

Breeding Scheme

22. The participants noted that the breeding scheme section in Version 2.0 is available with a pre-defined list of options. Additional options for crop specific breeding schemes are considered for development in version 2.1.

23. The participants noted that participating members in UPOV PRISMA would be contacted to provide more information to the Office of the Union, in relation to the confidentiality of the information provided by applicants in the application form, and in particular with regard to the breeding scheme section.

Novelty

24. The participants noted that for novelty requirements, it had been agreed that each participating authority should indicate, if appropriate, which of the supported crops were considered by that authority to be vines or

trees in terms of novelty (see document UPOV/EAF/10/3 "Report", paragraph 15). By default, 4 years was used in the system.

25. The participants noted that it was proposed to add a "novelty alert" for applicants. To assess the feasibility of this new functionality, the participants agreed that information regarding novelty should be provided by all participating members in UPOV PRISMA to the Office of the Union. On the basis of the information received, the Office would investigate how to update this functionality in the system in a sustainable manner, which would be reported at the next meeting on the development of the electronic application form.

Agent Role

26. The participants were informed that in order to enable local representatives or agents to submit applications on behalf of different breeders, it was proposed to update the role of "agent" in the tool. This will be reflected accordingly in the User Guides available online. The participants also noted that consideration would also be given to providing information on agents via UPOV PRISMA to enable breeders to find agents in different UPOV members.

27. The participants noted that participating members in UPOV PRISMA would be contacted to provide the necessary information in relation to available list of agents in their authority, when and if relevant.

Timetable for release

28. The participants noted that participating members in the development of the Version 2.1 of UPOV PRISMA would be invited to test the Tool through different releases during a test campaign in July-August 2018. Subject to their validation, Version 2.1 would be released around September 2018.

Communication

29. The EAF/11 meeting noted that the following elements were planned in 2018:

- targeted communication to potential users of the UPOV PRISMA (e.g. agents, representatives, breeding companies, breeders' associations);
- training sessions (*in situ* and online);
- participation in international breeders' events (e.g. ISF, AOHE, CIOPORA, ASTA);
- updated communication materials (posters, flyers, tutorials) with the new name and logo and the new coverage of crops and countries;
- press articles;
- update of the UPOV PRISMA webpage with new testimonials from breeders and PVP Offices;
- inclusion of information in existing UPOV and UPOV members' training programs.

30. The participants noted that since the launch of UPOV PRISMA Version 2.0 (February 9, 2018), the following initiatives had been taken:

(a) update of the dedicated webpage on the UPOV Website available at: <http://www.upov.int/upovprisma>, containing all necessary information to access and use UPOV PRISMA;

(b) UPOV Press Release 113 concerning the launch of UPOV PRISMA Version 2.0, sent to all UPOV members and subscribers to the UPOV news feed;

(c) on February 9, 2018, the Office of the Union informed breeders' organizations and PVP Offices on the availability of the system inviting them to inform all their relevant stakeholders and potential users (e.g. breeders, representatives, agents, etc.), and to disseminate information about the special offer to use UPOV PRISMA for free until June 2018;

(d) on February 21, 2018, the Office of the Union sent electronic mails to potential users on the availability of UPOV PRISMA Version 2.0, including information on the special promotional offer;

(e) the following communication materials had been updated and disseminated to requesting UPOV members and breeders' organizations (still available on demand):

- posters and roll-up banners in English, Spanish and German (as reproduced in Annex I of this document),
- flyers in English, French, Spanish and German (as reproduced in Annex II of this document),

- o a series of short videos had been created (in English) and posted on the UPOV website to explain key steps to start an application and functionalities of the system;

(f) three meetings (online sessions & webinars) had been organized since January 2018 for individual applicants or groups of applicants upon request;

(g) presentations had been made at the following meetings: AFSTA Congress, AOHE Annual Meeting and ASTA vegetable and flower conference;

(h) regular updating of the UPOV PRISMA LinkedIn page, available at: <https://www.linkedin.com/showcase/24973258/>;

(i) creation of a Twitter account, available at: <https://twitter.com/upovprisma>.

31. In relation to communication plan for the rest of 2018, the participants agreed that the following elements should be developed or continued:

- press articles;
- participation in forthcoming international breeders' events;
- training sessions (in situ and online);
- targeted communication to potential users of the UPOV PRISMA through email campaign or social media including the use of short videos to highlight and explain some specific functionalities of the tool, e.g. clarification on different roles, how to select crop and countries, how to create an account, etc.

