

WIPO Green: the Marketplace for Sustainable Technology



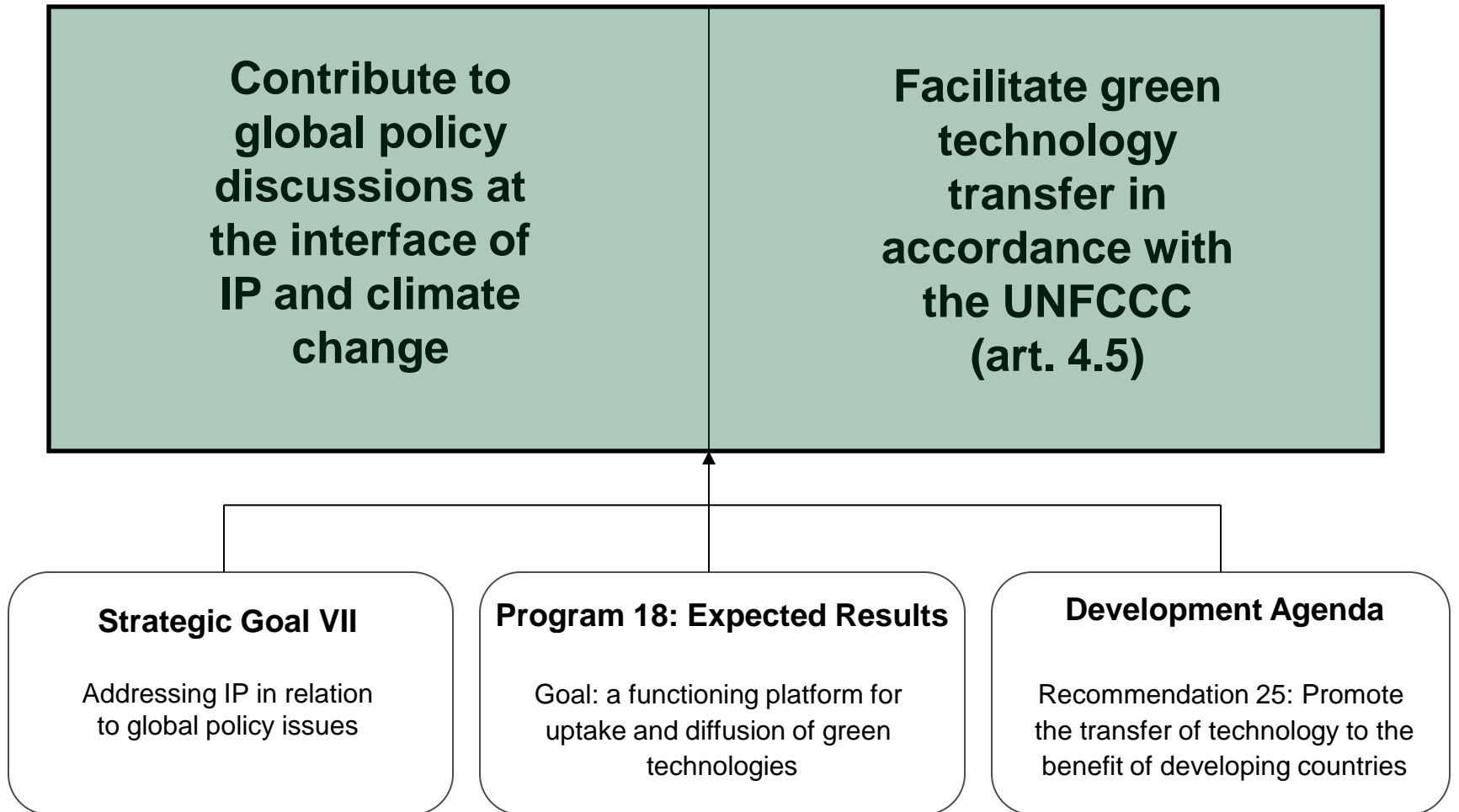
Skolkovo Patent School
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- Speaker: Matthew Bryan, Director, PCT Legal Division, Patents and Technology Sector, WIPO

WIPO | GREEN
The Marketplace
for Sustainable Technology

WIPO's "green" mandate



WIPO GREEN & Sustainable Development Goals (SDGs)



- “End hunger, achieve food security and improved nutrition and promote sustainable agriculture”
- “Ensure access to water and sanitation for all”
- “Ensure access to affordable, reliable, sustainable and modern energy for all”
- “Build resilient infrastructure, promote sustainable industrialization and foster innovation”
- “Revitalize the global partnership for sustainable development”

What is WIPO GREEN?



