

# ■ Intellectual Property and the Green Economy

*Scene setting: Patents and the Transition to Renewables- the roles of Technology, Public Policy, and Behavior Change*

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WIPO

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# Global risk landscape 2021

## Categories

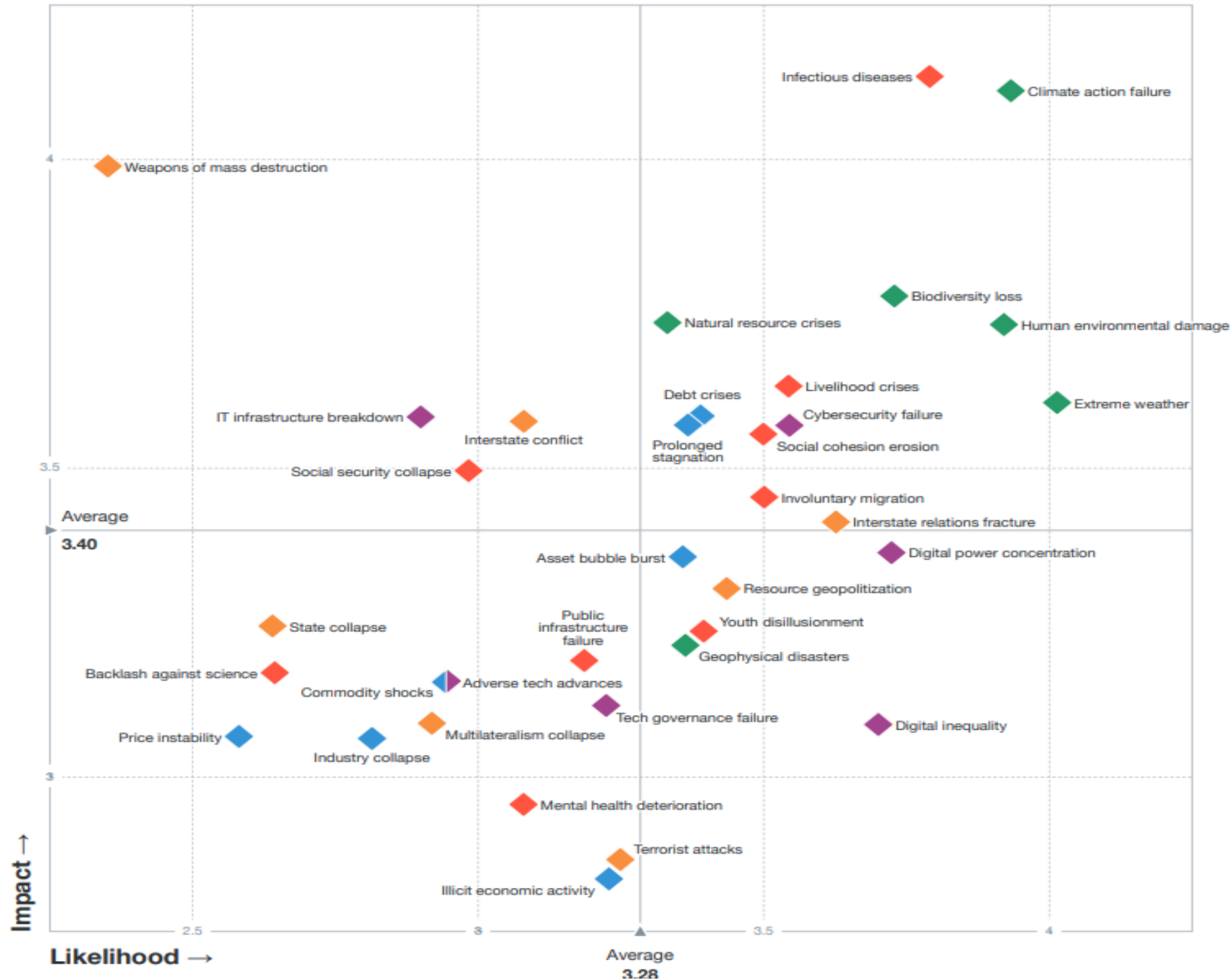
 Economic

 Environmental

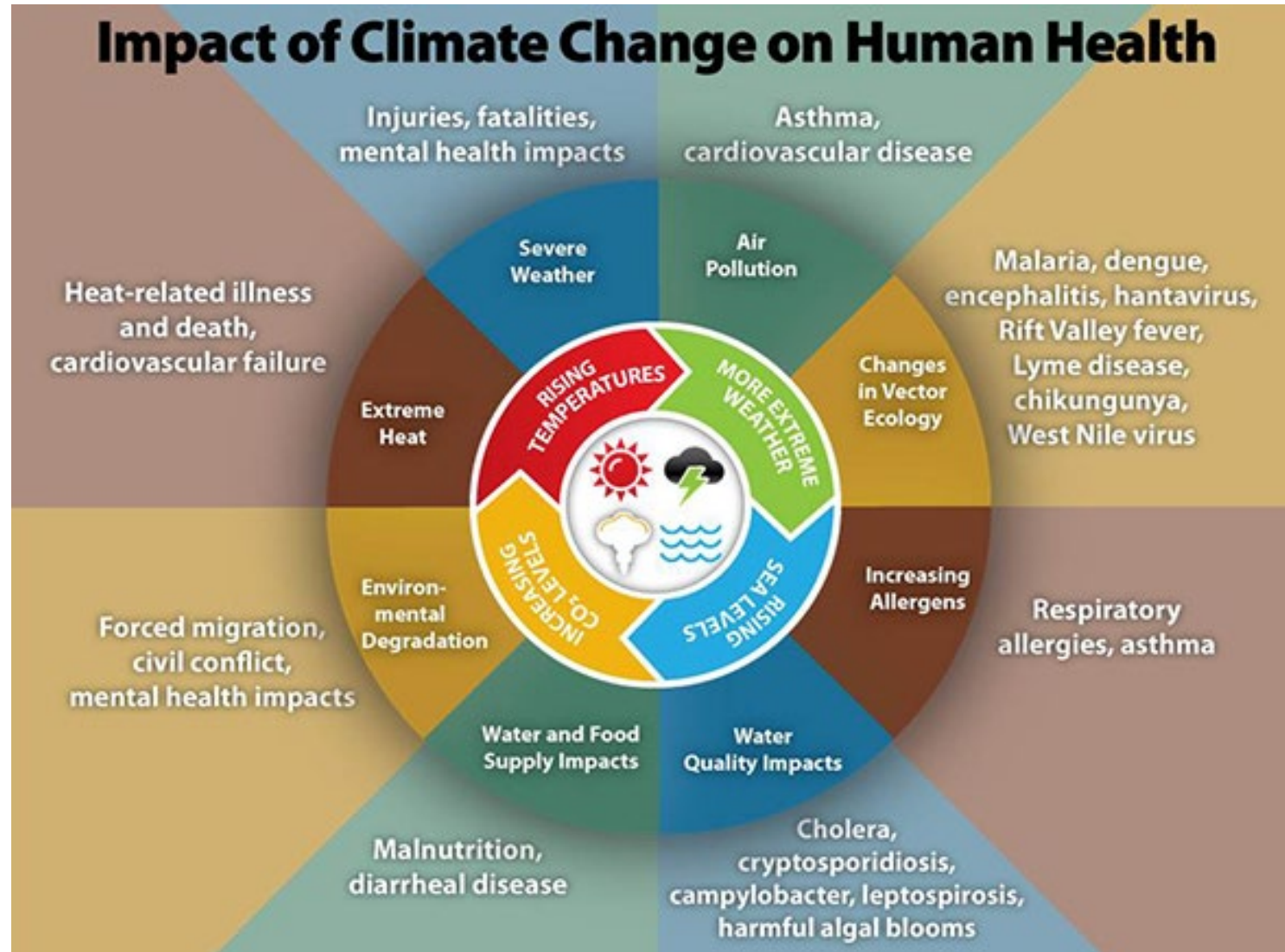