Financing of UPOV PRISMA

32. The participants noted that since the fifty-first ordinary session of the Council, the following contributions had been made to support UPOV PRISMA:

- 20,000 Swiss francs from ISF;
- 2,500 Swiss francs from the International Community of Breeders of Asexually Reproduced Ornamental and Fruit-Tree Varieties (CIOPORA);
- 10,000 Swiss francs from CropLife International.

33. At the launch of Version 2.0, in January 2018, UPOV PRISMA was made free of charge for an initial period to encourage users to test the system. The initial free-of-charge period was initially announced until June 2018, and was to be extended until December 2018.

34. The participants noted that proposals concerning the financing of the UPOV PRISMA will be considered by the Council at its fifty-second ordinary session, to be held in Geneva on November 2, 2018.

EXPERIENCES OF PARTICIPATING MEMBERS OF THE UNION

35. The following participants reported on their experiences in relation to the use of UPOV PRISMA:

- Mr. Nik Hulse, Commissioner, Chief of Plant Breeders' Rights, Plant Breeder's Rights Office, IP Australia;
- Mr. Anthony Parker, Commissioner, Plant Breeders' Rights Office, Canadian Food Inspection Agency (CFIA);
- Mr. Atsuhiko Meno, Senior Advisor, Intellectual Property Division, Food Industry Affairs Bureau, Ministry of Agriculture, Forestry and Fisheries (MAFF);
- Mr. Jean Maison, Deputy Head, Technical Unit, Community Plant Variety Office (CPVO).

DATE OF NEXT MEETING

36. The next meeting of the EAF (EAF/12 meeting) was agreed to be held in Geneva on the evening of October 29, 2018.

37. *This report was adopted by correspondence.*

[Annexes follow]

LISTE DES PARTICIPANTS / LIST OF PARTICIPANTS / LISTA DE PARTICIPANTES

(dans l'ordre alphabétique des noms français des membres /
in the alphabetical order of the French names of the Members /
por orden alfabético de los nombres en francés de los miembros)

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II. ORGANISATIONS / ORGANIZATIONS / ORGANIZACIONES

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III. BUREAU / OFFICER / OFICINA

Peter BUTTON (Mr.), Chair

IV. BUREAU DE L'UPOV / OFFICE OF UPOV / OFICINA DE LA UPOV

Peter BUTTON (Mr.), Vice Secretary-General

Yolanda HUERTA (Ms.), Legal Counsel

Tomochika MOTOMURA (Mr.), Technical/Regional Officer (Asia)

Ben RIVOIRE (Mr.), Technical/Regional Officer (Africa, Arab countries)

Leontino TAVEIRA (Mr.), Technical/Regional Officer (Latin America, Caribbean countries)

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Ariane BESSE (Ms.), Administrative Assistant

Caroline ROVERE (Ms.), Administrative Assistant

[L'annexe II suit/
Annex II follows/
Sigue el Anexo II]

Meeting on the development of an Electronic Application Form

Document EAF/11/2 Rev.
“Developments concerning the
electronic application form”

Geneva
March 28, 2018



International Union for the Protection of New Varieties of Plants

PREVIEW

- Background
- EAF Version 2.0 - Status
- Future developments
 - Version 2.1 (Mid 2018)
 - 2019 and +
- Financing of the EAF
- Communication
- Next steps

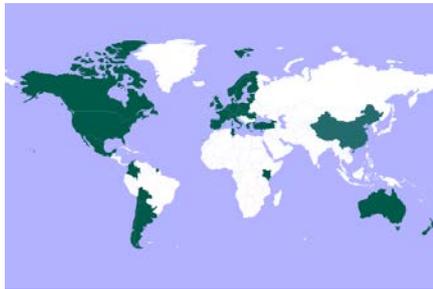
New name for the EAF
PBR Application Tool

UPOV PRISMA 



Version 2 released **early February 2018**

UPOV PRISMA 
Online PBR Application Tool



Online application tool to submit application data to participating PVP Offices in required format

Easy access to PVP application forms, which can be displayed in a range of languages

Much of the information provided in the Technical Questionnaire will be automatically translated

Relevant data can be re-used in subsequent applications

Different user roles can be specified (e.g. drafter, signatory, translator, agent)

