



**WIPO | GREEN**

The Marketplace  
for Sustainable Technology

# **WIPO GREEN: Accelerating the Transition to a Greener Global Economy**

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**October, 2019  
Japan**

# Presentation Outline

- **Section 1: WIPO GREEN and the world we live in**
- **Section 2: Current situation of WIPO GREEN**
- **Section 3: Moving forward- The next five years**
- **Section 4: Joining WIPO GREEN- why to engage and what to expect**



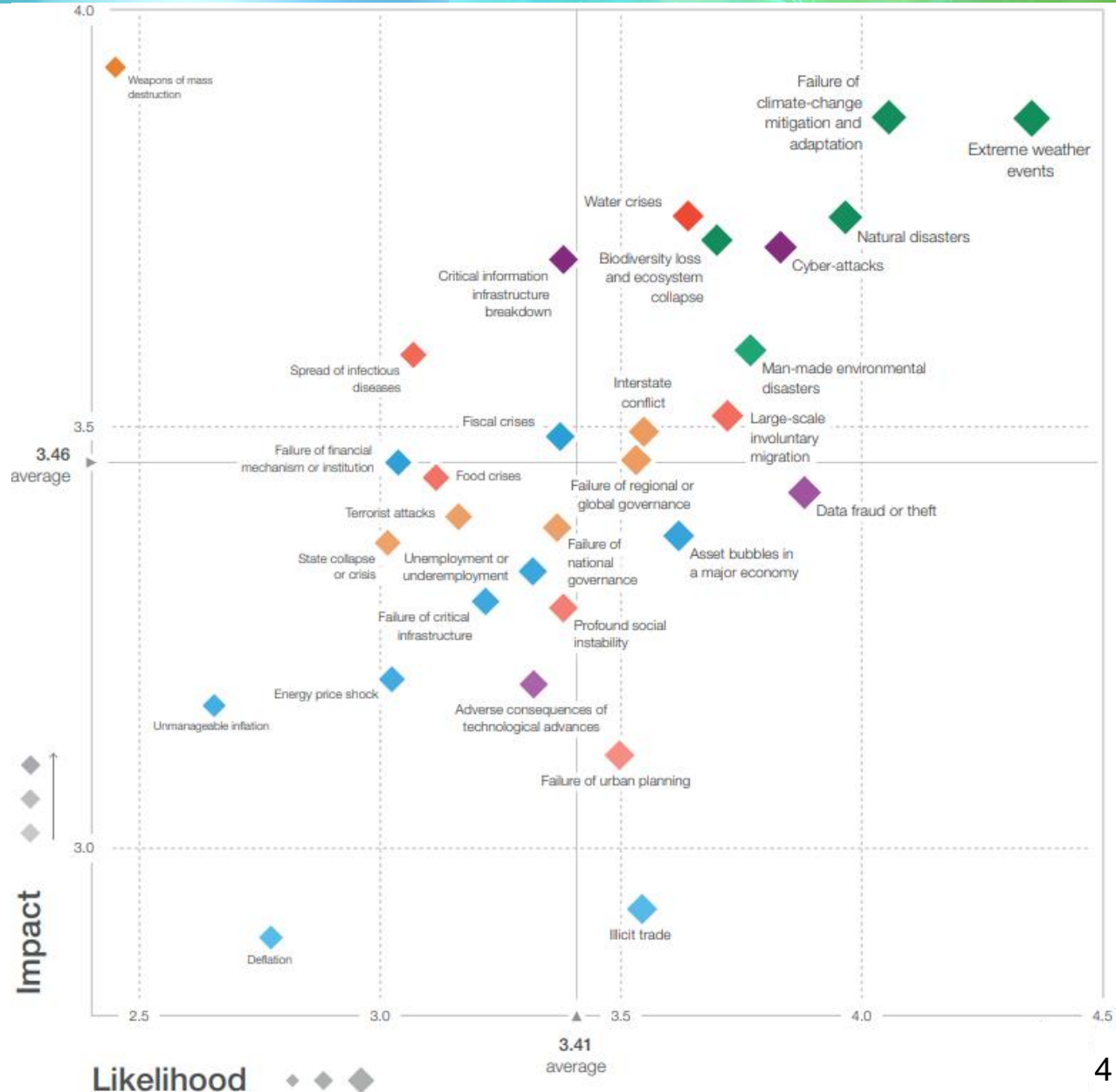
# Part 1- WIPO GREEN and the world we live in

- **Global risks**
- **Green technology market and growth outlook**
- **Sustainable Development Goals (SDGs)**

