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## **INTENSIVE STUDY PROGRAMME “MANAGEMENT TOOLS APPLIED TO A BREEDER’S PROGRAM & INTELLECTUAL PROPERTY RIGHTS IN SEEDS”**

*UNILASALLE Beauvais*

*October 10th to 21st, 2016*

The objective of this intensive programme was to introduce students to the project management. As future breeders they are going to study the technical activities but they also have to develop transversal tools. They have to be able to develop a strategy to find new or adapted traits for a market in order to release a new variety. This implies that they have to study the market potential, the breeding strategies and also, define some practical milestones such as the release date of the variety in the market (establishing a retro planning), risks and budget. In parallel as breeder they have to know which are the legal procedures required to release a new variety and how it will be protected and which are the organisms implied.

The course had in total 23 participants 3 students from Ege University, 4 from SLU University, 6 from Polytechnic University of Valencia and 10 students from UniLasalle. Courses provided practical information about the tools useful in project management. Lecturers gave examples on how to define strategies to determine the trait(s) to be introduced in a new potential market. And, the visits to the GEVES in Angers and the representatives of the GNIS and UPOV presented their organizations and the legal procedures to register a new variety in the French/ European catalogue and how to protect it afterwards.

The introductions of the GNIS and UPOV organizations where opened to a larger public as they were diffused also as webinar.

Additionally students participating to this ISP where registered to follow the online course DL-205 “Introduction to the UPOV System of Plant Variety Protection under the UPOV Convention” proposed by the UPOV in order to get a certification.

During the two weeks, and after initiation to the different management tools, students had to develop their own breeding project called “Pilot Case” defining their crop, traits to develop and target market in other to apply these tools to a case, and work in groups (groups where created with a mix of students from each university) till the 1<sup>st</sup> February. A first draft of the project was presented the last day of the ISP to the breeders present during the Multiplier Event.

## INTENSIVE STUDY PROGRAMME

### **Day 1 (10/10/16) Christopher TOWNLEY: Fundamental Issues**

Introduction:

Team choice

Defining a project

A historical perspective of project management

Current issues in project management

Choosing the indicators

Structures and frameworks

### **Day 2 (11/10/16) Christopher TOWNLEY: Project Definition and tools, Pilot case examples:**

Pilot case studies and discussion to illustrate project management tools :

- The project process
- Project planning
- Work breakdown structure or (WBS)
- Functional breakdown
- Physical breakdown
- Milestones and deadlines
- Quality, cost and time
- Time, activity and resource planning

### **Day 3 (12/10/16): Pilot Case (Breeders point of view, P. Cox G. Haesert)**

Peter Cox: Breeding for the Roses market

Geert Haesert: Breeding for cereals market, the triticale case

### **Day 4 & 5 (12&13/10/2016: Visit to GEVES: Groupe d'Etude et de contrôle des Variétés Et des Semences**

- Control of new varieties : DHS, VCUS
- Control of seed quality
- Labs and field visit

**Saturday 14/10/2016** Cultural visit to Paris or to the castle of Compiègne and Pierrefonds

### **Day 6 (16/10/16)**

**Morning: Work on Pilot case by groups**

**Afternoon: Ben Rivoire, UPOV : Intellectual properties**

This course builds on the concepts presented in Intellectual Property. It provides a more in-depth view of the fundamentals of IP law, and is considered as indispensable to pursue more advanced courses of study on specific areas of IP law.

### **Day 7 (17/10/2016)**

**Morning: Axel Olivier, GNIS**

**What has a plant breeder to know about production?** A breeder focuses on variety performance, a good breeder also considers production issues; first because he has to multiply his own lines, but most of all because the best genetic may be dropped if it does not respond to production requirements. It is all a matter of chain, a team

matter, let's discover seed production with this lecture.

**Afternoon: Work on Pilot case by groups**

**Project Management Advanced Issues and Plant Breeding project Workshop (Day 8)**

**19/10/16 Christopher TOWNLEY**

From tools to animation:

- Plan analysis and risk management:
- The impacts on Project organization, structures and teams
- Structural and cultural implications:
- Project Control:
- Problem solving and decision-making

**Day 9 20/10/2016:** Pilot case: work in groups with universities supervisors

**Day 10 21/10/2016: Multiplier event**

- Finished Pilot Case presentation
- 2-3 Pilot cases from the students groups
- Round table: What is the required skills and knowledge for a future breeder.
- Speed dating with breeders present for the journey.