

Thinking about Industrial Property, Sustainability and the Future of the Planet

29th and 30th of May 2023

Lisbon, National Laboratory of Civil Engineering (LNEC)

Programme



Thinking about Industrial Property, Sustainability and the Future of the Planet

Overview

Achieving the 2030 Sustainable Development Goals (SDGs) of the United Nations (UN) Agenda is certainly a challenge on a global scale. The future of our planet will be seriously compromised unless there is a definite commitment to innovation and setting new equality, inclusion, and sustainability standards.

Industrial Property (IP) constitutes a key element in the path established by the SDGs. It incentivizes innovation and enables innovators to protect their creativity, their inventions and investments. And this leads to more innovative solutions for the benefit of our planet.

IP provides the agents of change with the necessary strength to act in a safe, adaptive and, sometimes, disruptive way. The necessary mitigation of climate change and the development of new green and beneficial technologies is of the utmost urgency. The IP ecosystem thus forms the basis of this journey towards a healthier and sustainable planet.

That is why this event is of critical importance - it will provide participants - hailing from Government, private sector, academia and others - to share, debate and commit to the crucial role that IP holds in bringing the SDGs to life and making them a reality.

Day 1

08:30 - 09:00

Registration

09:00 - 10:00

Opening Speeches

António Costa, Prime Minister of Portugal (tbc)

Amina J. Mohammed, Deputy Secretary-General of the United Nations

Daren Tang, Director General of the World Intellectual Property Organization (WIPO)

Christian Archambeau, Executive Director of European Union Intellectual Property Office (EUIPO) (tbc)

António Campinos, President of the European Patent Office (EPO)

Catarina Sarmento e Castro, Minister of Justice of Portugal

10:00 - 11:00

Panel 1

Thinking about gender equality in science and innovation

This Panel will address the importance of gender equality and the role played by women in innovation and IP. It will include first-hand accounts of women who have been distinguished in the area of environmental sustainability or those who occupy prominent positions in companies. Furthermore, a project focused on reducing the gap in gender inequality in IP will be discussed.

10:00 - 10:10

Elvira Fortunato, Minister of Science, Technology and Higher Education of Portugal

10:10 - 10:20

Reducing gender inequalities in IP - WIPO's effort in promoting gender equality and diversity in the innovative sector

Lisa Jorgenson, Deputy Director General (Patents and Technology) of WIPO

10:20 - 10:40

How women's roles in innovation may help build our future

Isabel Almeida Rodrigues, Secretary of State for Equality and Migration of Portugal

María Loreto Bresky, Director General of the National Institute of Industrial Property of Chile - INAPI

10:40 - 11:00

A female perspective: Harnessing innovation to achieve sustainability

Catarina Albuquerque, Chief Executive Officer of Sanitation and Water for All at UN

Rafaella de Bona Gonçalves, European Inventor Award 2022 finalist

11:00 - 11:40 **Coffee Break**

11:40 - 12:40

Panel 2

Thinking about green technologies and new ways of living for a better future

This Panel will focus on green technologies and renewable energies and the role they play in building a more sustainable future. It will also focus on smart cities: cities that combine technology, efficiency, and sustainability. Additionally, the WIPO GREEN project will be addressed. This project brings together buyers and sellers of patentable green technologies, thus fostering partnerships and businesses in this area.

11:40 - 11:55

Innovative technologies based on natural energy sources - Success Stories

Nuno Correia, Director of the Area of Materials and Composite Structures at the Institute of Science and Innovation in Mechanical and Industrial Engineering (INEGI)

11:55 - 12:10

Hydrogen innovation for the energy transition

Yann Menière, Chief Economist of the European Patent Office (EPO)

12:10 - 12:25

WIPO GREEN and the United Nations water agenda

Edward Kwakwa, Assistant Director General of WIPO, Global Challenges and Partnerships Sector

12:25 - 12:40

IP's mission as a generator of better living conditions in Smart Cities

Miguel de Castro Neto, Dean of NOVA Information Management School, NOVA University Lisbon

12:40 - 14:10 Lunch

14:10 - 15:15

Panel 3

Thinking about better ways of working in long-established and traditional industries

This panel will explore how some of the most long-established and traditional industries (e.g., footwear, chemical, food, etc.) have adapted to today's world, and how they continue to innovate towards a greener and digital future.

14:10 - 14:25

Innovation and sustainability in the footwear industry: the Portuguese experience

Florabela Silva, Head of the Innovation and Digital Manufacturing Unit of the Portuguese Footwear Technological Centre (CTCP)

14:25 - 14:40

Chemistry as a science to solve global-level problems

Nuno Maulide, Head of the Institute of Organic Chemistry, University of Vienna

14:40 - 15:00

The Agency for Competitiveness and Innovation (IAPMEI) and SME in Portugal

Luis Guerreiro, President of the Portuguese Agency for Competitiveness and Innovation (IAPMEI)

15:00 - 15:15

Innovation provides sustainability

Miguel Portela, General Manager of BIAL

15:15 - 16:00 - Coffee Break

16:00 - 18:00

Panel 4

Thinking about our natural and cultural heritage

This Panel will celebrate the importance that natural and cultural heritage - such as forests or regional/national products - holds in the local and international economy, reflecting on the need to protect such heritage. The panel will reflect on the key role that IP can play in preventing and fighting wild and rural fires. It will also address how rural industries - such as the wine industry - use emerging technologies to achieve more sustainable production. The relevance of Appellation of Origin (AO) or Geographical Indications (GI) as a way of protecting this heritage will be addressed as well.

