

# WIPO GREEN Year in Review 2019



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

  
**WIPO | GREEN**  
The Marketplace  
for Sustainable Technology

# Letter from the Director General

Since its inception in 2013, WIPO GREEN has matured into a public-private partnership with global presence and tangible impact. Building on this success, WIPO GREEN and its partners in 2019 focused on charting a course for the next stage of the initiative's growth, with the aim of increasing the platform's relevance and effectiveness in a world where climate change has become an increasingly pressing issue.

One of our biggest achievements this past year was the launch of the *WIPO GREEN Strategic Plan 2019-2023*, which defines the partnership's goals and objectives for the coming five years. The Strategic Plan offers a roadmap for further strengthening WIPO GREEN's online, green technology marketplace. Under the auspices of the strategic plan, a major redesign of the online marketplace was initiated in the end of 2019, aiming to make green technology transfer more efficient and accessible from anywhere in the world. This project will continue throughout 2020.

The urgent necessity for global climate action was widely recognised in 2019, by both the public and private sectors. Mirroring this trend, WIPO GREEN gathered momentum and saw increased support among member states as well as the private sector. In 2019, WIPO GREEN welcomed 15 new partners, including multinational corporations, research institutions, universities, business associations and national IP agencies, bringing the number of global partners to over 100.

WIPO GREEN Year in Review 2019 features a range of accomplishments made possible thanks to the continuous support of our partners, with special mention to our donors, the governments of Japan and Australia. Moving forward, we have an exciting and challenging year ahead of us. We expect promising results from the planned online marketplace improvements, which will focus on user experience and improved functionality.

In 2020, World Intellectual Property Day, WIPO's flagship awareness-raising campaign celebrated annually across the world, will explore sustainable technology under the theme *Innovate for a Green Future*. The role of innovation and technology in tackling the complex challenge of climate change is widely recognized; it is for WIPO GREEN and its global network of partners and users to harness this global momentum to make a tangible difference.

WIPO GREEN stands ready to support cleantech innovators around the globe who are putting innovation and green technology at the forefront of solving one of humanity's greatest, and most complex, global challenges.