Controlled access, secure and confidential

UPOV Website update

SPECIAL OFFER – USE UPOV PRISMA For Free

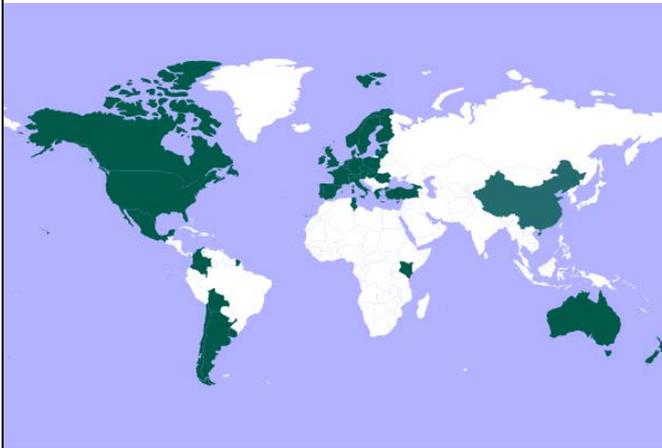
The screenshot shows the UPOV website homepage. At the top, the UPOV logo is on the left, and a navigation menu includes ABOUT UPOV, MEMBERSHIP, UPOV SYSTEM, STATISTICS, MEETINGS, and NEWS. A large banner features a sunflower and the text 'Get started now and use UPOV PRISMA for FREE until June 2018!'. Below this, a 'UPOV PRISMA tool' callout points to a 'UPOV PRISMA PBR Application Tool' link in the right sidebar. Another callout labeled 'Information' points to a 'UPOV PRISMA (Information)' link in the 'Quick Links' section. The sidebar also lists 'Stakeholder features' (readers, Farmers and Growers, Policy makers, General Public), 'GENIE Database', 'UPOV Lex', and 'Plant Variety Database (FLUID)'. The 'Quick Links' section includes 'Introduction to UPOV', 'Benefits of UPOV', 'UPOV Collections', 'UPOV PRISMA (Information)', and 'Test Guidelines'.

PREVIEW

- Background
- EAF Version 2.0 - Status
- Future developments
 - Version 2.1 (Mid 2018)
 - 2019
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UPOV PRISMA

New coverage- 22 Members (including CPVO)



Argentina
Australia
Bolivia (Plurinational State of)
Canada
Chile
China
Colombia
European Union
France
Georgia
Kenya
Mexico
Netherlands
New Zealand
Norway
Paraguay
Republic of Moldova
Switzerland
Tunisia
Turkey
United States of America
Uruguay

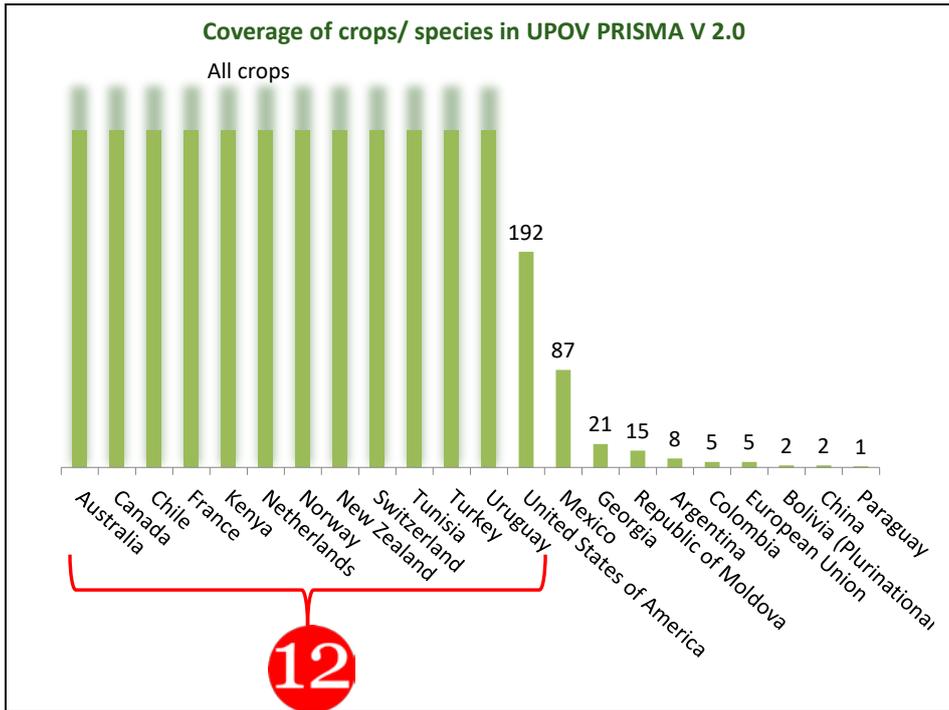


UPOV PRISMA

New Search functionality (per crop & country)



