The Role of IP in the Field of Green Technologies

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A cleantech market Intelligence and Innovation Company.

Focus on Public Policy, Innovation and Investment, specific to 8 technology areas.
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We produce MARKET INTELLIGENCE reports on the STATE OF THE ART, INNOVATION POLICIES and PUBLIC AND PRIVATE INVESTMENT in cleantech and renewable energy.
- Founded in 2008 in Silicon Valley, California. Headquarters in Mexico City, with subsidiaries.

- Cleantech Challenge Mexico, founded in 2010.
  - Award-winning cleantech business incubator.

- Cleantech Labs CDMX, founded in 2015.
  - Public-Private Partnership, hard-tech development center.

- P Cleantech Center, founded in 2017.
  - First privately-funded clean technology cluster in Mexico.
Sample of Customers/Partners

- Breakthrough Energy
- USAID
- giz
- Unión Europea
- zennström PHILANTHROPIES
- Wilson Center
- NSF
- CONACYT
- INECC
- SEMARNAT
- SENER
- SE
- Green Tank
- Solar Impulse
International Participation

- Founding Members of the Mexico-US Entrepreneurship and Innovation Council (M-SEIC)

- BoD, Latin American and Caribbean Renewable Energy Council (LAC-CORE)

- Founding Members of the Network for Global Innovation (NGIN)

- Founding Members of the World Alliance for Sustainable Development
Mexico in context

GreenMomentum
CleanTech for Latin America

GDP per capita (PPP$ logarithmic scale) vs. GII score

- Switzerland
- USA
- China
- India
- Mexico
Energy Sustainability Fund (FSE)

- PEMEX Revenue from oil and natural gas: 99%
- Mexican Petroleum Fund: 65%
- Energy Sustainability Fund (FSE): 69%
- Funding for CEMIEs: 35%
Solar Air Dehydrator
Solar Dehydrator
Nutribioprotection System

Applied biotechnology to increase crop yield and reduce production costs, promoting sustainable organic agriculture practices, with products based on microorganisms and botanical extracts.
Zero Zika internationally protected (PCT)

35 products protected by trade secrets

Next steps: protect more products by patenting key parts of their manufacturing process and keeping trade secrets.
IP Objectives

Collective mark
Geographical indications
Apellation of origin
What can be done in Mexico to foster Green Technologies’ Innovation?

- Promote an IP culture at an early stage
- Decrease VC’s risk aversion for Green Technologies
- Increase the investment level in education
- Strengthen English penetration
- Spread the word about IMPI’s Digital Services
- Close the gender gap in STEM
- Shift government priorities to support Green Technologies’ R&D+i
- Enhance industry & academia links
- Reduce legal barriers for licensing patents
- Strengthen international cooperation amongst Green Technologies’ inventors
Thanks!

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