**Francis Gurry**  
Director General  
World Intellectual Property Organization

# WIPO GREEN in Numbers

**80,000+**



Page views

**6,700+**



Newsletter subscribers

**3,500+**



Technologies, needs and experts

**650+**



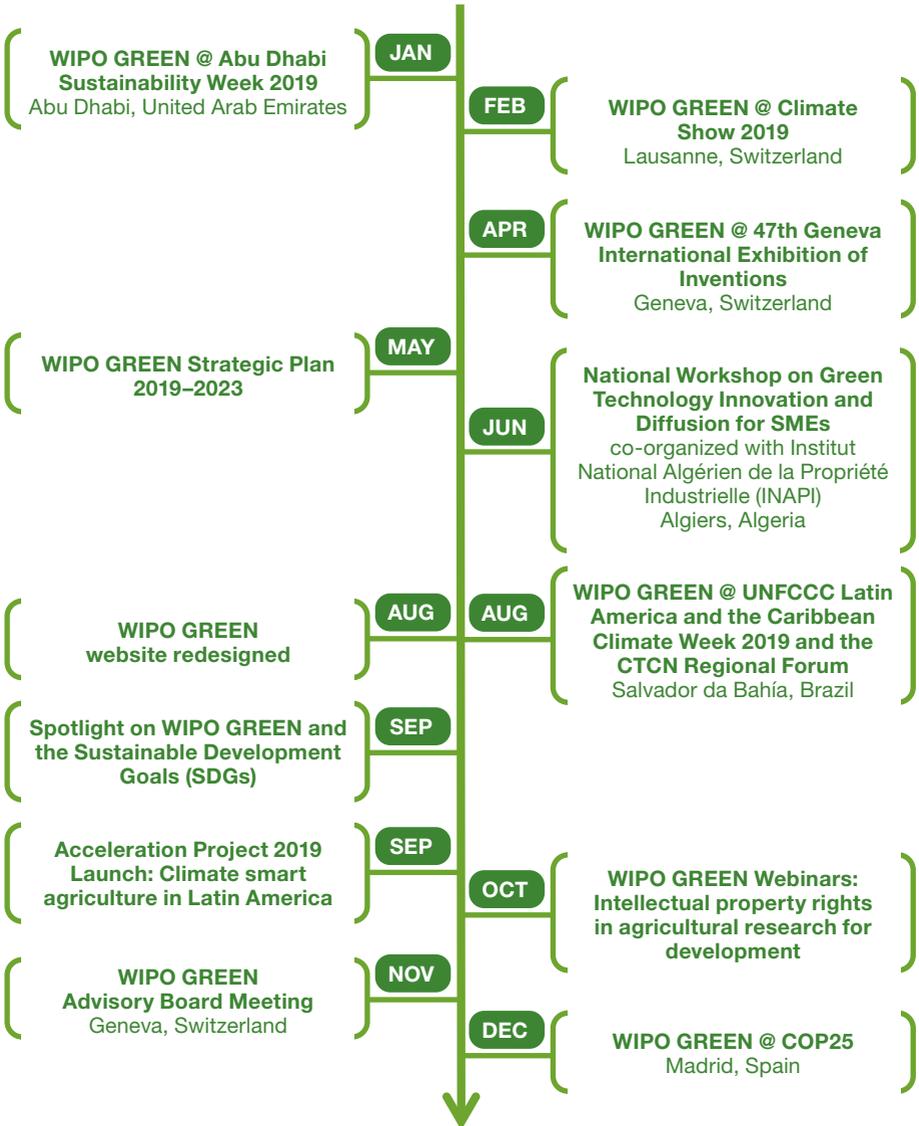
Connections

**100**



Partners

# 2019 at a Glance



# The WIPO GREEN Strategic Plan 2019–2023

In May 2019, WIPO GREEN released its Strategic Plan 2019–2023 that set clear goals and objectives for the next five years and outlined a roadmap for scaling up and increasing the impact of

the public-private partnership. We look forward to collaborating with our partners to move these objectives forward in the coming years.

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**WIPO GREEN’s 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.*

## **Strategic goals:**

**Goal 1:** Link green technology providers and those seeking solutions in a targeted manner, catalyzing and maximizing the potential for green technology transfer and diffusion.

**Goal 2:** Accelerate access to green technology innovation opportunities for countries at all levels of development.

**Goal 3:** 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.

## **Strategic objectives:**

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

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

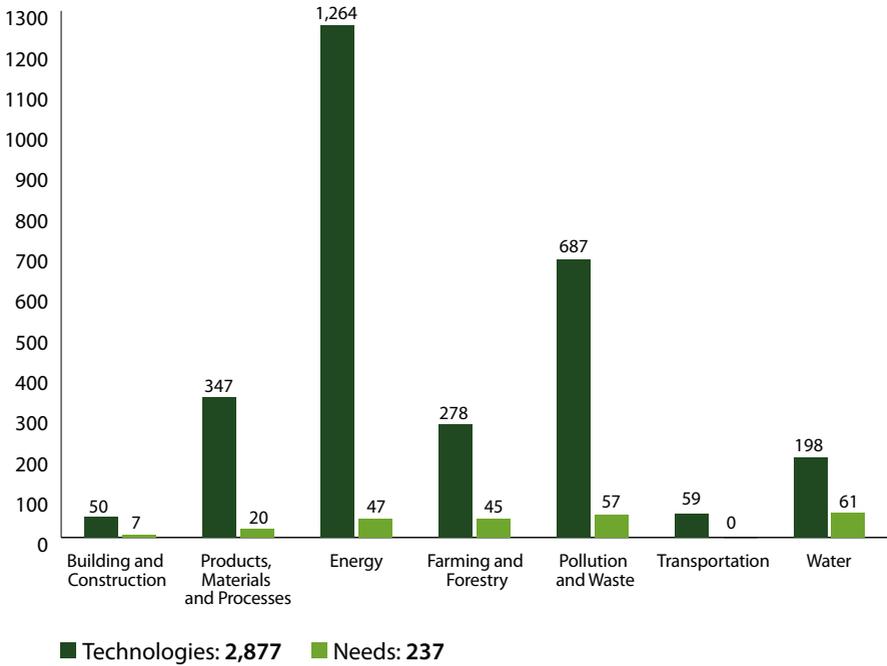
**Objective 3:** Strengthen WIPO GREEN’s communications and marketing functions.