# Global risk landscape 2019

## Categories

- ◆ Economic
- ◆ Environmental
- ◆ Geopolitical
- ◆ Societal
- ◆ Technological



# Green technology market, by region

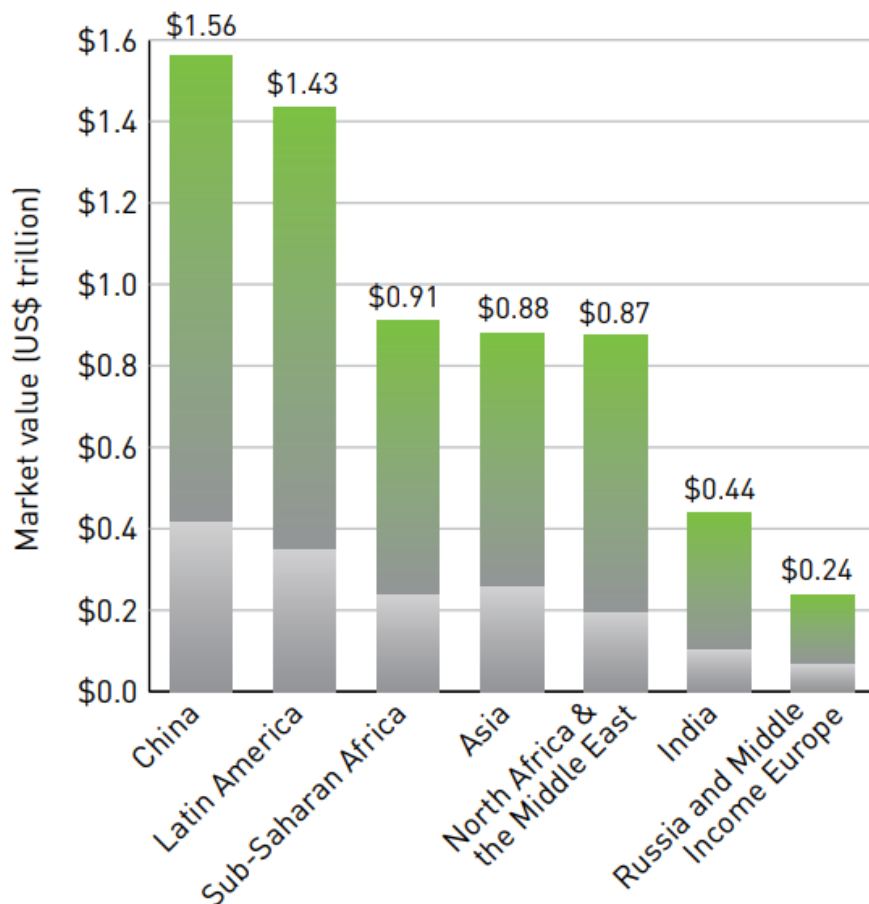
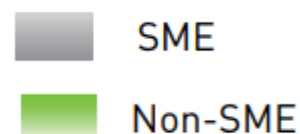
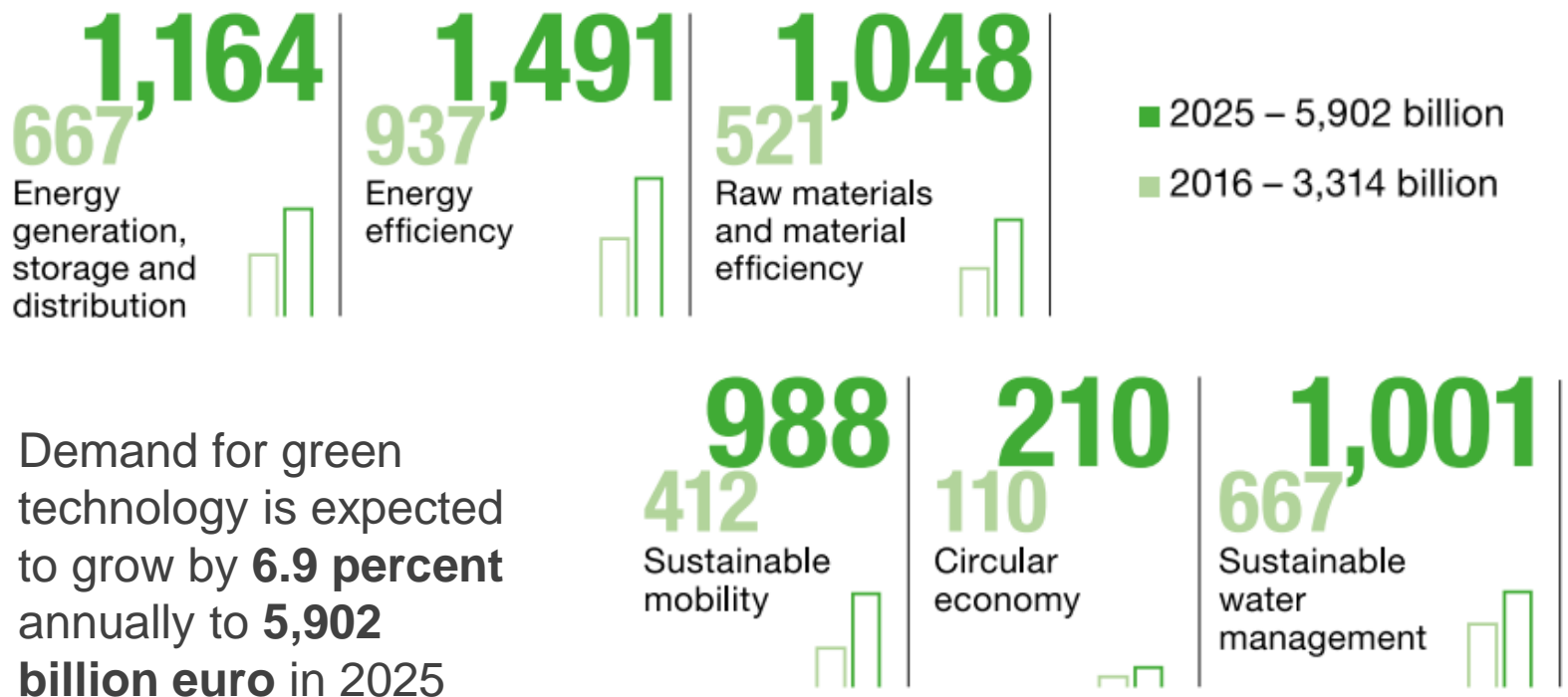