The screenshot shows the UPOV PRISMA website interface. At the top, there is a navigation menu with links for ABOUT UPOV, MEMBERSHIP, UPOV SYSTEM, PVP DATA & STATISTICS, MEETINGS, and NEWS. The main content area features a search bar with the text "Search by crop/crop" and a "Search" button. Below the search bar, there is a list of countries under the heading "UPOV MEMBERS COVERING MAJORITY ARE: (APPLICABLE)". The countries listed are: Austria, Canada, China, France, Georgia, Kenya, Mexico, Netherlands, New Zealand, Norway, Paraguay, Republic of Moldova, Switzerland, Tunisia, Turkey, and Uruguay. To the right of the list is a world map with the same 22 countries highlighted in green. A disclaimer at the bottom of the map states: "The boundaries shown on this map do not imply the expression of any opinion whatsoever on the part of UPOV concerning the legal status of any country or territory."



UPOV PRISMA

Navigation languages

The screenshot shows the UPOV PRISMA Electronic Application Form interface. At the top right, there is a language selection dropdown menu currently set to 'English'. The dropdown menu is open, showing the following options: English, Français, Deutsch, Español, 中文, and 日本語. Below the language menu, there is a table titled 'Your Applications' with columns for International Reference Number, Created On, Modified On, Date of Submission, Crop, Proposed Variety Denomination, Breeder's Variety Reference, and Submitter's Own Variety Reference. The table contains two rows of application data.

International Reference Number	Created On	Modified On	Date of Submission	Crop	Proposed Variety Denomination	Breeder's Variety Reference	Submitter's Own Variety Reference
XU_302017 00000658	28/06/2017	14/09/2017	NA	Rose			1
XU_302017 00000659	28/06/2017	28/06/2017	NA	Rose			1

UPOV

Role assignments in UPOV PRISMA

Meet The Team



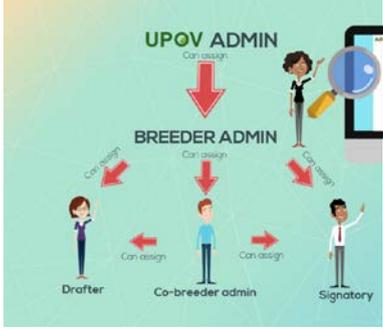
Breeder Admin
Co-breeder Admin

Drafter

Signatory

Here is an overview of the possible tasks of each user role

<ol style="list-style-type: none"> All the functions of Signatory Drafter Create and assign roles 	<ol style="list-style-type: none"> Start a new application Edit it View application data Copy the data Delete the data 	<ol style="list-style-type: none"> View application Sign it Submit it Pay the application fees
--	---	--



Role assignments in UPOV PRISMA Agent

- Can be appointed by different breeders
- On an application-by- application basis, Breeders can choose to delegate to the agent:

- Draft application data
- Sign, Submit and Pay

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Agent

- An agent may have two accounts:

(1) Breeder Admin Account:

- Start new application
- Assign Agent role to his Agent Account

(2) Agent Account

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PREVIEW

- Background
- EAF Version 2.0 - Status
- Future developments
 - Version 2.1 (Mid 2018)
 - 2019 and +
- Financing of the EAF
- Communication
- Next steps

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Next developments UPOV PRISMA Version 2.1 (mid 2018)

- Expansion
 - **members**
 - **Languages**
 - Navigation languages
 - Output form languages
 - **crops/species**
- New functionalities
 - Information in relation procedure and/or payment to be followed in the UPOV member concerned (e.g. by legal representatives) will be added to each notification when submitting an application
 - Novelty Alert
 - Confidential data in Technical Questionnaire chapter 4
 - Upgrade of Agent capabilities
 - Other



