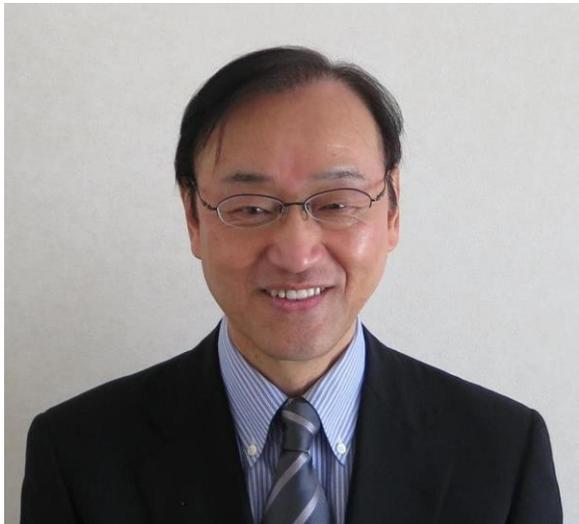


IP and Green Growth

-The role of IPRs in Global Challenges-

To contribute practically to the global effort to tackle
climate change



N. Kuji

Executive Managing Director
Japan IP Association
Principal
IP*SEVA Japan



The Marketplace for Sustainable Technology



WIPO GREEN is an online platform for technology exchange. It supports global efforts to address climate change by connecting providers and seekers of environmentally friendly technologies.

Through its database, network and acceleration projects, it brings together key players to catalyze green technology innovation and diffusion.



History

WIPO GREEN traces its origins to WIPO's discussions with the **Japan Intellectual Property Association (JIPA)** and other industry partners, who were keen to establish a mechanism that would inject transparency into green technology markets, particularly for developing countries.

A pilot database of green technologies available for license or sale was established by WIPO **in 2012**, which was followed by the formal launch of WIPO GREEN and its network in November 2013.



Propagating Green Technology:↵

A Japan Intellectual Property Association Proposal↵

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By Naoto KUJI*↵

By Cynthia CANNADY**↵

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Introduction↵

This article describes a new voluntary licensing initiative for sustainable energy and environmental technologies launched by the Japan Intellectual Property Association (JIPA)¹. The program is called the Green Technology Package Program (GTPP). Its objective is international dissemination and implementation of sustainable energy and environmental technologies (“green technologies”)². Green technology is an umbrella term that includes, but is not limited to, solar, wind, wave, current, tidal, biofuel and biomass, waste to gas, smart grid and

other IT, transport (electric vehicles, hybrid, diesel, natural gas, liquefied natural gas (LNG), hydrogen, vehicle to grid, train), geothermal, hydrogen fuel cells, new materials, thin film, construction, glass, aviation fuel and efficiency, storage (batteries), water filtration, desalination, purification, membranes, toxic remediation, carbon sequestration, and hybrid system technologies.↵

↵

The terms of each GTPP agreement will vary depending on the needs of the licensee and licensor. Arrangements for payment of consideration will vary: in some cases licensees will pay initial fees and/or royalties, in others, the parties will seek development assistance from governments and development banks to subsidize or guarantee project costs and licensor compensation. In some cases, projects will qualify for credits and/or assistance under the Clean Development Mechanism (CDM) of the UNFCCC. ↵

↵

Before providing a detailed description of GTPP and its operation (section 5), it is important to place the program in the context of climate change facts (section 1), the global response to climate change (section 2), relevant international legal commitments (section 3), and the opportunities and challenges presented by technology transfer (section 4). ↵

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Concept of GTPP





Starting Partners





Intellectual Property for Sustainable Energy Ventures



We will help your company develop an IP strategy to increase profits and expand markets.



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Contact



International Symposium of JIII in 2017 - Innovation at IOT age in Japan, U.S. and Europe- IPSEVA's three principals made lectures and joined panel discussion



IPSEVA Europe
Dr. Bertram Huber

IPSEVA USA
Ms. Cynthia Cannady

JIII Chairperson
Mr. Nomakuchi

IPSEVA Japan
Mr. Naoto Kuji



NOW

7,000+ Network members spanning 170 countries

115 Partners support WIPO GREEN

380+ connection support

3,000+ Technology data base

100,000+ Access



WIPO GREEN Strategic Goals



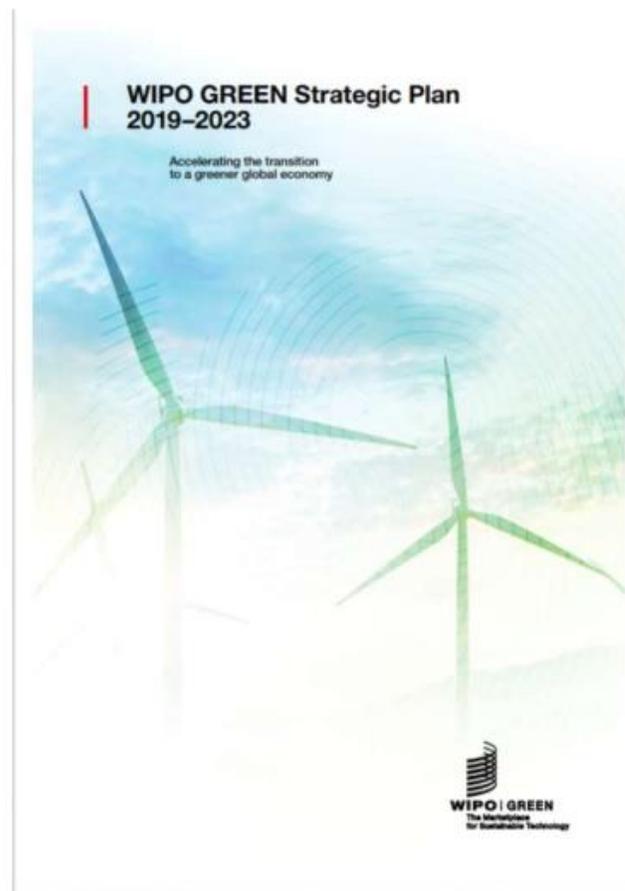
Link green technology providers and those seeking solutions in a targeted manner, catalyzing and maximizing the potential for green technology transfer and diffusion



Accelerate access to green technology innovation opportunities for countries at all levels of development



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





with Dr. Francis Gurry at JIPA symposium 2019



How to join WIPO GREEN as a partner

Joining requires a letter with details of the proposed contribution.

Partners will be invited to participate in the annual in-person meetings of the Advisory Board.

Benefit of uploading technologies/needs

Free of charge international promotion

Possibility to participate in WIPO GREEN activities

IP professional or green tech expert?

Advertise your services on the WIPO GREEN Experts database

Make your services accessible to the people who need it most

Contribute practically to the global effort to tackle climate change