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# Database Highlights

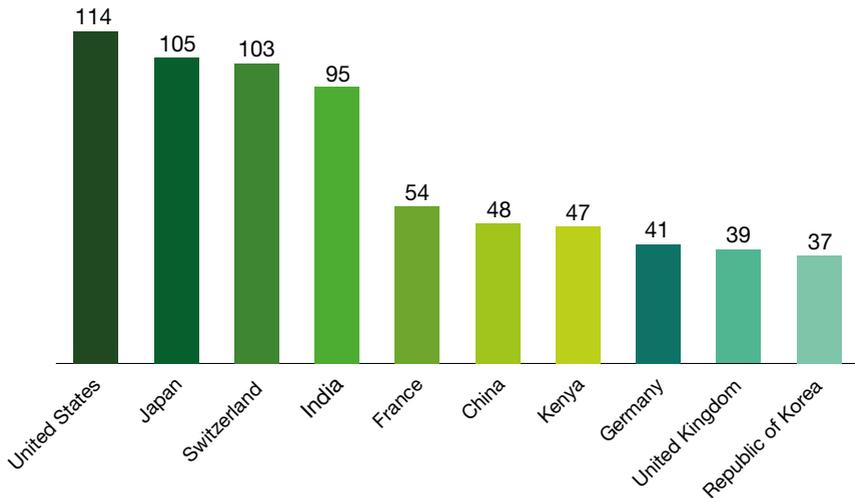
- Increase in number of registered users from 1,238 in 2018 to 1,417 in 2019 (+14.5%)
- Redesign project launched in 2019, continuing throughout 2020
- Bluetech Clean Air Alliance, Canon, Konica Minolta and Panasonic are among the new WIPO GREEN partners who uploaded select technologies to the database
- 43% of WIPO GREEN technologies are at a useable level, 25.5% have a proven record of commercial use, and 31.5% are under research and development (R&D)
- WIPO GREEN Partner Fujitsu Ltd. uploaded 400+ of its assets to the database of technologies and needs, and concluded its first two green technology licensing agreements
- WIPO GREEN established collaboration with WIPO's Patent Cooperation Treaty (PCT) Division, aiming to improve the database's maintenance and to increase the number of available technologies through imports from PATENTSCOPE

## Database Uploads by Category



Note: Technologies may be assigned to more than one category.

## Top 10 Countries by the Number of Database Users



# Funding Pledges

from the Governments of Australia,  
Japan and the United Arab Emirates

Our donors support our activities and events, enabling WIPO GREEN to promote environmentally friendly innovation as widely as possible. In 2019, WIPO GREEN secured additional funding from the governments of Australia, Japan and the United Arab Emirates for outreach and the upcoming WIPO GREEN innovation acceleration projects.



**Australian Government**  
IP Australia



**UNITED ARAB EMIRATES**  
MINISTRY OF ECONOMY

The Government of Australia announced that it would sponsor a WIPO GREEN acceleration project in the Asia Pacific region in 2020. This builds on previous support for a WIPO GREEN matchmaking project in Southeast Asia that took place in 2018 and catalyzed partnerships around clean energy, air, water and agriculture technologies in Cambodia, Indonesia and the Philippines.

The Government of the United Arab Emirates established a new WIPO-Funds-in-Trust in 2019. The activities financed in 2019-2020 include WIPO GREEN activities, and this asset will be used for an acceleration project on biogas generation in Ethiopia, with the objective of addressing existing gaps in clean energy production by mobilizing innovative new technologies.



Funds-in-Trust Japan Industrial Property Global funded an outreach mission to Japan in autumn 2019 and the translation of documents including the WIPO GREEN Strategic Plan 2019-2023 into Japanese.

# New Partners in 2019



Bluetech Clean Air Alliance,  
China

[www.en.cleanairchina.org](http://www.en.cleanairchina.org)

Non-profit professional organization focusing on the development of clean air technologies and industries in China and the world through technology transfer, technology assessment and demos, investment service, IP protection and policy research.

## Canon

Canon Inc., Japan

[www.global.canon](http://www.global.canon)

Multinational corporation specializing in the manufacture of imaging and optical products. The company is pursuing environmental initiatives on a global scale with the aim to help tackle climate change, resource depletion, pollution, and biodiversity loss.



Daikin Industries, Ltd.,  
Japan

[www.daikin.com](http://www.daikin.com)

Global leading heating, ventilation, air-conditioning and refrigeration manufacturer that commits to realizing sustainable society by addressing environmental and social issues with its state-of-the-art technologies.