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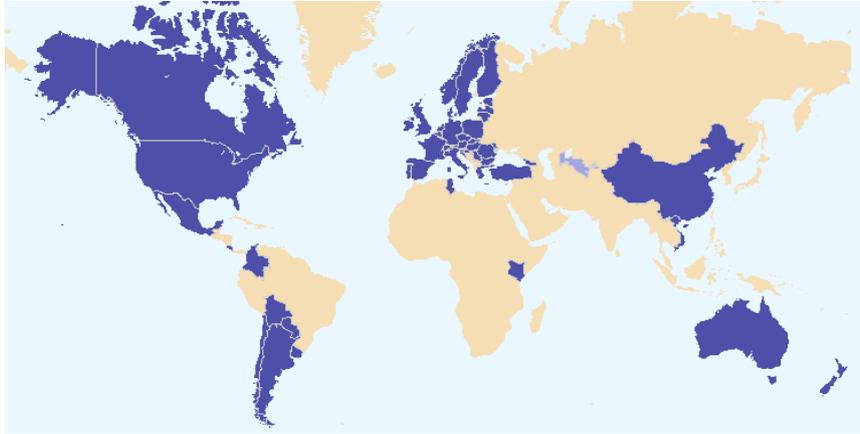
Anticipated new participating authorities in test campaigns Version 2.1

- New authorities which could be included in UPOV PRISMA Version 2.1 (information already provided):
 - United Kingdom
 - Serbia
 - Costa Rica
 - Viet Nam
 - Sweden
 - (Uzbekistan)



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Anticipated new UPOV Members in UPOV PRISMA V2.1



New languages

- Navigation language
 - Vietnamese
- Output form language
 - Serbian

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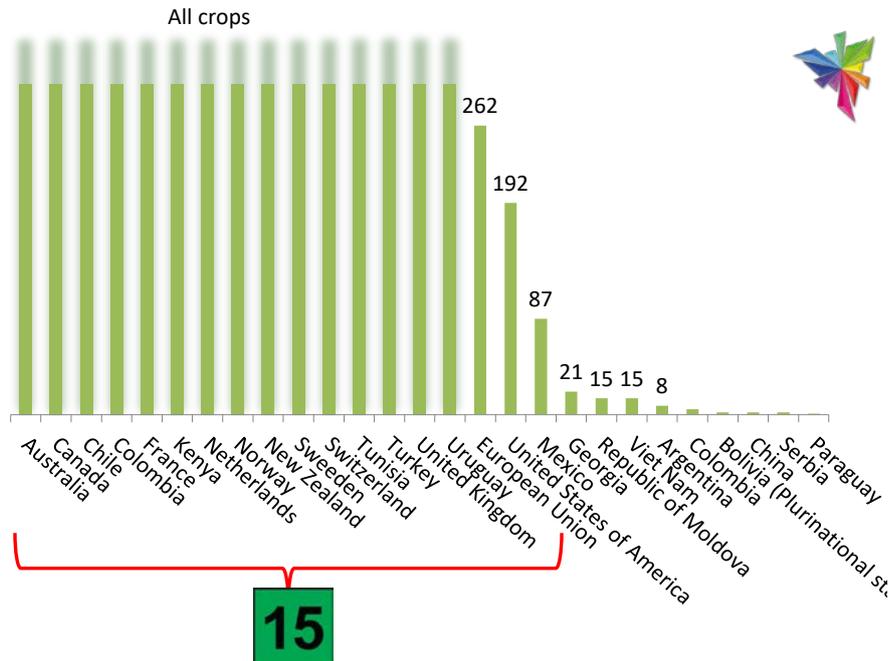
Crops/ species coverage expansion

- Colombia : from 5 to all crops and species
- European union:
 - Ornamentals
 - Fruits
 - VegetablesWith Test Guidelines/CPVO Protocols
[+Generic ?]

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Anticipated Coverage of crops/ species in PRISMA_EAF Version 2.1



New crops

- Avocado (TG 97)
- Apple Rootstocks (TG 163)

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Request for information Next Steps requirements



- All participating authorities will be invited to indicate:
 - Next steps in the application process
 - Application deadlines, if relevant



- Circular to be sent to all participating members in V2.1 and V2.0
- Deadline: May 6, 2018

UPOV



Novelty Alert

- Retrieve the variety sale date per country and variety
- Compare this date with the due date («filing date»):
 - in the territory of the Contracting Party : Earlier than one year before «filing date»
 - in the territory other than that of the Contracting Party: Earlier than 4/6 years before «filing date»
- Trigger the alert **30 ?** days before the due date.