FIGURE 2.4. Clean technology market size by region, and the shares of SMEs and non-SME (\$ trillion)



# Green technology growth outlook

(in billion euros)



Source: Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) (2018): GreenTech Made in Germany 2018. [www.bmu.de/fileadmin/Daten\\_BMU/Pool/Broschueren/greentech\\_2018\\_en\\_bf.pdf](http://www.bmu.de/fileadmin/Daten_BMU/Pool/Broschueren/greentech_2018_en_bf.pdf)

# UN Sustainable Development Goals



# Part 2- Current situation

- **WIPO GREEN model**
- **Recent success stories**
- **Technologies in the database**
- **WIPO GREEN in Japan**
- **Global participation**



# The WIPO GREEN Model



An online platform for technology exchange that contributes to the accelerated adaptation, adoption and deployment of green technology solutions



WIPO GREEN connects those seeking environmentally sustainable solutions with technology and service providers



**Enable** adaptation and deployment of green solutions through collaborative approaches, a transparent marketplace and reduced transaction costs



**Engage** closely with the private sector, the source of ~80% of innovation in the green space



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



Constructively **contribute** to global policy dialogue

# Success stories

## Using innovative technology to educate future changemakers

In 2018, WIPO GREEN matchmaking helped the Innovation Hub of Bali's multi-awarded Green School establish a collaboration with the US-born company Zero Mass Water to bring sustainable drinking water to its students, thus continuing in its mission to raise awareness on environmental challenges and green solutions.

