



# **Introduction of JIPA SDGs Working Group**

**February 20, 2025**

**JIPA SDGs Working Group**

**YUICHI KAWAMURA**

**Naomi SHOJI**



# Japan Intellectual Property Association (“JIPA”)

Non-profit, non-governmental organization established in 1938 with the spirit of “Mutually Learning and Teaching between the members.”

## Membership

- 1,392+ Corporations/Orgs (No individual membership)
- 14 Countries/Region  
Philippines (**Hechanoba Group**), Australia, Brazil, China, Germany, India, Italy, Korea, Saudi Arabia, Spain, Taiwan, Turkey, USA, and UK
- 80% of patent applications filed with JPO are by JIPA members

## Publications & Communications

- 150+ Expert Articles
- 5 Practical Manuals and Research Reports

## Learning Programs

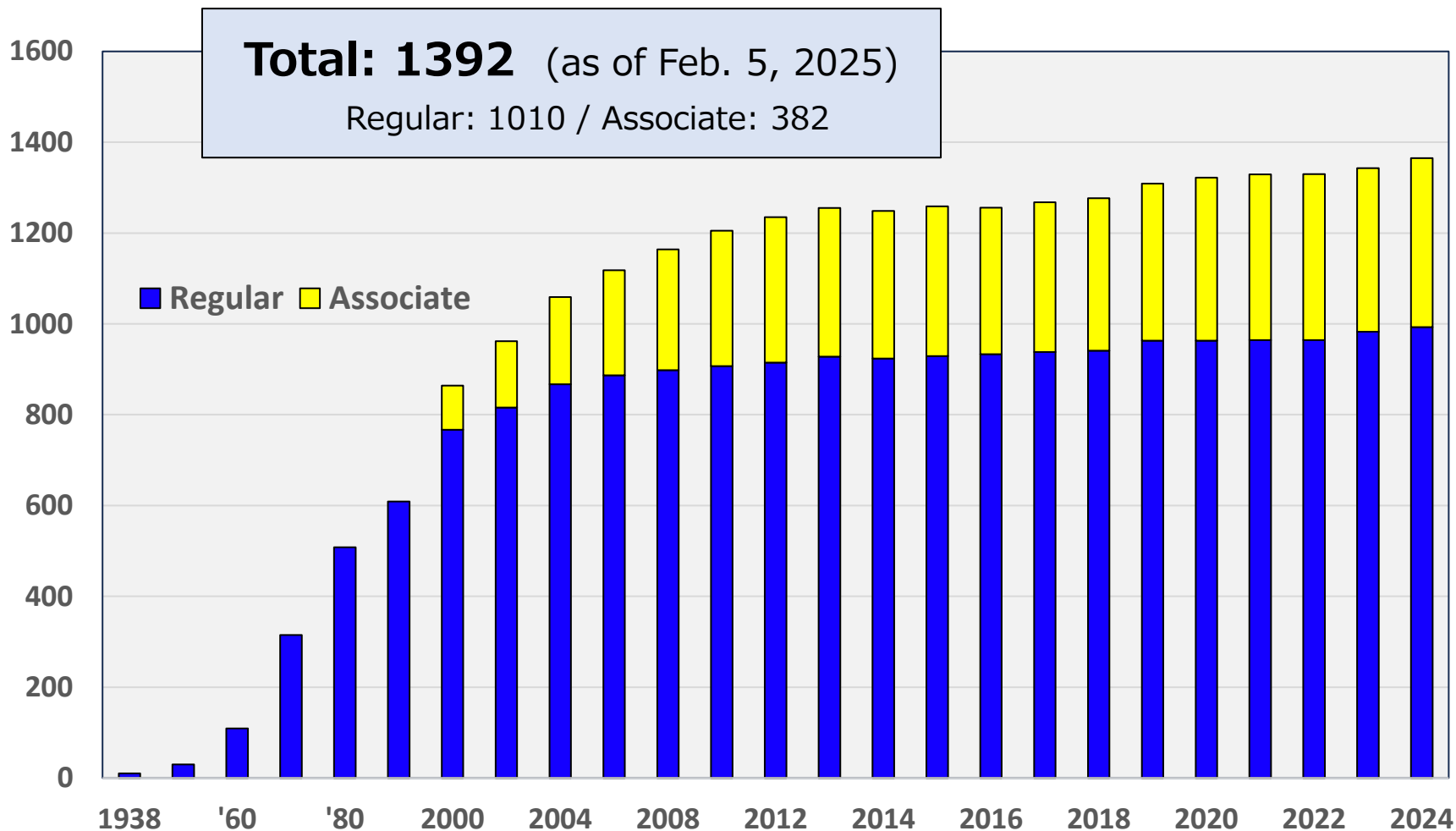
- 14,000+ Enrollments
- 160+ Courses
- 4,400+ Hours of Classes