 Geopolitical

 Societal

 Technological

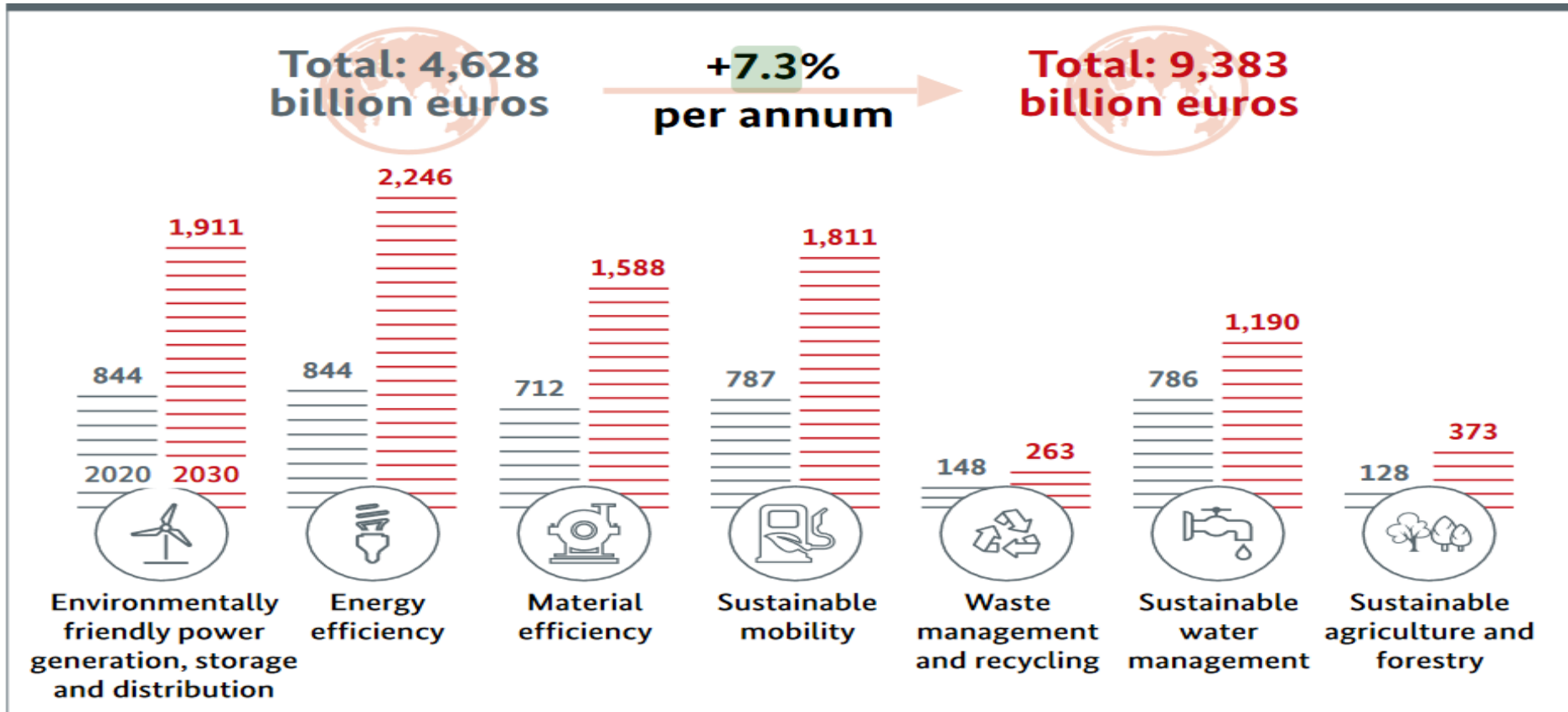


The **physical environment** is an important determinant of health, so too is the **policy environment**. **Attainment of health requires systematic interventions.**



# Green technology growth outlook

(in billion euros)



Demand for green technology is expected to grow by **7.3 percent** annually to **9,383 billion euro** in 2030

Source: Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU): GreenTech Made in Germany 2021

# Green Recovery

- Green recovery is a great opportunity for accelerating the transition to a green economy, but most countries are still supporting fossil-fuel producers and consumers.
- According to OECD figures, only 17% of recovery packages went into green recovery and 10% is considered to have a mixed or negative impact on the environment.