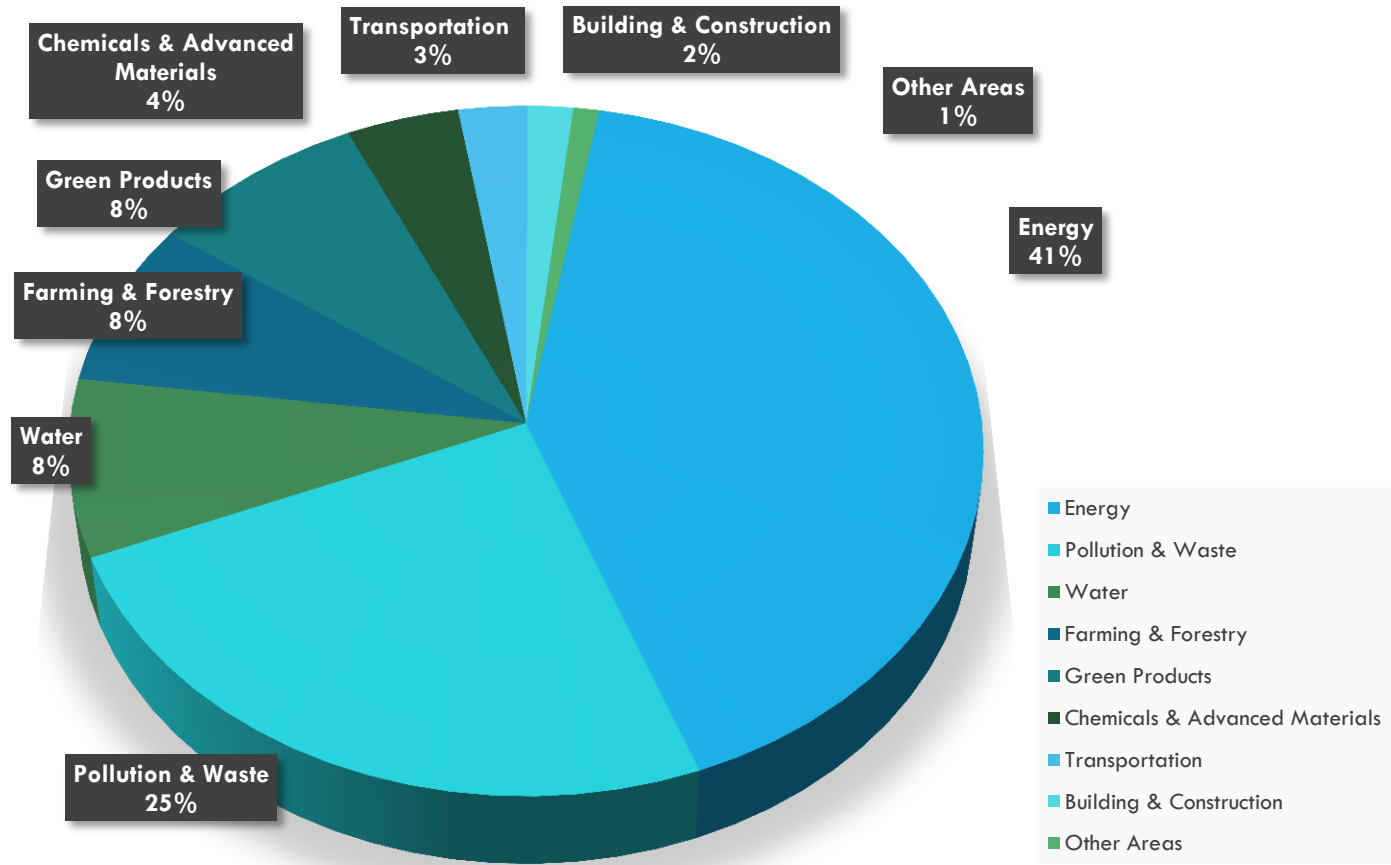


## Fujitsu concludes green technology licensing agreements

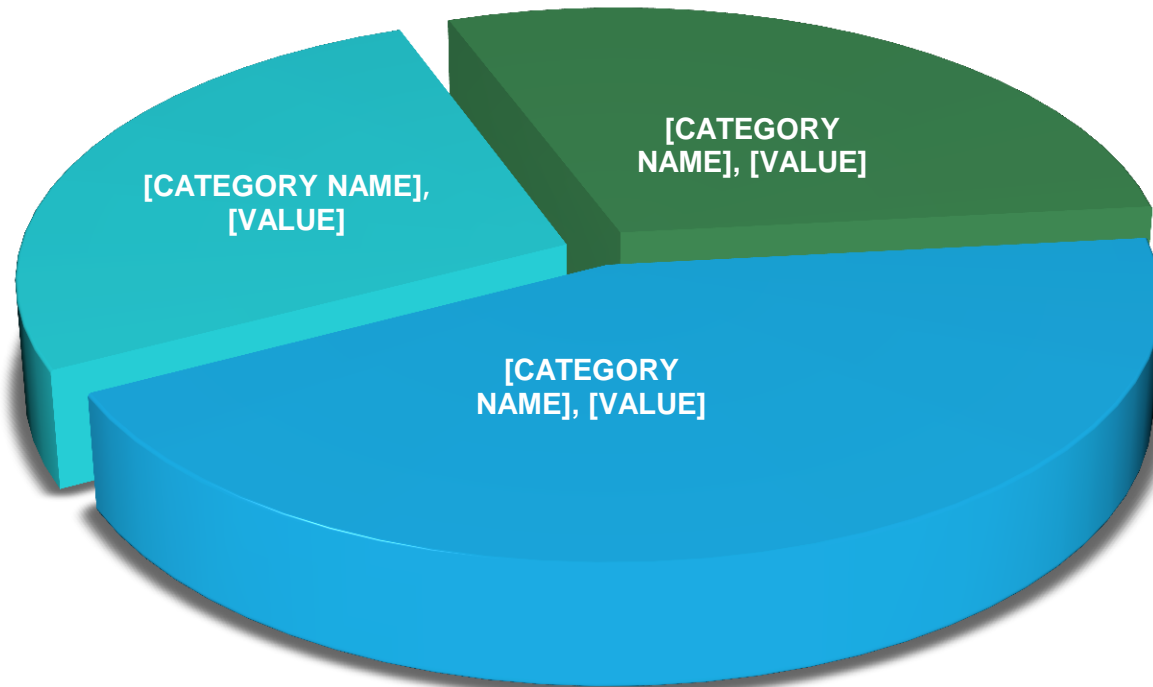
In 2018, Fujitsu signed intellectual property (IP) licensing agreements for two technologies with Kyushu University and University of the Ryukyus – its first green tech deals since becoming a WIPO GREEN Partner in September 2017.

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# WIPO GREEN Database Technology fields