## Committees and WGs

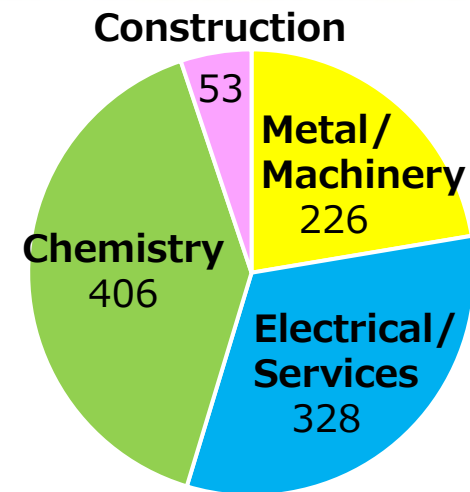
- 800+ Corporate IP Practitioners participating in 20 Committees and 10 Working Groups (**SDGs WG**, Open Innovation WG, etc.)
- 21 Opinions submitted to domestic, regional and international authorities



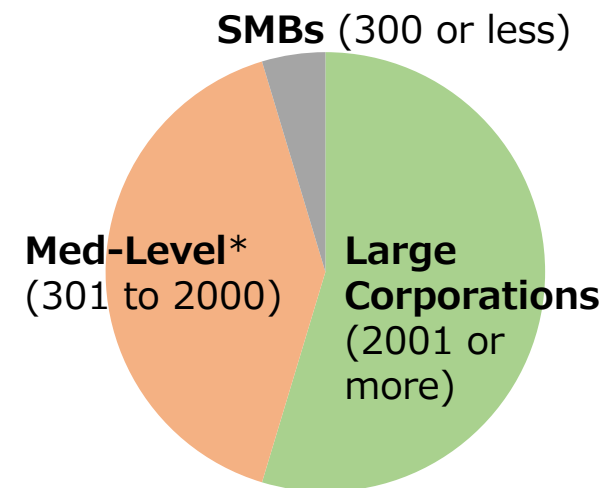
# JIPA Membership



Changes in the number of Membership



Breakdown by Industry



By Company Size (Employees)

(\*Definition introduced by Gov. in 2024)





# Major activities of JIPA

## 1. Expert Committees (20 Committees, 700+ Corporate IP practitioners)

- Study and Research, to be shared among Member Companies
- Practical opinions and suggestions offered externally

## 2. Policy & Strategy Working Groups (10 WGs, 100+ members)

- Strategic studies and discussions to submit IP comments to authorities

## 3. Learning Programs (160 courses, 14,000+ annual enrollments)

- Broad spectrum of learning programs available

## 4. Publication & Publicity Activities

- Monthly IP Bulletin
- Quarterly Newsletter
- Study Reports / Homepages / Mail magazines (bilingual)

Monthly Bulletin



## 5. JIPA IP Symposium

- 25<sup>th</sup> Symposium: January 29, 2026 at Tokyo International Forum

## 6. Assemblies

- General (Annual): Friday, May 30, 2025 at Chinzanso Tokyo
- Regional / Sectoral (Quarterly)

## 7. Others

- Dispatch JIPA members to the governmental councils
- Speaking engagements at invited meetings, seminars, and symposiums hosted by other organizations



Special Interview with Dir. Kathi Vidal, USPTO @Quarterly Newsletter (Oct 2023 Edition)



# JIPA's recent communication with the Philippines

- **Meeting between IPOPHL and JIPA on June 6, 2023 at the JETRO Tokyo office.**

From IPOPHL:

