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SDGs activities in JIPA

There is a concept " **JIPA Open Innovation Café**"

Based on the concept JIPA made two projects, that is, Open Innovation Project and SDGs Project.

SDGs Project has three teams.

A team collects information on the world's SDGs activities and studies how we, Japanese companies, should act. They wrote a paper and will publish it soon in the JIPA monthly magazine.

B team examines the world's environmental needs, considers whether we can provide our technologies and attempts to match them.

C team specializes in marine pollution issues and attempts to match countermeasure technology to the Needs.

JIPA SDGs WG members



TOYOTA

SONY Panasonic

HITACHI
Inspire the Next

Canon

HONDA

FUJITSU

RICOH

IBM

JX JX金属



中国電力

DAIKIN



unicharm

Needs and Seeds within WIPO GREEN have weakness.

Needs:

Approximately 300 needs are registered in WIPO GREEN, but 2/3 of them past their expiration dates and the contents are unclear and insufficient.

(WIPO is not an organization for environmental protection)

Seeds:

WIPO GREEN database is written in patent terms and is difficult to use without IP knowledge and skills.

An Approach to overcome the weakness is

To Mediate Needs and Seeds by IP experts such as IP Collegium members

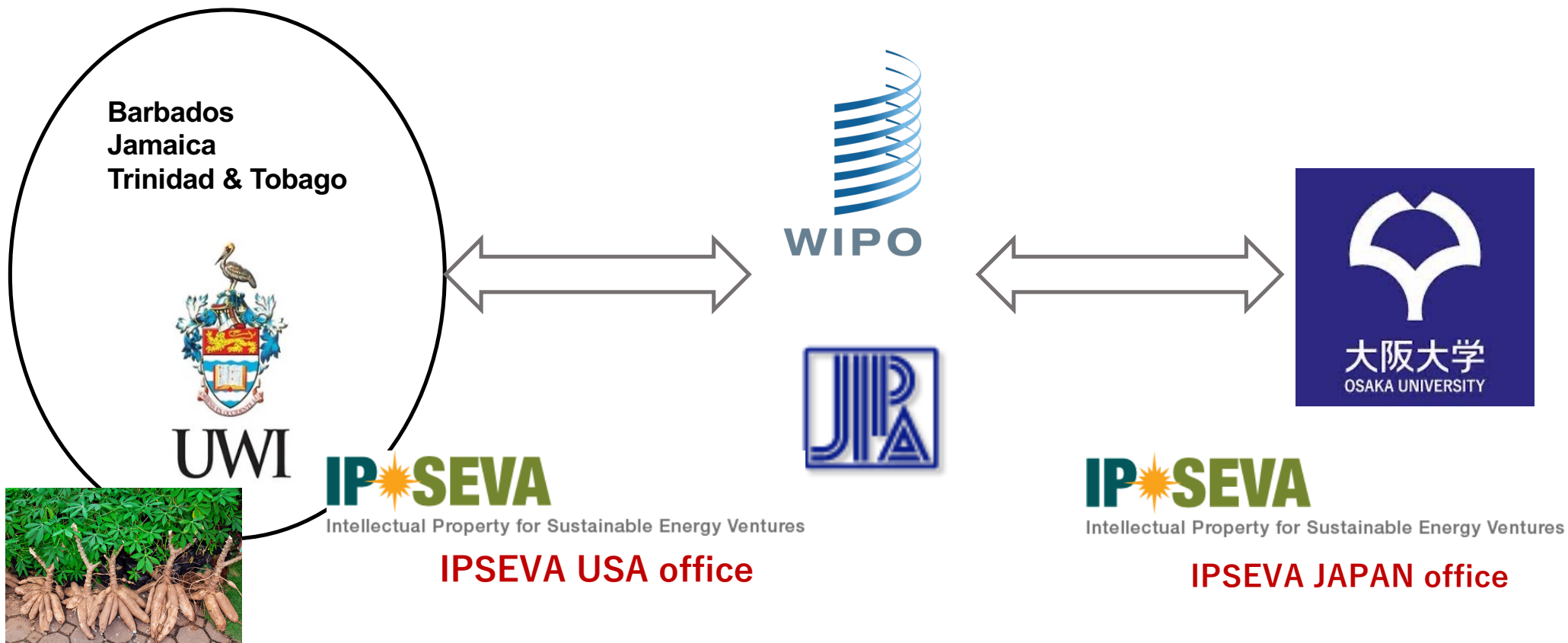
It is helpful that IP experts such as IP Collegium, who have IP knowledge and skills, act as intermediaries between the global environmental needs identified by various organizations and the technologies in WIPO GREEN data base.

Example 1

Activity as an “intermediary” between Needs and Seeds.

For the marine pollution problem in Caribbean islands introduced by IPSEVA USA office,

IP*SEVA Japan and JIPA found and introduced **Osaka University**'s technology registered in WIPO GREEN to **University of West Indies** as a possible countermeasure. Both universities are currently considering the possibility of joint research.



From the report of UWI about using Cassava for bio-plastics.