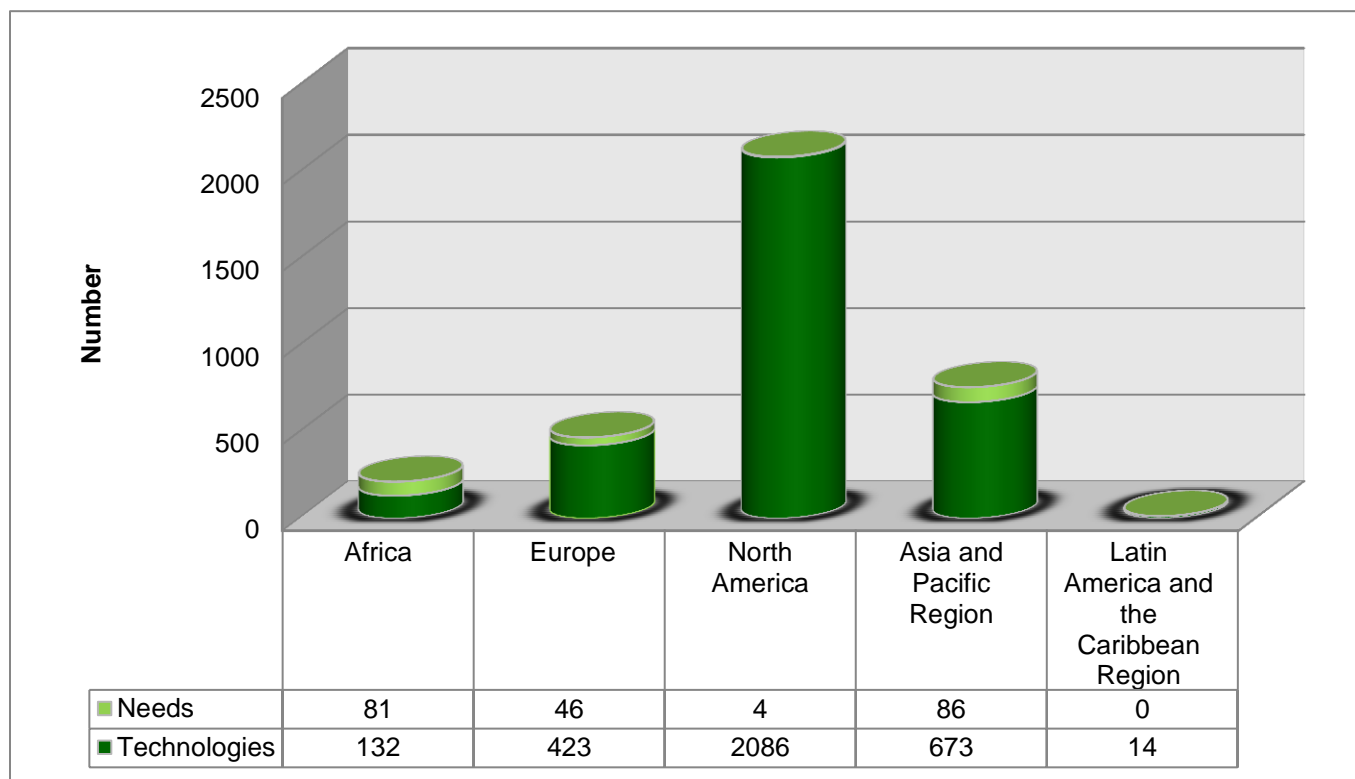


# WIPO GREEN database: technology readiness



\*\*As at 09/01/2019

# WIPO GREEN database: technologies & needs, by regions



\*\*As at 09/01/2019

# WIPO GREEN members from Japan

□ **Six partners** out of 88 in the network:

- **Asia-Pacific Industrial Property Center - Japan Institution for Promoting Invention and Innovation** – submitted 8 technologies
- **Fujitsu Limited** – submitted 421 technologies
- **Japan Intellectual Property Association** – proposer and founding partner of WIPO GREEN
- **Team E-Kansai** – facilitated uploads from the network
- **Teijin Limited** – submitted 1 technology
- **Waseda Environmental Institute** – submitted 3 technologies

□ **98 users** out of 1,372 registered in the database

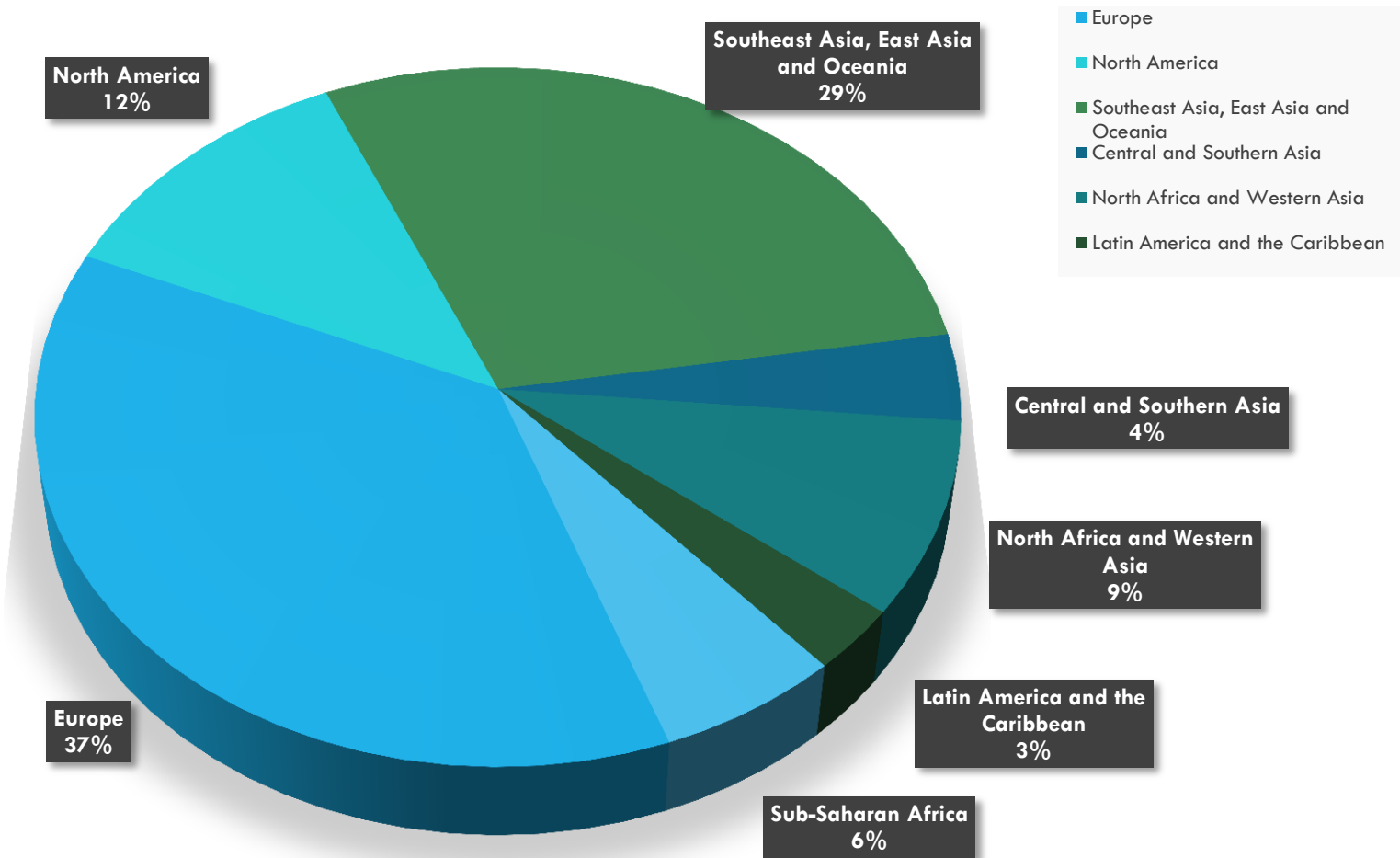
# 476 out of 3500 technologies are from Japan

Ranked 2<sup>nd</sup> place from all source countries in the **WIPO GREEN** database

Examples:

- Environmental information management program submitted by **FUJITSU FIP CORPORATION** in 2019.
- Oil production technology and equipment to convert plastic waste into fuel oil submitted by **Japan Institute for Promoting Invention and Innovation (JIPII)** in 2019.
- Vehicle electrification-related technologies submitted by **Toyota Motor Corporation** in 2019.