Rowel S. Barba(Director General),  
Ann N. Edillon (Director IV, Bureau of Partners ),  
Jesus Antonio Z. Ros (Director IV, Bureau of TM),  
Frederick P. Romero (Director III -Bureau of Copyright and Related Rights Officer-in-Charge-IP Academy)



- **EDITHA R. HECHANOVA, HECHANOVA GROUP, gave a prerecorded lecture to JIPA members in June 2024.**

“PHILIPPINES – AN OVERVIEW OF PROTECTION AND ENFORCEMENT OF TRADEMARK, DESIGN, PATENT & UTILITY MODEL RIGHTS”

<http://www.jipa.or.jp/english/index.html>

The screenshot shows a presentation slide with the following content:

- HECHANOVA GROUP** logo on the left.
- Hechanova & Co., Inc.** IP Prosecution Specialists
- Hechanova Bugay Vilchez & Andaya-Racadio, Lawyers** IP Contentious, Corporate
- PHILIPPINES: AN OVERVIEW OF PROTECTION AND ENFORCEMENT OF TRADEMARK, DESIGN, PATENT & UTILITY MODEL RIGHTS**
- PRESENTATION FOR THE JAPAN INTELLECTUAL PROPERTY ASSOCIATION (JIPA)**
- EDITHA R. HECHANOVA**  
June 25, 2024

A small video inset in the top right corner shows Editha R. Hechanova speaking.



# JIPA SDGs Working Group

**Purpose:** To contribute to solving global environmental problems through technologies owned by JIPA member companies.

**Members:** 16 members from 14 companies/organization (as of Feb. 2025)

**Canon**

**DAIKIN**

**Energia**  
中国電力

**HITACHI**  
Inspire the Next

一般社団法人  
**日本知的財産協会**  
JIPA  
JAPAN INTELLECTUAL PROPERTY ASSOCIATION

**JX** JX金属

**KAJIMA**

**KOBELCO**

**LIXIL**

**NISSAN**

**Panasonic**

**RPX**  
RATIONAL PATENT®

**SONY**

**unicharm**



# JIPA SDGs WG Activities in FY2024

## 1. Technology Package / Patent Pool for Green Technology

- Each technology owner registers their own technology separately in the WIPO GEEN database.
- However, when a combination of related technologies is required to solve a particular problem, a technology seeker (user) must negotiate with the owners of the related technologies individually.
- WIPO GREEN database will be more convenient and efficient if the related technologies owned independently by multiple companies can be packaged as a one-stop solution for the particular problem.
- SDGs WG is studying the Technology Package (Patent Pool) through the following two approaches.
  1. Identify technologies individually registered in the WIPO GREEN database that can be packaged to provide a one-stop solution for a particular problem.
  2. Look for technologies combined through consortium or joint development and register them in the WIPO GREEN database.



# JIPA SDGs WG Activities in FY2024 (Cont'd)

## 2. Matching technologies with needs

- Although many technologies are registered in the WIPO GREEN database from JIPA member companies, practical application and dissemination seem to be stagnating.
  - Once technology owners have registered their technologies in the WIPO GREEN database, they tend to wait for approaches by users.
  - Technology seekers do not proactively access the WIPO GREEN.
  - About 500 needs are registered in the WIPO GREEN database, but most of them are past their deadline and their contents are unclear and insufficient.
- SDGs WG investigates needs using databases such as WIPO GREEN, UNDP and JICA\*, and considers matching those needs with technologies owned by JIPA member companies (grass-roots matching activities).





# JIPA's Participation in WIPO GREEN

- ◆ WIPO GREEN is a framework for the international matching of technology providers (seeds) and seekers (needs) to encourage the global diffusion of environmental technologies.
- ◆ WIPO GREEN was launched in 2013 following JIPA's proposal and joint research.