## HITACHI

Inspire the Next

Hitachi, Ltd., Japan

[www.hitachi.com](http://www.hitachi.com)

Multinational engineering conglomerate company, focusing on the “Social Innovation Business” by combining its operational technology, information technology and products. Through its Social Innovation Business, Hitachi delivers solutions to global, social and environmental challenges.

## New Partners in 2019

**HONDA**

Honda Motor Company,  
Ltd., Japan  
[www.global.honda](http://www.global.honda)

Japanese multinational conglomerate corporation that manufactures automobiles, motorcycles and power equipment. It is committed to reducing its environmental impact through initiatives aiming to reduce greenhouse gas emissions.



International Trademark  
Association  
[www.inta.org](http://www.inta.org)

Global not-for-profit association of brand owners and professionals dedicated to supporting trademarks and related intellectual property to foster consumer trust, economic growth, and innovation. Through its new Brands for a Better Society Committee, the Association aims to raise awareness and promote the importance of CSR policies for brand value.



IBM Corporation, USA  
[www.ibm.com](http://www.ibm.com)

American multinational information technology company bringing the power of its technology, resources and people to support initiatives around the world, from education to health and resilience.



**KONICA MINOLTA**  
Konica Minolta, Inc., Japan  
[www.konicaminolta.com](http://www.konicaminolta.com)

Multinational technology company developing, manufacturing and selling mainly multi-functional devices (multifunction peripherals), and aspiring to contribute to the achievement of the Sustainable Development Goals by developing innovative technologies that help solve global challenges.



Meiji University Center for  
Polymer Science, Japan  
[www.isc.meiji.ac.jp/~polymer/  
english/index.html](http://www.isc.meiji.ac.jp/~polymer/english/index.html)

Research center developing advanced technologies in the domains of pollution removal, purification and separation of environmentally sound materials.



MGIMO University (Moscow  
State Institute of International  
Relations), Russia  
[www.english.mgimo.ru](http://www.english.mgimo.ru)

Leading policy think-tank and forum for debate and analysis of global issues, conducting research activities in digital economy, green economy and technology transfer.

## Panasonic

Panasonic Corporation,  
Japan  
[www.panasonic.com/global](http://www.panasonic.com/global)

Multinational electronics corporation working towards the creation and more efficient utilization of energy through technologies, products and solutions development.

WORLD  
ALLIANCE  
*for* EFFICIENT  
SOLUTIONS

by  
SOLARIMPULSE  
FOUNDATION

Solar Impulse Foundation,  
Switzerland  
[www.solarimpulse.com](http://www.solarimpulse.com)

Swiss Foundation dedicated to fast-tracking the implementation of clean and profitable solutions to encourage decision makers to adopt more ambitious environmental targets and policies.

## New Partners in 2019



Sumitomo Electric  
Industries, Ltd., Japan  
<https://global-sei.com/>

Multinational company producing electric wire and optical fiber cables in the automotive, information and communications, electronics, environment and energy, and industrial materials segments. The company's VISION 2022 is a pledge to contribute to social well-being and to create a better society through diversification of its existing products and development of new fields and markets.



Toyota Industries  
Corporation,  
Japan  
[www.toyota-industries.com](http://www.toyota-industries.com)

Manufacturing corporation producing materials handling equipment, automobiles, textile machinery, etc., which addresses new technology development for business growth and to resolve environmental issues.



**IGE | IPI**

Swiss Federal Institute of Intellectual  
Property (IPI), Switzerland  
[www.ige.ch](http://www.ige.ch)

The Swiss Government's center of competence for questions concerning intellectual property. Responsible for examining, granting and administering IP rights, and for drafting legislation, advising federal authorities and representing Switzerland at the international level on matters concerning IP.

# Acceleration Project 2019

## Climate Smart Agriculture in Latin America



Vina Casa Marin Vineyard, Chile. Photo: WIPO/Anagea Consultancies.

“The first of the main three challenges we have is finding water; it’s already been three years since we have been observing water shortages. So the main reason [for us to participate in the WIPO GREEN acceleration project] is to develop a technology that could help us to find more water.”

Maria Luz Marin,  
wine producer at Viña Casa Marin, Chile

In 2019, WIPO GREEN identified **climate smart agriculture** as the focus of its annual innovation acceleration project. Focused on **Latin America**, the project explores local challenges and potential green opportunities in:

- intensified crop rotation, soil re-carbonization and carbon sequestration, no-till and forest management in Argentina;
- zero-till or conservation agriculture in Brazil;
- wine production in Chile.