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WIPO GREEN – The Marketplace for Sustainable Technology

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WIPO GREEN is an interactive marketplace that promotes innovation and diffusion of green technologies. It does this by connecting technology and service providers with those seeking innovative solutions. [Find out more about WIPO GREEN.](#)

[What precisely does WIPO GREEN do?](#) ↓

[What is unique about WIPO GREEN?](#) ↓

Still have questions about WIPO GREEN? [Read our full list of FAQs.](#)

The Charter

- Mission and principles of WIPO GREEN
- Governance:
 - WIPO Secretariat
 - Advisory Board
- Partners have to agree in writing to the Charter and specify contributions

WIPO GREEN The Marketplace for Sustainable Technology

Charter

Overview

As the United Nations agency dedicated to promoting innovation and creativity, WIPO has a mandate, embedded in WIPO's Development Agenda, to develop practical intellectual property (IP) tools that drive forward solutions to environmental challenges. WIPO GREEN further builds on and reinforces existing WIPO programs and lends support to the initiatives of other organizations, including those within the United Nations (e.g., UNDP, UNEP, UNFCCC, UN Global Compact, UNIDO) and the Climate Technology Program hosted at *infoDev* within the World Bank Group.

Mission

The mission of WIPO GREEN is to contribute to the accelerated adaptation, adoption and deployment of green technology solutions, in both developing and developed countries. WIPO GREEN connects technology providers with technology seekers and offers a range of services to catalyze mutually beneficial commercial transactions.

WIPO GREEN has two components

1. The WIPO GREEN Database consists of a range of IP assets including inventions, technologies, know-how and services and a catalogue of expressed needs. The database is freely accessible with certain details available only upon registration.
2. The WIPO GREEN Network serves as a global platform that connects users, fosters partnerships and provides a marketplace for green inventions, technologies, know-how and services.

Principles

Transparency in the marketplace leads to greater efficiency. WIPO GREEN, as a global repository of technologies, best practices and analyses, contributes to a more open market.

Partnerships are critical to achieving synergies and fostering the transfer of technologies, and, as appropriate, associated know-how. WIPO GREEN brings together the public and private sectors on a voluntary basis to facilitate collaborations and accelerate investments.

A comprehensive understanding of needs is essential for effective deployment of green technology. WIPO GREEN offers a space for publicizing needs, allowing interested parties to respond to and offer solutions.

IP rights are an important policy tool to encourage innovation. They provide economic incentives to develop new technology and help diffuse innovation, and structure relationships that underpin commercial transactions. WIPO GREEN encourages the exchange, sale and licensing of technologies and their associated rights.

The sustained deployment and uptake of technologies occurs when parties freely enter into a contract on mutually agreed terms. Agreements that originate through the use of the WIPO GREEN are the responsibility of the contracting parties.

Two principal components

WIPO GREEN Database

WIPO GREEN Network

The WIPO GREEN Database

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Search the WIPO GREEN Database

To submit a technology or need, sign in with your WIPO Account.

[List of current providers and seekers](#)
[Read the Database FAQs](#)

Database categories

Click on a category to show all its entries and sub-categories.

Building and Construction



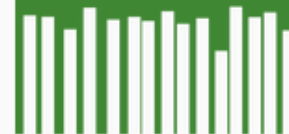
Chemicals and Advanced Materials



Energy



Farming and Forestry



Green Products



Pollution and Waste



Transportation



Water



Other areas



The WIPO GREEN Database

- Freely accessible, offers a broad listing of:
 - **Products, services and intellectual property (IP) assets** (including inventions, technologies, know-how) **for sale and/or license**, as well as opportunities for collaboration
 - **Needs for products, processes, know-how transfer, collaborations and finance**

- The technologies and needs cover:
 - Building and Construction
 - Chemicals & Advanced Materials
 - Energy
 - Farming/Forestry
 - Green Products
 - Pollution & Waste
 - Transportation
 - Water