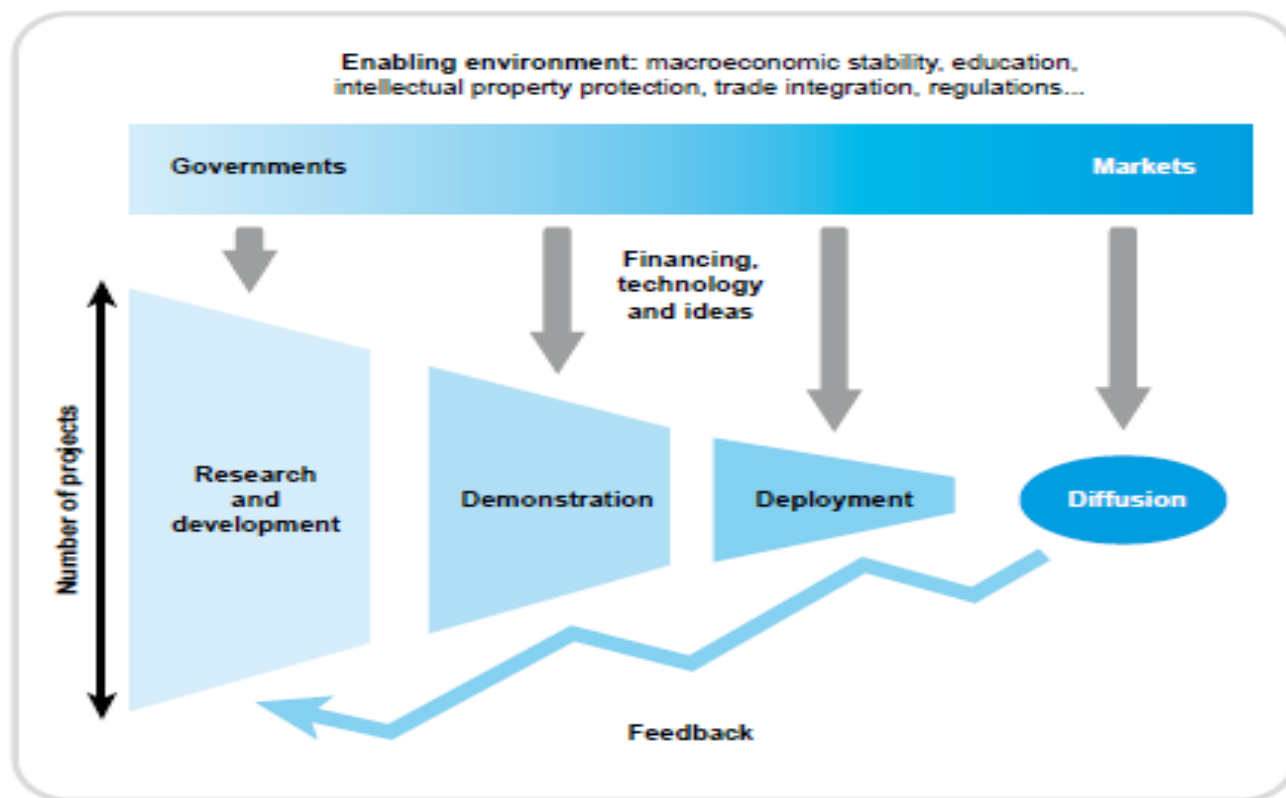


# What is Green Innovation?

- Innovation has a prominent role to play in tackling climate challenges and to achieve broader public policy goals (the Paris Agreement and the SDGs)
- Green technologies are new products or processes which provide customer or business value, but significantly decrease environmental impacts compared with current methods/technologies
- The intellectual property system fosters innovation, the development and dissemination of technology, including green technology
- Intellectual property rights provide economic incentives to develop new solutions; they also help to diffuse innovation
- Different types of IP come into play: inventions (patents), brands (trademarks and geographical indications) and designs (industrial design rights or design patents)

## Figure 6:

### POLICY AFFECTS EVERY LINK OF THE INNOVATION CHAIN



Source: World Bank 2010a (adapted from IEA 2008)

## Public policy plays a central role in driving green innovation...

- Environmental policies (e.g. emission standards, green deals)
- Funding mechanisms, in particular for SMEs
- Trade and market aspects
- Improving science, R&D and adaptation capacity
- Effective protection and enforcement of IP rights
- Technological cooperation and innovation networks are an important element of the innovation ecosystem

... and so does demand





# Focus on small and medium-sized enterprises

- SMEs account for roughly 56% of gross domestic product in the EU and are therefore key economic actors in the effort toward climate mitigation and sustainable development
- Patents signal innovative players in the market to investors or other partners
- Unfortunately, one common challenge is that SMEs often lack the human resources, training or time to manage intellectual property adequately



# WIPO GREEN

**Enable** efficient adaptation and deployment of green solutions through collaborative multi-stakeholder approaches, a transparent marketplace and reduced transaction costs.