Over 40 green technologies and needs were identified across the three countries in 2019 by the WIPO GREEN researcher on the ground, environmental consultancy ANAGEA (Chile), in collaboration with multiple partners, including:

- National Institute of Industrial Property (INAPI, Chile)
- The Permanent Mission of Chile to the World Trade Organization
- Chile Association of Wine Producers
- National Institute of Industrial Property (INPI, Brazil)
- WIPO Brazil office
- Ministry of Foreign Affairs of Brazil
- National Institute of Industrial Property (INPI, Argentina)
- Ministry of Foreign Affairs International Trade and Worship of Argentina
- Permanent Mission of Argentine Republic to the United Nations Office and other international organizations in Geneva

With continuous support from our partners, during the second part of the project, which will take place in early 2020, WIPO GREEN will facilitate tangible links between the producers and the seekers of green technologies in the region.

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### **Featured need: Climate change and new plant material**

One of the effects of climate change on the fruit industry is temperature variation. Fewer cold days in winter lead to delays in sprouting, provoking an early fall of the fruit because the plant is unable to produce enough nutrients.

To cope with this challenge, a fruit producer is seeking a new genetic material that would allow the fruit plants to adapt to new temperature ranges. This featured need involves an estimated investment of 250,000 USD over a six-year project period for the implementation of such technology, with particular focus on resistance to drought, salinity and high temperatures.

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# Communications

In accordance with the objectives of its Strategic Plan 2019–2023, WIPO GREEN in 2019 placed particular emphasis on strengthening its communications and marketing functions.

The accomplishments of the WIPO GREEN communications approach in 2019 included a redesign of the WIPO GREEN website, use of new marketing tools and an increase in social media engagement.

## Website redesign

With a fresher look, an updated structure and increased regularity of news and updates, the WIPO GREEN website, relaunched in August 2019, has seen an uptick in visitors. From an average of 3,000 unique views per month prior to August 2019, the average organic unique views increased to 6,500 per month in the last two quarters of the year. This upward trend is expected to continue throughout 2020.

**World Intellectual Property Organization**  
December 19, 2019 at 6:11 PM

Are you... 🤔

- ✅ a green tech entrepreneur?
- ✅ looking to use or invest in climate-friendly technologies?
- ✅ interested in sustainable development or the green economy?

Meet WIPO GREEN 🌱 – a unique program that helps to fight climate change with innovative technologies.

Explore creative solutions and contribute ideas that support the world's transition to a greener economy: [www.wipo.int/green](http://www.wipo.int/green)

**Connecting seekers and providers of sustainable technology**

**WIPO GREEN**

[WWW3.WIPO.INT](http://WWW3.WIPO.INT)

**WIPO GREEN: The Global Marketplace for Sustainable Technology**

[Learn More](#)

👍❤️👍 104

1 Comment 54 Shares



*Initiatives like WIPO's WIPO GREEN have developed commodity chains based on the fight against climate change and the human impact on Earth.*

### **Marketing tools**

In 2019, WIPO GREEN became the first WIPO program to use Google Ads – a marketing tool designed to provide relevant content to people searching for information via Google search engine. Our aim was to raise awareness about WIPO GREEN in a targeted way, i.e. among international audiences interested in green technology and climate-friendly innovation. During the month of December, the use of Google Ads, together with other communications efforts, rendered over 14,400 unique page views and over 18,700 total page views – an increase of 463% and 522.9% respectively compared with statistics from December 2018.

### **Social media engagement**

In collaboration with WIPO's News and Media Division, WIPO GREEN published 18 social media posts on Twitter, LinkedIn and Facebook that collected almost 1,200 reactions from all over the world.

# WIPO GREEN Team collective resumé



Photo: WIPO/Handolph

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Coming from diverse cultural backgrounds, speaking multiple languages, equipped with a variety of skills and expertise to tackle the world's diverse global challenges, and united to fight against the impact of climate change – meet the WIPO GREEN team!

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## Countries

Canada, China, Denmark, France, Germany, Italy, Russia, South Africa and United States of America.



## Languages

Danish, English, Finnish, French, German, Italian, Mandarin, Portuguese, Russian, Northern Sotho (Sepedi) and Spanish.