# WIPO GREEN: Partner distribution





# Part 3- WIPO GREEN moving forward: the next five years

- **Strategic Plan 2019-2023**
- **Database upgrades and updated website**
- **Matchmaking (and how its done) and Acceleration Projects**

# WIPO GREEN Strategic Plan 2019-2023

## Mission

An online platform for technology exchange that will contribute to the accelerated adaptation, adoption and deployment of green technology solutions by connecting technology providers with technology seekers.

## Value Addition

Harnessing the power of IP and innovation to address climate change



Database rich in information, with green technology search and matching functions



Tangible contributions towards achieving the SDGs



Robust partner network spanning MNCs, SMEs, governments, UN agencies, financial institutions and NGOs



Unique potential to go to scale



Global convening power

# WIPO GREEN Strategic Goals



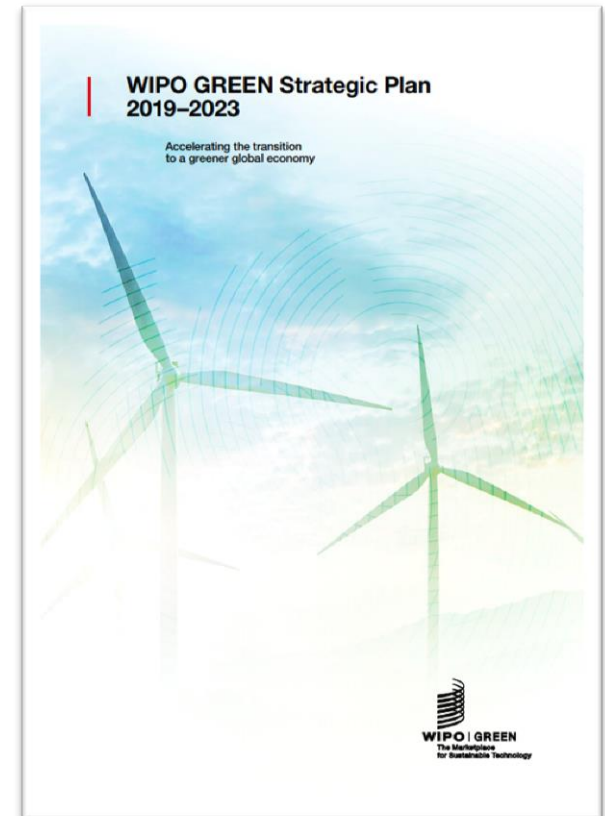
**Link green technology providers and those seeking solutions** in a targeted manner, catalyzing and maximizing the potential for green technology transfer and diffusion



**Accelerate access to green technology innovation opportunities** for countries at all levels of development



**Support Member States to leverage IP and innovation** in global efforts to address major policy issues related to climate change, food security and the environment



# How will we achieve this?



**Strategic Objective 1:** Increase the capacity of the WIPO GREEN database to accurately, effectively and efficiently match technology needs with green technology offerings



**Strategic Objective 2:** Build a critical mass of partners, market actors, users and technology uploads through targeted outreach and engagement