**Support** innovation and innovators, particularly in the developing world.



# WIPO GREEN in a nutshell...

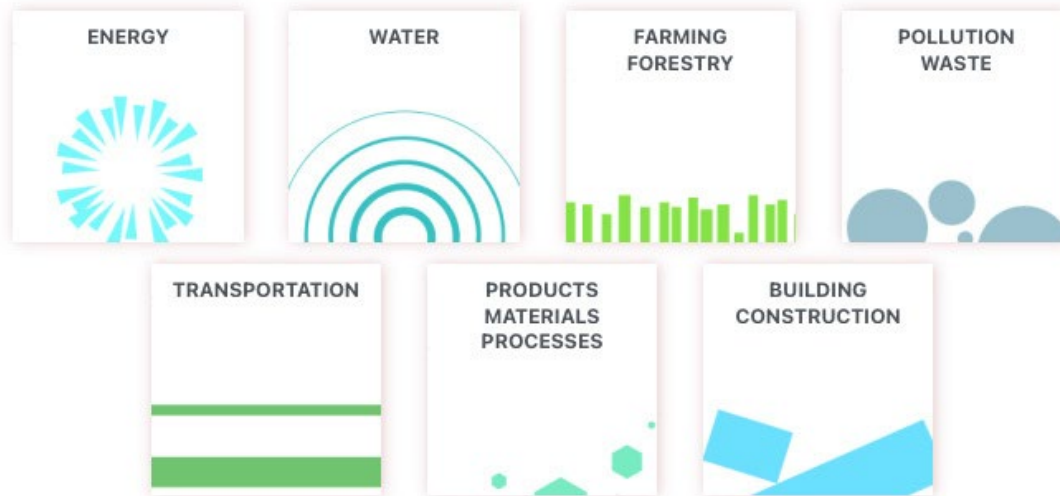
WIPO GREEN is a global online Marketplace for Sustainable Technologies

## Objectives:

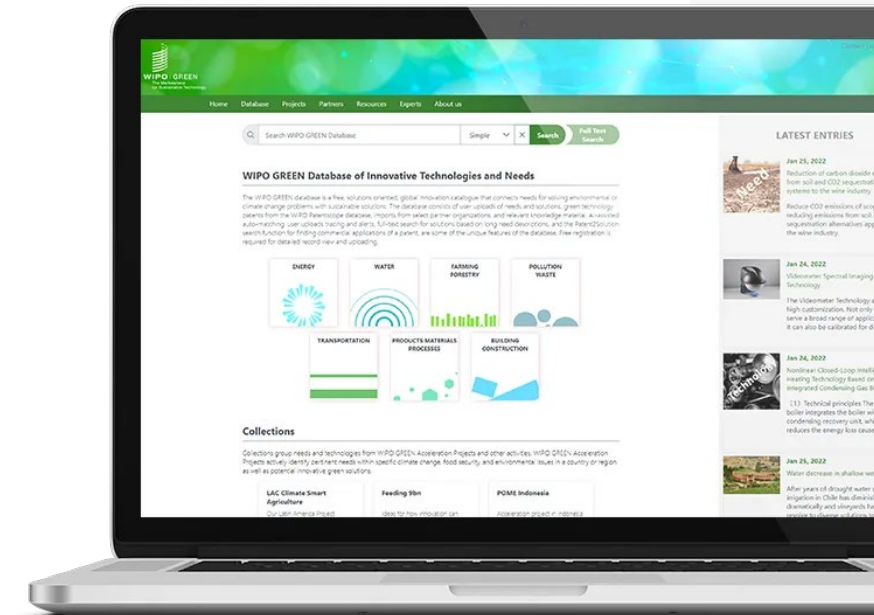
- Boost global efforts to address climate change by connecting providers and seekers
- Support innovation and innovators, particularly in the developing world
- Guide member states to leverage IP and innovation to address major policy issues related to climate change, food security and the environment



# WIPO GREEN database



- 120, 000+ Technologies, needs and experts
- 2,500+ Users worldwide
- 800+ Connections



# WIPO GREEN Acceleration Projects

Acceleration Projects work with partners to explore local environmental challenges and green opportunities.

- 1. Climate Smart Agriculture in Latin America
- 2. China Smart Cities
- 3. Treating and valorizing palm oil mill effluent in Indonesia



# WIPO GREEN Acceleration Project- Indonesia



- Funded by the Australian government, this project successfully identified needs for palm oil mill effluent (POME), one of the by-products of palm oil production
- Potential for biogas production and other environmentally friendly uses
- Also useful to investors, food processing and agricultural industry players

# Other WIPO GREEN Activities



## IPO GREEN

Mobilize Intellectual Property Offices around the world to discuss and share good practices on how to contribute to the green transformation



## Women in Green

Highlight innovation from female inventors and green entrepreneurs, the development of their business, and their experiences in the eco-friendly technology and innovation field.



**Pro bono IP** and legal advisory service for green technology SMEs in developing countries.

With two partners:

- Sagacious IP
- Sidley Austin LLP

Application form on [www.wipo.int/green](http://www.wipo.int/green)

# Conclusions

- Time for action is now - technology, policy, behaviour-change
- Favorable environment for green innovations to address climate change and environmental challenges - opportunity for innovators and SMEs
- IP helps green technology innovators to be more competitive and supports technology transfer
- Demand-driven innovation will help channel resources
- We are open to partnerships to support Green innovation







[www.wipo.int/green](http://www.wipo.int/green)

**Thank you!**

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