## Education

To face challenges emerging from a wide range of sectors, the WIPO GREEN team's academic background varies from law to IP rights, biotechnology, public health, journalism, IT, social sciences, international management and creative literature.

# WIPO GREEN Partners



## Small and medium-sized enterprises

- Advance Water Technologies
- Ghana Bamboo Bikes Initiative
- Solben

## Think tanks, universities and research institutions

- Asia-Pacific Industrial Property Center - Japan Institute for Promoting Invention and Innovation (APIC)
- Association of University Technology Managers (AUTM)
- Brazilian Forum of Innovation and Technology Transfer Managers (FORTEC)
- IVL Swedish Environmental Research Institute
- K.A.CARE
- MGIMO University
- Meiji University Center for Polymer Science

- Queensland University of Technology
- Sabanci University
- Singapore-ETH Centre for Global Environmental Sustainability
- Strathmore University, Center for Intellectual Property and Information Technology Law (CIPIT)
- TechnologieAllianz
- The Innovation Hub
- Waseda Environmental Institute

## Platforms

- Asia IP Exchange / Hong Kong Trade
- China Technology Exchange
- CleanTek Market
- Climate-KIC
- Green Technology Bank
- International IP Commercialization Council (IIPCC)
- InvenTrust
- IP Nexus

- Kenya Climate Innovation Center
- PatSnap
- Reed Exhibitions FZ-LLC
- South-South Global Assets and Technology Exchange (SS-GATE)
- Technology Development Foundation of Turkey
- The Global Sustainable Technology & Innovation Conference (G-STIC)
- The Ground Up Project
- Toilet Board Coalition
- Vaultitude (former IPCHAIN)

## Business associations

- Australian CleanTech
- Bluetech Clean Air Alliance
- CleanTechAlps
- International Chamber of Commerce
- International Federation of Intellectual Property Attorneys (FICPI)
- International Federation of Inventors' Associations (IFIA)

- International Trademark Association (INTA)
- Japan Intellectual Property Association (JIPA)
- Japan Patent Attorneys Association
- Licensing Executives Society International (LESI)
- Patent Agents Association
- Team E-Kansai
- World Business Council for Sustainable Development (WBCSD)

### **Governments and regional organizations**

- Canadian Intellectual Property Office
- Danish Patent and Trademark Office
- Institut National de la Propriété Industrielle (France) (INPI)
- Kuwait Environment Public Authority
- National Institute of Industrial Property (Brazil) (INPI)
- Office Marocain de la Propriété Industrielle et Commerciale (OMPIC)
- Swiss Federal Institute of Intellectual Property (IPI)

### **Consultancies**

- CambridgeIP
- Crosstaff Solutions
- Inovent
- Innovation Insights
- IP\*SEVA, Intellectual Property for Sustainable Energy Ventures
- Leonhard Ventures
- Magnefico GmbH

- Patenterprise
- Robin Paul Advisory
- Sathguru Management Consultants
- VisionEdge Technologies
- Waterpreneurs

### **Multinational companies**

- Canon
- Daikin Industries
- Fujitsu
- General Electric
- Haier
- Hitachi
- Honda
- IBM
- Konica Minolta
- Panasonic Corporation
- Qualcomm
- Siemens AG
- Sumitomo Electric Industries
- Teijin
- Toyota Industries Corporation

### **Intergovernmental organizations**

- Climate Technology Centre and Network (UNEP/CTCN)
- infoDev/The World Bank
- League of Arab States
- SEED Initiative
- United Nations Environment Programme (UNEP)
- United Nations Global Compact (UNGC)
- United Nations Industrial Development Organization (UNIDO)
- United Nations Office for South-South Cooperation (UNOSSC)

### **Foundations and finance institutions**

- African Agricultural Technology Foundation (AATF)
- Asian Development Bank (ADB)
- EcoMachines Ventures
- Korea Technology Finance Corporation
- NEUW Ventures
- Villgro Innovations Foundation

### **Non-governmental organizations**

- Engineers without Borders International
- GIVEWATTS
- Kopernik
- Public Interest Intellectual Property Advisors (PIIPA)
- R20 Regions of Climate Change Action
- Solar Impulse Foundation

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[www.wipo.int/about-wipo/en/offices](http://www.wipo.int/about-wipo/en/offices)

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