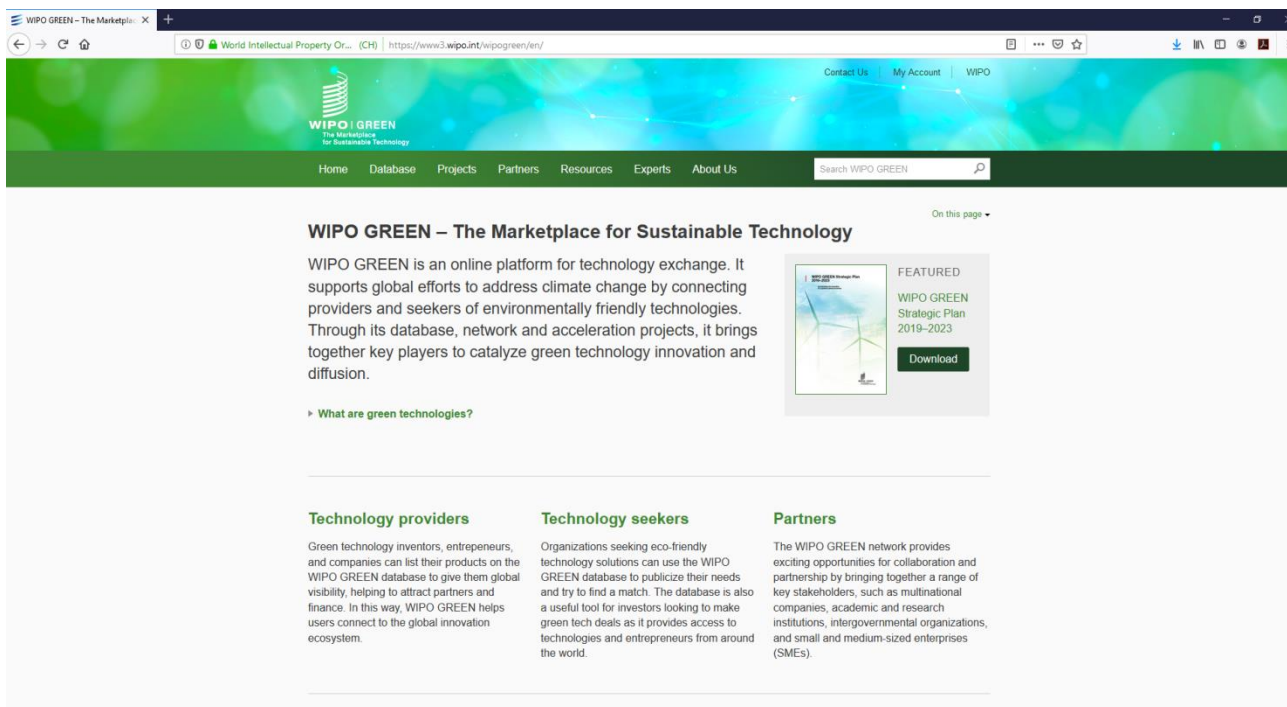


**Strategic Objective 3:** Strengthen WIPO GREEN's communications and marketing functions

# WIPO GREEN Database Upgrade



# Revamped **WIPO GREEN** website



New **WIPO GREEN** website redesigned, featuring an improved interface and more comprehensive and accessible information on resources, partners, published material and activities.


# WIPO GREEN Matchmaking and Acceleration Projects


- Acceleration projects and matchmaking events
  - 2015 – Wastewater management in Southeast Asia
  - 2016 – Water and agriculture in East Africa
  - 2017 – Innovate 4 Water (global event in Geneva)
  - 2018 – Air, agriculture, energy, and water in Southeast Asia
  - 2019 – Climate Smart Agriculture in Latin America
- User-led matchmaking through the database
- Facilitated matchmaking at the request of partners

# 2019 Acceleration Project: Argentina, Brazil, Chile



 **Connect climate change, food security, and environmental needs** with potential green technology solutions.

 **Partners:** Intellectual Property Offices in Argentina (INPI), Brazil (INAPI) and Chile (INPI). Ministries of Agriculture, science & technology, producer associations etc.

 **Timeline:** Present day through to the end of 2019 as intensive phase, early 2020 for project follow-through phase.



# Part 4- Joining WIPO GREEN

- **Added value and suggested engagement**
- **How to join WIPO GREEN and what when you do**
- **Benefits of uploading technologies and needs**
- **How to upload a technology or a need**
- **The Experts' Database**
- **Your WIPO GREEN Team**

# Value add & asks

Partnering with **WIPO GREEN** unlocks a number of advantages. In return, **Multinational Companies (MNCs)** are invited to engage in its community and bring their contribution on joint initiatives linked to their own corporate social responsibility mandate and respective SDG-related objectives.

## Value add

- Visibility with decision makers that can lead to improved market access
- Identification of potential partners in niche areas with complementary technology solutions
- Increased visibility as a driver of green technologies and contributor towards meeting the SDGs
- Promotion of the positive role of IP in technology dissemination

## Asks

- Add innovative green technology solutions to the WIPO GREEN database
- Use WIPO GREEN to identify innovative solutions to address sustainability challenges in supply, production and/or distribution by posting calls for offers or innovation challenges
- Engage in acceleration projects, tailored to solving specific challenges, with a regional, national or local focus

# How to join **WIPO GREEN** as a partner

Joining requires a letter with details of the proposed contribution as well as a written acceptance of the **WIPO GREEN** Charter. A template is available to guide the prospective partner on how to indicate contributions.

Partners will be invited to participate in the annual in-person meetings of the Advisory Board via their focal points, and will be informed of opportunities to engage in WIPO GREEN Committees, acceleration projects, joint publications etc.

We feature collaborations and regularly share updates on our partners' work with the WIPO GREEN network (almost 7,000 members) and through WIPO social media channels.

**ANNEX 4: PARTNER FORM**

Francis Gurry  
Director General  
World Intellectual Property Organization  
34 Chemin des Colombettes  
1211 Geneva 20

(date)

Dear Mr. Gurry,

On behalf of (xx), I am writing to convey our interest in joining WIPO GREEN as a partner.

(xx) is a/an (brief description of the organization and its work).

We are interested in leveraging synergies between our organizations and therefore acknowledge and endorse the WIPO GREEN Charter, which sets out the principles of the partnership, and are looking forward to collaborating with your organization.

(xx) will contribute to WIPO GREEN as a partner in the following area(s):





- Database partner  
Please explain \_\_\_\_\_
- Technology assistance partner  
Please explain \_\_\_\_\_
- Policy partner  
Please explain \_\_\_\_\_
- Finance partner  
Please explain \_\_\_\_\_
- Research/communication partner  
Please explain \_\_\_\_\_

In addition, we will link to the WIPO GREEN website and feature WIPO GREEN as a partner.  
We look forward to collaborating.