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Request for information Novelty requirements per crop



- All participating authorities will be invited to indicate which of the supported crops are considered as vine or tree in terms of novelty.
 - 4/6 years



- **Circular to be sent to all participating members in V2.1 and V2.0**
- **Deadline: May 6, 2018**

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Option for confidential data in TQ Chapter 4

- Crops/Species with UPOV Test Guidelines
 - Breeding scheme
 - Crop dependent structure in Version 2.1
 - Support of confidential data in TQ4

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Proposal for upgrade of Agent capabilities

- If appropriate:
 - An agent should be able to start a new application
 - The application owner is the agent
 - Payment should be made by the agent

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Other new features

- Update of certain forms:
 - Georgia
- Netherlands: Split of PDF into two documents:
 - Application Form
 - Technical Questionnaire

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Tentative Timetable for UPOV PRISMA Version 2.1



Authority	From/To	Milestone Release (MR) Contents/ Functionalities
CR, GB, QZ, RS	05/03/18 to 20/04/18	Add new authorities: CR, GB, RS Add Ornamentals, Fruits and Vegetables for QZ
All	23/04/18 to 18/05/18	Add a structured breeding scheme Add Apple rootstocks Add Avocado
All	22/05/18 to 01/06/18	Novelty Alert Information on next steps after application data submitted PDF split Agent role
QZ	02/06/18 to 29/06/18	Test Import/Export Web service
VN, SE	02/07/18 to 27/07/18	Add VN as authority and Vietnamese as navigation language Add SE
All	30/07/18 to 24/08/18	User Acceptance Tests

**Launch UPOV PRISMA
Version 2.1: 03/09/2018**

PREVIEW

- Background
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FUTURE STEPS (2019 and +)

- Expansion
 - **Members**
 - **Crops/species**
- New functionalities
 - **Access to a list of local accredited agents/ procedural representatives**
 - **Information on DUS cooperation**
 - **More PVP offices with machine-to-machine links/ communication to UPOV PRISMA**
 - **Machine translation**

PREVIEW

- Background
- EAF Version 2.0 - Status
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UPOV PRISMA Financing

Special Offer- UPOV PRISMA for free (0 UPOV fee)

- First campaign: February to June 2018
- Second campaign: June to December 2018

Thanks to the support of the following organizations:



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UPOV PRISMA Financing

2019:

- UPOV fee = 150 CHF
- To be discussed at UPOV Sessions in October 2018
- Financial support from UPOV members ?

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PREVIEW

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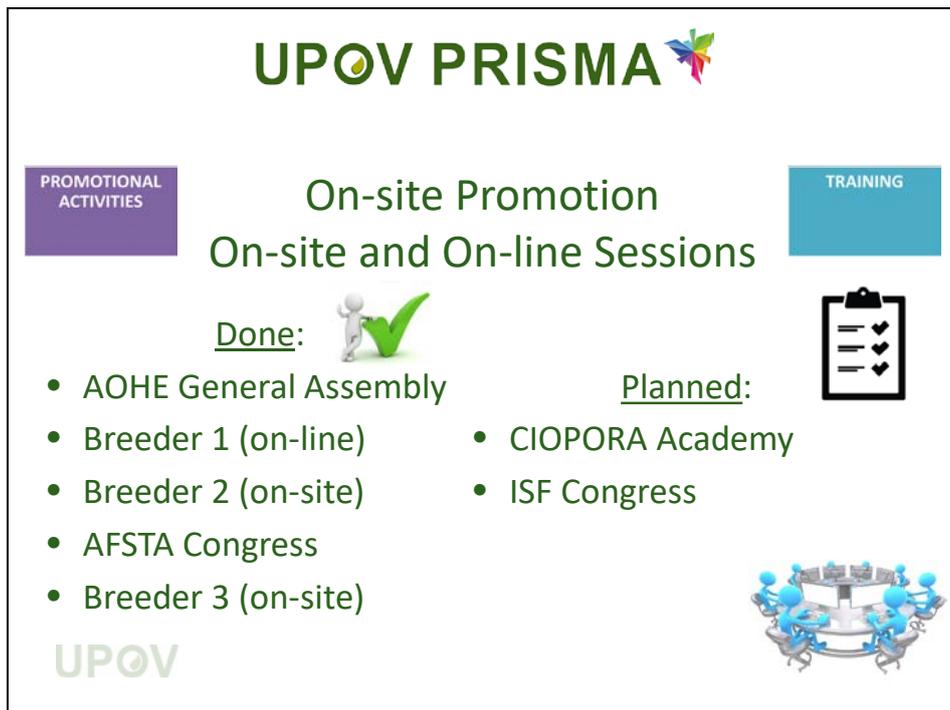
36