16:00- 16:15

Maria do Céu Antunes, Minister of Agriculture of Portugal

16:15 - 16:35

Iberian Study: Patents and forest fire control

Inês Cristóvão da Silva, Head of the Patents and Utility Models Department of INPI - Portugal

Carmen Toledo, Head of the Patent Information Division of the Spanish Patent and Trademark Office (OEPM)

16:35 - 17:05

Forest fires: how innovation can be used to fight this scourge

Victor Veefkind, Patent Examiner and Member of the Chief Economist Unit of the European Patent Office (EPO)

Guilherme Távora, Patent Examiner of INPI - Portugal

Paulo Madeira, Deputy Coordinator of eBUPI - Mission Structure for Expansion of the Simplified Cadastral Information System

17:05 - 17:20

Making use of our natural heritage for innovation: the case of cork insulation used in the aerospace industry

João Pedro Azevedo, Chief Executive Officer of Amorim Cork Composites

17:20 - 17:50

Sustainability challenges in the wine sector

Gilberto Igrejas, President of the Porto and Douro Wines Institute (IVDP)

Bernardo Gouvêa, President of the Portuguese Institute of Vine and Wine (IVV)

Ana Paula Spencer - President of the Institute for Quality Management and Intellectual Property of Cabo Verde (IGQPI) (*Fogo Wine* Appellation of Origin)

Day 2

09:00 - 10:40

Panel 5

Thinking about the IP System to anticipate solutions

This Panel will debate governments roles in promoting the IP System as a solution to some of our current problems, particularly regarding the digital transition of public services. It will include a round table that will bring together the representatives of the IP5 offices to discuss the main SDGs IP-related projects - implemented or ongoing - and their potential impact on society.

09:00 - 09:10

Jorge Alves Costa, Deputy Minister for Justice of Portugal

09:10 - 09:20

Ensuring sustainability, fairness and effectiveness within the IP dispute resolution system

João Negrão, President of EUIPO's Boards of Appeal

09:20 - 10:20

Round Table: IP5 offices' vision on how IP will change the Planet

Messages from:

António Campinos, President of the European Patent Office (EPO)

Hamano Koichi, Commissioner of the Japan Patent Office (JPO)

Lee Insil, Commissioner of the Korean Intellectual Property Office (KIPO)

Shen Changyu, Commissioner of the China National Intellectual Property Administration (CNIPA)

Kathi Vidal, Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office (USPTO)

Moderator: José Graça Aranha, WIPO's Special Representative on the United Nations Sustainable Development Goals - SDGs

Telmo Vilela, Principal Advisor to the President and Representative for Institutional Affairs of the European Patent Office (EPO)

Hitoshi Maeda, Director-General, Patent Examination Department of the Japan Patent Office (JPO)

Heetae Kim, Director-General of the Korean Intellectual Property Office (KIPO)

Lu Pengqi, Deputy Commissioner of the China National Intellectual Property Administration (CNIPA)

Charles Eloschay, Senior Patent Counsel of the United States Patent and Trademark Office (USPTO)

10:20 - 10:40

The 'SME Fund' as a way to achieve sustainability in Europe's economy

Pedro Duarte Guimarães, Head of Service - IP Rights Management, Operations Department of EUIPO

António Rodrigues, R&D Manager of VentilÁQUA, S.A.

10:40 - 11:10 Coffee Break

11:10 - 12:50

Panel 6

Thinking about synergies between innovation and IP

This Panel will be dedicated to the impact that studies and reports on the use of IP have on the economy and society. It will be discussed how their results can promote more well-informed public policies, which are better adapted to making our constantly changing world greener and more sustainable. The Panel will also address the importance that financing has on Small and Medium Enterprises (SMEs) to enable their recovery and achieve economic growth.

11:10 - 11:20

Pedro Tavares, Secretary of State for Justice of Portugal

11:20 - 11:30

INPI's role supporting innovation in Portugal

Ana Bandeira, President of the Portuguese Institute of Industrial Property (INPI - Portugal)

11:30 - 11:40

A study on the impact of IP in Portugal

Marco Alemán, Assistant Director General of WIPO, IP and Innovation Ecosystems Sector

11:40 - 11:55

The EPO Observatory on Patents and Technology

Gilles Requena, Chief Patent Research and Policy Officer of the European Patent Office (EPO)

11:55 - 12:50

Round Table: Business challenges in the era of innovation and sustainability

Moderator: Jorge Portugal, Director-General of COTEC Portugal - Association for Business Innovation

António Bárbara Grilo, President of the National Innovation Agency (ANI)

António Dias Martins, Executive Director of Startup Portugal

Speaker (tbc)

12:50 - 13:00

Closing Remarks

Marcelo Rebelo de Sousa, President of the Portuguese Republic