



Sharing green technologies and the role of IP Expert

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The Sustainable Development Goals concept is made by 5 P-words:

Planet,
Prosperity, Peace, Partnership,
People

These five concepts are broad and covers almost all of world problems.

Among them, **Planet** is more important than other P. (we think)
Because it directly relates to the survival of mankind.



RACE TO ZERO

Supported by



United Nations
Climate Change



COP25
CHILE



UN CLIMATE
CHANGE
CONFERENCE
UN 2021

The biggest issue in SDGs is Climate change.

There is The Race to Zero campaign, **(for Carbon Neutral)**

Which was launched by the UNFCCC in 2020.

It calls on companies, universities and every entities around the world to take immediate action toward Net Zero in 2050.

Monopoly right such as IP could be negative to the SDGs.
Monopoly right means that it is used only by the right holder and is limited to the capacity of the right holder's business size.

The concept of monopoly could be negative to the SDGs.

IP should not be an obstacle to the SDGs.

IP should serve as a tool for acceleration to SDGs.

For the use of technology for common human challenges, IP should focus more on functions of licensing and shared use of technologies.

If we consider IP as a tool for collaboration and having IP experts play a role in connecting countries, companies, universities and every entities,

It may be the only way the world can achieve Net Zero by 2050.



WIPO GREEN

The Marketplace for Sustainable Technology

WIPO GREEN is a database and interactive marketplace that promotes innovation and diffusion of green technologies.

It does this by connecting technology and service providers with those seeking innovative solutions.

There are acceleration programs.

2018 WIPO GREEN Events to **promote the needs of agriculture and water treatment in Cambodia, Indonesia, and the Philippines**

The photo shows the installation of SOURCE technology by the US company Zero Mass Water in Indonesia as a result of matching at the Manila event.

This technology uses hygroscopic materials to extract moisture from the air, turn it into water, and add magnesium and calcium to make it drinkable.



2019-2023 WIPO GREEN event

- Smart agriculture in Latin America



In Peru Bioplastics from Avocado seeds, Blueberry waste, Artichoke bracts.

Soil management, etc.

Brazil

Vegetable management, weed control, mechanization of tree pruning, use of pruning biomass, efficient fruit harvesting, mechanization of coffee harvesting, renewable energy for driving irrigation pumps, etc.

Chile

Weather forecasting tools, salinity management, groundwater collection technology, irrigation use, dealing with summer frost, low temperature rooms using renewable energy, solar panels for irrigation, etc.

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.

Issue by UNDP

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 to monitor construction sites from above, sound technology by a power company to control birds perched on power lines , and traditional haze netting for capturing birds.



IP should focus more on functions of licensing and shared use of technologies.

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 shared green technologies.

This is where IP experts can shine.

Thank you