COMMUNICATION

- **What's been done since EAF/10**
- What's planned for later in 2018
- How you can continue to help promote UPOV PRISMA

UPOV PRISMA Communication Strategy

- Purpose:
 - To inform users on the special offer (free until June [December] 2018)
 - To increase visibility of the Tool
 - To increase the number of registered entities in the system
 - To increase the number of customers (users who have submitted application data)



WEBSITE & SOCIAL MEDIA

UPOV PRISMA

Communication Strategy

PROMOTIONAL MATERIALS

- New testimonials (from PVP Offices)
- New videos “[How to](#)”



WEBSITE & SOCIAL MEDIA

UPOV PRISMA

Communication Strategy

- Mailchimp campaigns  MailChimp
- Update UPOV PRISMA Showcase page 
- Creation of UPOV PRISMA Account 

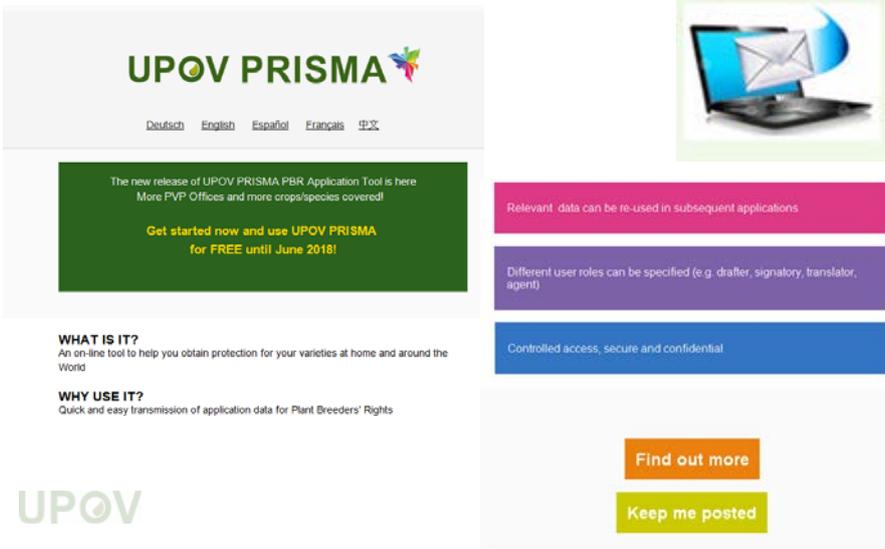


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WEBSITE & SOCIAL MEDIA

UPOV PRISMA

MailChimp Campaigns 1&2



UPOV PRISMA 

Deutsch English Español Français 中文

The new release of UPOV PRISMA PBR Application Tool is here
 More PVP Offices and more crops/species covered!

Get started now and use UPOV PRISMA
 for FREE until June 2018!

WHAT IS IT?
 An on-line tool to help you obtain protection for your varieties at home and around the World

WHY USE IT?
 Quick and easy transmission of application data for Plant Breeders' Rights

Relevant data can be re-used in subsequent applications

Different user roles can be specified (e.g. drafter, signatory, translator, agent)

Controlled access, secure and confidential

Find out more

Keep me posted

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WEBSITE & SOCIAL MEDIA

UPOV PRISMA

MailChimp Campaigns 1 & 2

- Purpose:
 - (1) To feed partners with information to transmit to members or clients (9.02.2018)
 - (2) To inform potential users (21.02.2018)
 - To update (and clean) our list of contacts
- Feedback:

	Emails	%opened	remarks	Next steps
(1)	537	27.4%	133 persons opened email - forwarded to approx 1575 persons 52 bounced / 0 unsubscribed	To continue to rely on our partners (e.g. PVP Offices, ISF, ESA...)
(2)	3662	27.7%	804 persons opened email from list - forwarded to approx 1242 persons 458 bounced / 23 unsubscribed	Send out newsfeed information about UPOV PRISMA (e.g. videos)



WEBSITE & SOCIAL MEDIA

UPOV PRISMA MailChimp Campaigns 3&4

- Purpose:
 - (3) To inform partners and potential users about UPOV PRISMA & next opportunities to learn more - CIOPORA event, Ghent (22.03.2018)
 - (4) First news feed to subscribers (1.4% sign-up rate)