The introduction of environmentally safe, biodegradable and non-toxic additives will be utilized to produce materials that can be easily processed for commercial use. This will enable versatile products for packaging and other plastic like applications with high consumer demand. The goal is to provide an environmentally friendly replacement of plastics in single use applications.

Example 2

Finding environmental issues from various sources

UNDP, UNEP, JICA and other organizations dealing with environmental protection in various countries and regions, know many issues.

If we access to those information and search solutions from WIPO GREEN database (it is not necessary to limit within WIPO GREEN data), the possibility of Needs+ Seeds matching will be increased.

2020-2021 matching of UNDP issues and Japanese company technology (before JIPA contacted to UNDP)

Vietnam, Danang city

Countermeasures against marine pollution caused by plastic trash flowing into sea from rivers

- Recognize the **pollution status of rivers and oceans using satellite images** by **JAMSS**

Malaysia

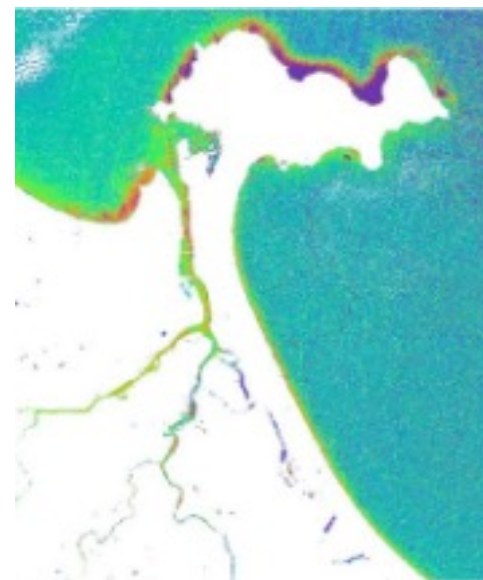
Improving roads and storage methods for transporting agricultural products from remote areas to urban areas

- Development of **solar dryer device** for agricultural products and marine products by **AGC**

South Africa

Improving the food situation and providing labor opportunities using seaweed

- For the industry, **new product development and value chain construction** by **Seaweed research institute**



In 2022 JIPA members proposed possible solutions based on WIPO GREEN technologies to several issues of UNDP

Philippine : Boracay Island economy improvement (SONY proposed their “Triporous” technology)

Bhutan : Plastic bottle trash

Laos : Air pollution due to open burning

Nepal : Improving food self sufficiency rate

Tanzania : Air pollution

Cameroon : Fuel for cooking

Lesotho : Crop damage caused by locusts

Kenya : Convert sign language to natural language

**Samoa : Reuse of fish processing waste,
etc.**

Zimbabwe : Grain damage caused by **Quelea bird**

Damage is over US\$50million/a year in all Africa.

Number of birds is over 100 million
and they eat 20t grain/a day



As a possible solution, JIPA proposed to UNDP a combination of three technologies, that is, **drone technology** used by a construction company (Komatsu) to monitor construction sites from above, **sound technology** by a power company (Energia) to control birds perched on power lines , and **traditional haze netting** for capturing birds.

Although this proposal was not accepted at the final stage 🌧️ it was a good experience for us to study this approach.



Q: How we find the environmental issues of the world ?

A: There are many information sources in your country.
For instance, we contacted **SHIP** to whom UNDP supports.
(SHIP= SDGs Holistic Innovation Platform = sdgs-ship.com/en)

About SHIP

The SDGs Holistic Innovation Platform, "SHIP" is a global open innovation platform that sees innovation opportunities in tackling the SDGs and aims to solve global issues with know-how and technologies of the private sector.

SHIP is managed by Japan Innovation Network (JIN) by partnering with diverse stakeholders both in Japan and overseas and forming "SHIP Ecosystem." Through innovation activities by utilizing know-how and technologies of Japanese private corporations and partners, SHIP is developing business models that will accelerate the achievement of the SDGs.

Global "SHIP Ecosystem"



SHIP Digital Platform

The SHIP Digital Platform connects global issues and needs with technologies and know-how of the private sector

The ignition point of innovation is correctly identifying the customer's hidden needs. Key to identifying these needs is the access to information on the ground.

The SHIP Digital Platform is an online platform specifically designed to collect 'raw information' on people's challenges and needs around the world. The data is shared online for free to identify opportunities for innovation.

Globe-spanning data collection



Finding opportunities for innovation from "Real Voice"



Develop business models





The SDGs concept is made by 5 P words

Partnership, People, Prosperity, Peace and Planet,

These five words cover almost all of world problems.

Among other experts **IP experts** can create **partnerships** among **people** and make **prosperity** and **peace** for save **the planet**.

Monopoly right = IP could be negative to the SDGs.

Because monopoly right is used only by the right holder and is limited to the capacity of the right holder's business size.

IP should focus more on functions of licensing and shared use of technologies. (It is the Concept of “JIPA Open Innovation Café”)

**If we consider IP as a tool for collaboration and having IP experts play a role in connecting countries, companies, universities and every entities,
the world can be saved by technologies.**

This is where IP experts can shine.

Thank you