Kind regards,  
(name and signature)

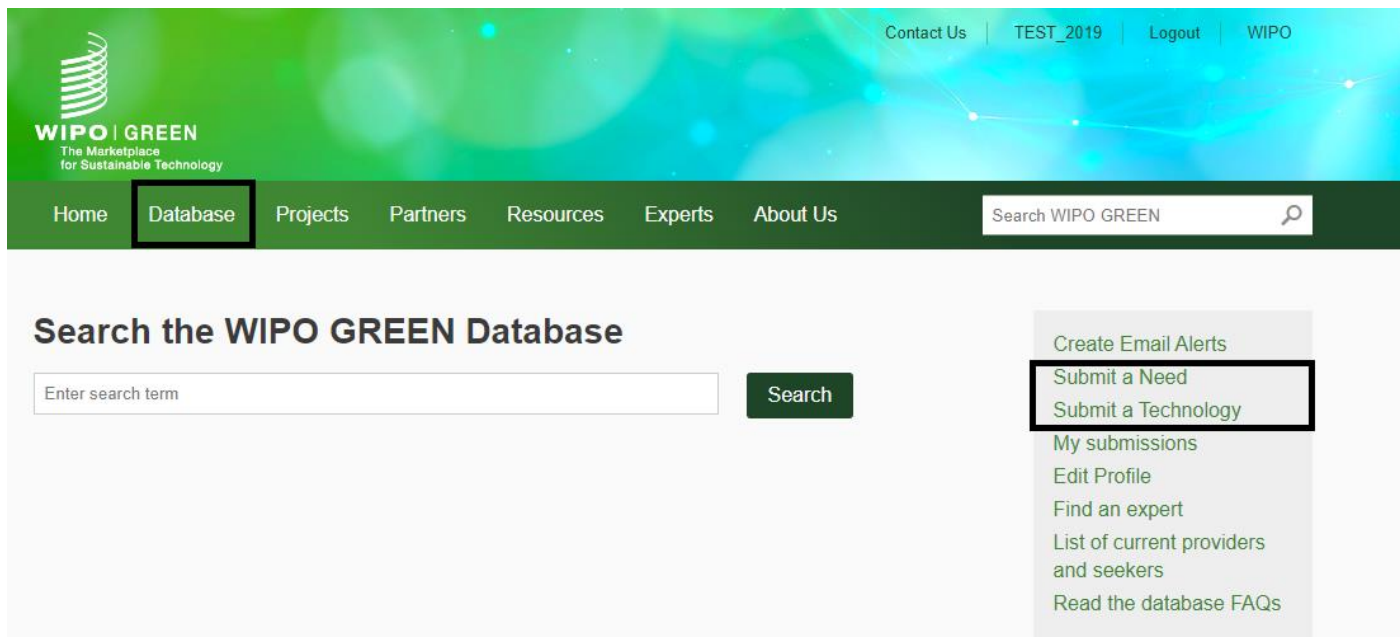
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# Benefits of uploading technologies/needs

-  Free-of-charge international promotion
-  Connect with our large networks of green technology providers and experts
-  Identify potential collaborators, investees, licensees etc.
-  Possibility to participate in WIPO GREEN activities (matchmaking events, green tech exhibitions, partner events, discount on WIPO Arbitration & Mediation services, etc.)

# How to register your technology/need

1. Create a WIPO Account through the [WIPO GREEN website](#)
2. Complete details to request a WIPO GREEN registration
3. Submit your [technology](#) and/or [need](#)



The screenshot displays the WIPO GREEN website interface. At the top, there is a navigation bar with links for 'Contact Us', 'TEST\_2019', 'Logout', and 'WIPO'. Below this is a dark green navigation menu with links for 'Home', 'Database', 'Projects', 'Partners', 'Resources', 'Experts', and 'About Us'. The 'Database' link is highlighted with a black box. To the right of the navigation menu is a search bar labeled 'Search WIPO GREEN' with a magnifying glass icon. Below the navigation menu, the main content area is titled 'Search the WIPO GREEN Database'. It features a search input field with the placeholder text 'Enter search term' and a 'Search' button. To the right of the search area is a vertical menu with several options: 'Create Email Alerts', 'Submit a Need', 'Submit a Technology', 'My submissions', 'Edit Profile', 'Find an expert', 'List of current providers and seekers', and 'Read the database FAQs'. The 'Submit a Need' and 'Submit a Technology' options are highlighted with a black box.

# IP professional or green tech expert?

Advertise your services on the WIPO GREEN Experts database

Benefits:



Promote your services/expertise to a proven global green tech network



Make your services/expertise accessible to the people who need it most



Join one of the world's largest networks of climate change stakeholders



Contribute practically to the global effort to tackle climate change

The screenshot shows the WIPO GREEN website's search interface. At the top, there is a navigation bar with links for Home, Database, Projects, Partners, Resources, Experts, and About Us, along with a search bar. Below the navigation bar, the main heading is "Search the WIPO GREEN experts database". There are two search options: "Simple Search" and "Advanced Search". The search form includes a dropdown menu for "Field of expertise" with options like "Assurance and Advisory Services", "Business services", and "Engineering/Technology". There is also a "Location" dropdown menu and a "Keyword" input field. A "Search" button is located below the form. A disclaimer is displayed below the search form: "Disclaimer - WIPO neither endorses, supports, warrants nor expresses any opinion on an expert and on any service offered by an expert. See full terms of Use." Below the disclaimer, there is a "Results per page" dropdown set to 10 and a "Showing 1 - 10 of 367 results" indicator. A pagination bar shows page numbers 1 through 37. Below the pagination bar, there is a table of search results. The table has columns for "Picture/Logo", "Name/Company", "Field of expertise", "Location", "Languages", and "Pro bono services". The first result is for Dr. Abiola Inniss, an Intellectual property expert located in the United States of America, who speaks French and English. The table is partially visible, showing the first row of data.

Picture/Logo	Name/Company	Field of expertise	Location	Languages	Pro bono services
	Dr. Abiola Inniss	Intellectual property	United States of America	French, English	Through the Caribbean and...

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# Your WIPO GREEN Team



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

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