	Emails	%opened	remarks	Next steps
(3)	3774	27.6%	994 persons opened email - forwarded to approx 1287 persons 210 bounced / 18 unsubscribed	To continue to rely on our partners (e.g. PVP Offices, ISF, ESA...)
(4)	53	54.7%	29 persons opened e-mail - forwarded to approx 68 persons (0 bounced / 0 unsubscribed)	News feed (voluntary sign-up list)

UPOV PRISMA

#Views on the UPOV PRISMA Website



- Impact of the diffusion of the information by partners & users
- Impact of targeted mailing campaign

UPOV PRISMA

Communication Strategy

- Status:
 - To inform users on the special offer (free until June [December] 2018) 
 - To increase visibility of the Tool 
 - To increase the number of registered entities in the system 
[7 entities in 2017 – **28 entities in 2018**]
 - To increase the number of customers (users who have submitted application data)

COMMUNICATION

- What's been done since EAF/10
- **What's planned later in 2018**
- How you can continue to help promote UPOV PRISMA

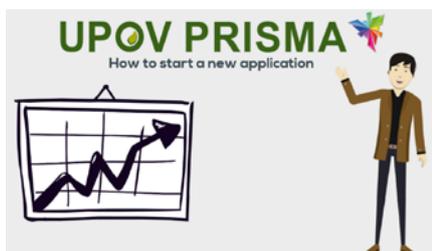
WEBSITE &
SOCIAL MEDIA

UPOV PRISMA Communication Strategy

PROMOTIONAL
MATERIALS

Coming soon...new videos

- How to start a new application in UPOV PRISMA
- Who's Who - getting the roles right in UPOV PRISMA
- UPOV PRISMA – Agents



WEBSITE &
SOCIAL MEDIA

UPOV PRISMA

Communication Strategy

PROMOTIONAL
MATERIALS



MailChimp Campaign

Information newsfeeds

- “How to” Videos
- Notification of applications submitted via UPOV PRISMA (*subject to agreement by PVP Office concerned*)
- Notifications of crop/species application deadlines in PBR authorities

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COMMUNICATION

- What’s been done since EAF/10
- What’s planned for later in 2018
- **How you can continue to help promote UPOV PRISMA**

UPOV

PROMOTIONAL
ACTIVITIES

WEBSITE &
SOCIAL MEDIA



...to help us
promote
UPOV PRISMA



PVP Offices

- add a link to your website
- Inform your applicants about PRISMA
- Follow us and share updates on [LinkedIn](#) 
- Include the PRISMA module in your PVP Office training programs

Breeders

- Inform your colleagues or members about PRISMA
- Follow us and share updates on your social media networks

UPOV

PREVIEW

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Next Steps (Version 2.1)

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VN, SE	02/07/18 to 27/07/18	Add VN as authority and Vietnamese as navigation language Add SE
All	30/07/18 to 24/08/18	User Acceptance Tests

- Test Campaign
- Request for information (deadline: May 6, 2018)
 - Novelty requirements per crop
 - Next Steps requirements
- **Next EAF/12 Meeting** : Monday, October 29, 2018
(evening)

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Next Steps (Version 2.2 and +) How to join UPOV PRISMA?

- Applications forms and other application information requirements for PVP Offices;
- Technical Questionnaire information for supported crops if different from UPOV TQ;
- Payment procedures;
- Application authorization procedures;
- Security requirements for data transfer and receipt;
- Communication protocols for those PVP Offices that wish:
 - to receive application data from the EAF system;
 - to enable breeders to retrieve data from their PVP Offices via the EAF system.

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The graphic is a promotional poster for the UPOV PRISMA PBR Application Tool. It features a hand icon pointing to the text 'CONTACT US!' and the email address 'prisma@upov.int'. It also includes social media icons for LinkedIn and Twitter, along with the hashtag '#upovprisma'. The UPOV logo is in the bottom left. On the right, there is a vertical banner with the title 'UPOV PRISMA PBR Application Tool', a description of the tool as a quick and easy online tool for transmission of application data for Plant Breeders' Rights, the website 'www.upov.int/upovprisma', and a call to action: 'START NOW! Use UPOV PRISMA for free until June 2018'.

CONTACT US!
prisma@upov.int

LinkedIn  

twitter 

UPOV  **#upovprisma**

UPOV PRISMA 

UPOV PRISMA
PBR Application Tool

Quick and easy online tool for transmission of application data for Plant Breeders' Rights

www.upov.int/upovprisma

START NOW!
Use **UPOV PRISMA** for free until June 2018

[End of Annex II and of document/
Fin de l'Annexe II et du document/
Fin del Anexo II y del documento]