



#worldipday

Five Ways Intellectual Property Offices can support Innovation for a Green Future

National and regional Intellectual Property (IP) offices can support innovation for a green future in the following five ways, among others. They can:

1. Foster asset creation in the green space

IP Offices have a pivotal role in:

- developing a national innovation ecosystem that supports the development of sustainable technologies and businesses;
- delivering standard IP filing and registration services, including expedited patent examination, to accelerate delivery of green technology to the market.

2. Broaden IP awareness and education to include green innovation

- IP Offices play a key role in raising public awareness about how IP supports sustainable economic and technological development, business growth, employment and consumer interests.
- IP Offices can help promote broad understanding that doing what it takes to create a green future makes good business sense. This is one of the fastest ways to change behavior, accelerate adoption of green technologies, mainstream new green technology and advance the transition to a green economy.
- IP Offices can also highlight the flexibility of the IP system. IP rights enable rightholders to generate a return on the time, energy and money they put into developing eco-friendly outputs. They also allow them to exploit their innovation(s) on non-commercial terms or using open source-like arrangements, if they so choose.

3. Unlock the potential of IP information

IP Offices can facilitate access to a wealth of business and technological information contained in IP documents, and patent documents in particular. Ready access to the tools that enable users to search publicly available IP information is central to encouraging the development of new and improved technological solutions to address environmental challenges.



No one actor can solve the climate crisis, and different actors have different strengths. Carving a pathway to a green future requires more collaboration with a wide range of stakeholders. IP Offices are ideally placed to:

- Across the world, young people are voicing their determination to save the planet, mobilizing collective change, and demanding climate action. By reaching out to young people, IP Offices can support them in incubating their innovative ideas and enable them to translate their ambitions into reality through strategic and innovative use of the IP system.