Technology/Products/Solutions Providers



QuantumDesignJapan

日本カンタム・デザイン株式会社



Quantum Energy®
World Best Global Company

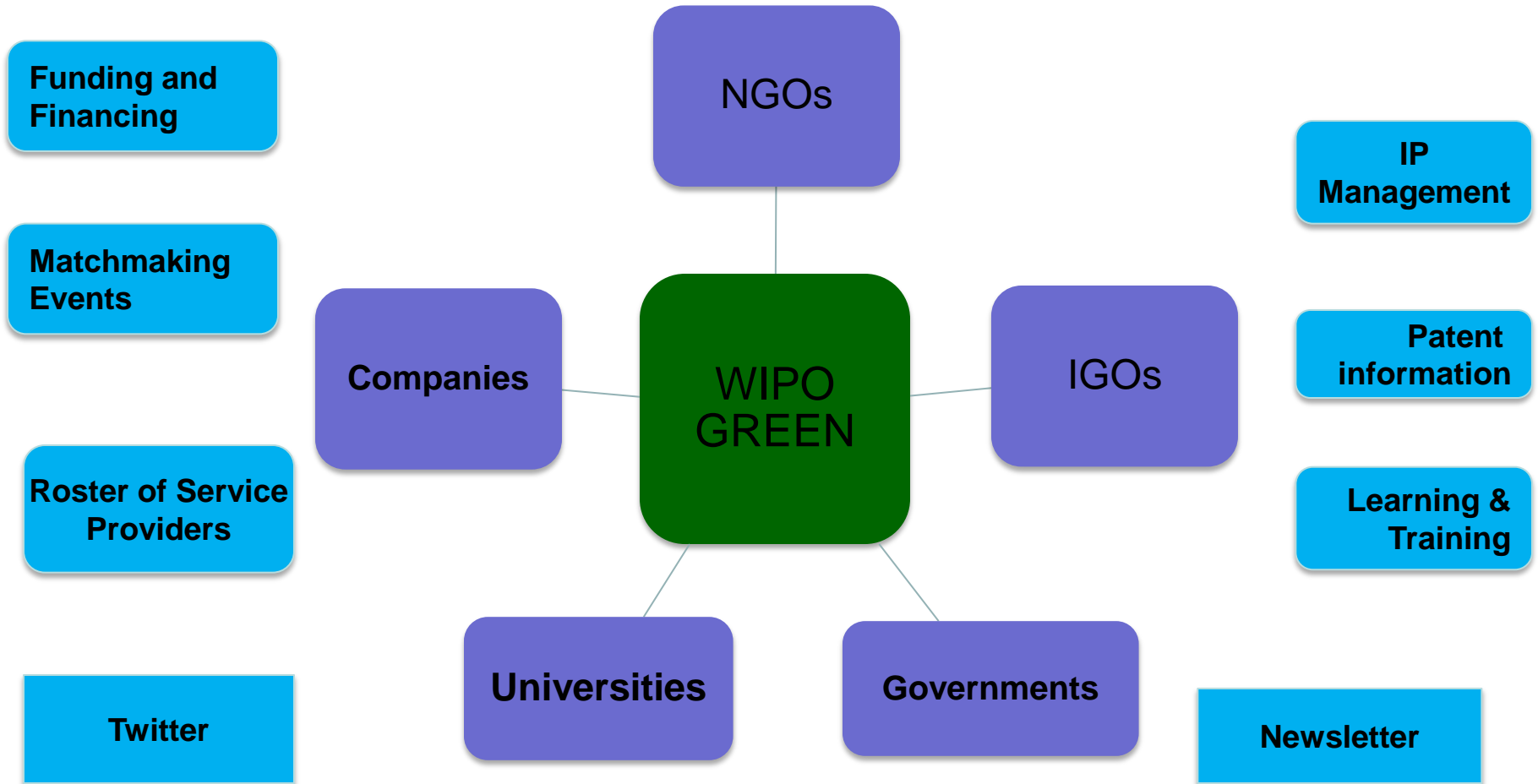


WILEFKO



SONY

The WIPO GREEN Network



The WIPO GREEN Network

- Connects providers and seekers, and catalyzes mutually beneficial commercial transactions, by
 - services offered by WIPO and third parties such as arbitration and mediation
 - roster of service providers
 - PIIPA 300 hours of Pro Bono services
 - IP management resources
 - links to funding opportunities
 - learning and training opportunities, upcoming events
 - case studies illustrating tech transfer and collaborations

Replacing Expensive, Ineffective, and Unhealthy Sources of Energy



Addressing Water Contamination without Using Chemicals



Tackling Sub-optimal Use of Electricity by Air Conditioning Units:

Element Technology's Innovative System to Enhance Air Conditioning Efficiency

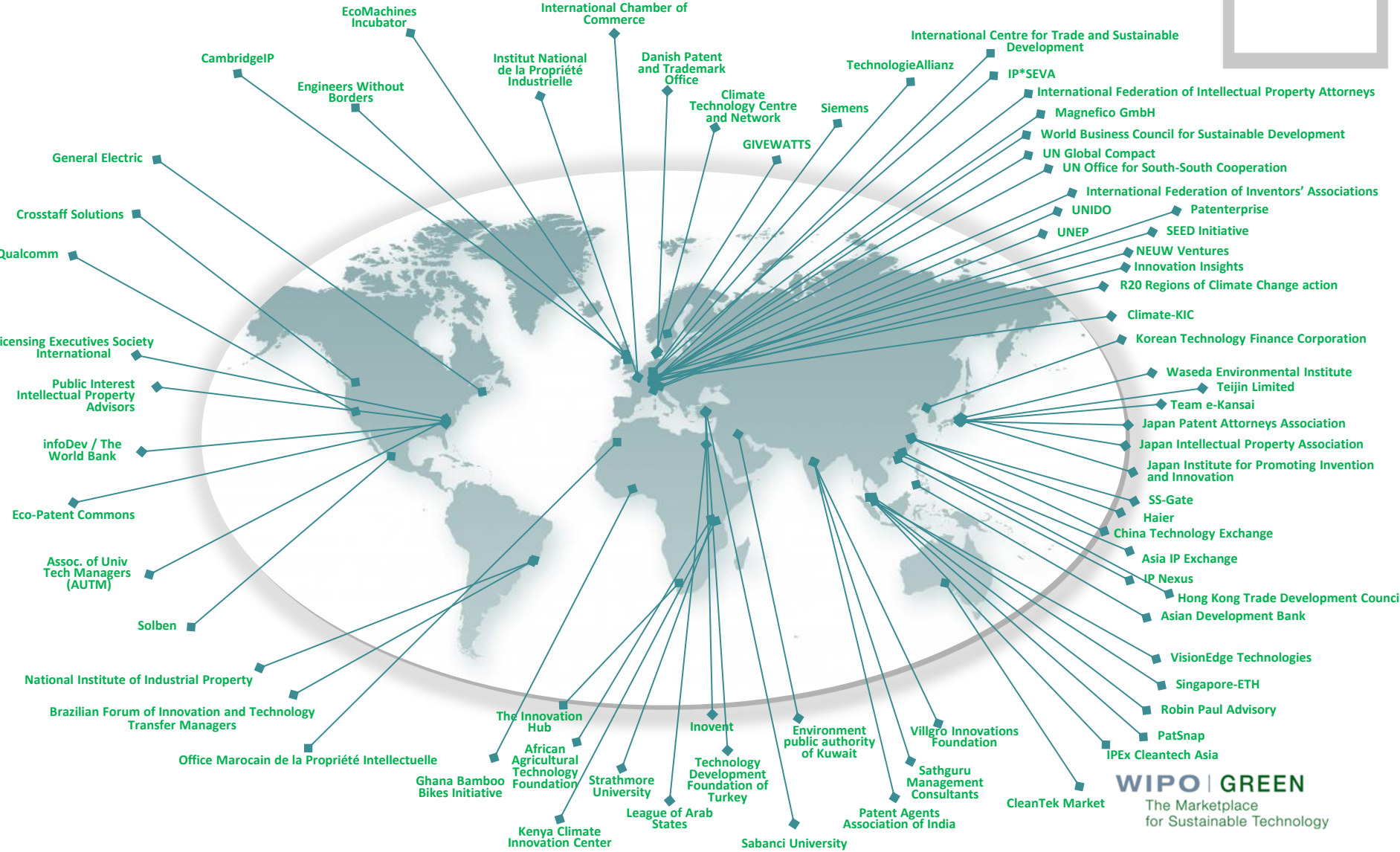


Transforming Greenhouse Gas Emissions into Energy





WIPO GREEN Partners



Partners and Users

Partners	<ul style="list-style-type: none">■ Public and private institutions■ Support WIPO GREEN and/or provide advice (e.g. facilitate transactions directly or indirectly; contribute expertise; integrate WIPO GREEN in specific activities; act as regional or national focal points, etc.).
Users	<ul style="list-style-type: none">■ PROVIDERS upload products, services & intellectual assets (incl. inventions, technologies, know-how, patents), for sale, collaboration and/or license■ SEEKERS upload indications of their needs for products, processes, know-how transfer, collaborations and finance■ OTHER USERS access resources, services, the newsletter and interactive blog that are also available to Partners and Users

Current emphasis & plans for future functionality

- Further improve matchmaking
- Facilitate deal making
- Broaden types of technologies and needs available on the Database
- Integration with other platforms (e.g. FLC, SS-GATE, Danish Patent & Trademark Office, etc.)
- Raise profile of WIPO GREEN amongst Green-Tech community

Benefits of WIPO Green

- More transparent marketplace
- Level playing field
- Reduce transaction costs
- Build on comparative advantages of multi-stakeholder approaches
- Constructively contribute to the global policy discourse



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The Sustainable
Technology Marketplace