## WIPO GREEN Partners (38 JIPA members / 157 worldwide)

Ajinomoto, Asahi Group Holdings, Osaka University, Kai, Kajima, Canon, Konica Minolta, Shiseido, Shobayashi International Patent and Trademark Office, Sumitomo Osaka Cement, Sumitomo Electric, Daikin, Daicel, Teijin, Denka, Tokai National Higher Education and Research System, Tokyo Institute of Technology, The University of Tokyo, Tohoku University, Toyo Aluminium Ekco Products, Toyota Motor, Toyota Industries, Nippon Light Metal, Japan Patent Attorneys Association, Japan Institute for Promoting Invention and Innovation, Panasonic, Hitachi, Fujitsu, Furukawa Electric, Hokkaido University, Honda Motor, Mitsubishi Electric, Meiji University, Meidensha, Ricoh, Waseda University, IBM, JIPA

## Technical registration only

Japan Organization for Metals and Energy Security, Kaneka, Kobe Steel, AIST, Sisvel, Sharp, Shindengen Electric Manufacturing, JP Steel Plantech, Sony, Taiyo Nippon Sanso, Chugoku Electric Power, Chiyoda, Dexerials, Toshiba, Totetsu Kogyo, JGC, Nissan Motor, NIPPON STEEL ENGINEERING, Proterial (Hitachi Metals), FUJITSU GENERAL, Fujifilm Business Innovation, Mazda Motor, Swing, Mitsubishi Chemical, Mitsubishi Heavy Industries, Yamaha Motor, IHI, JX Nippon Mining & Metals, LIXIL





Thank you for your attention.

# **JIPA SDGs Activity: “Caribbean Ocean Project”**

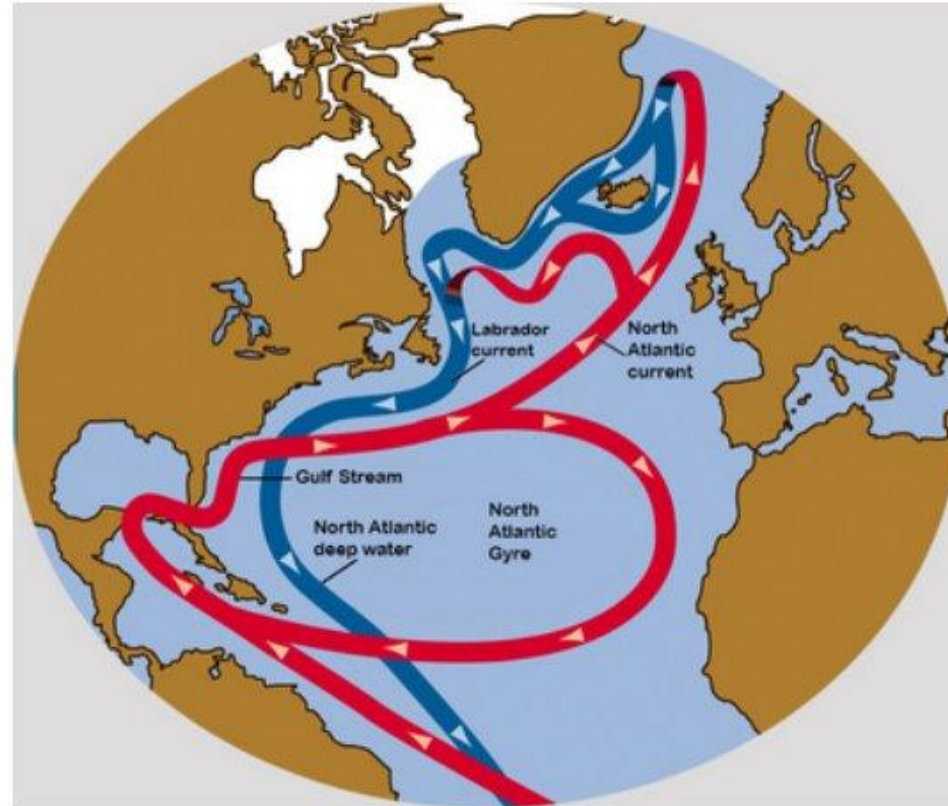
## **Marine Pollution and Waste Management**

*AP News: Trump signs order for plastic straws as he declares paper ones don't work*

*Yuichi Kawamura  
JIPA SDGs C Group;  
RPX Corporation*

# Inception of the Caribbean Ocean Project

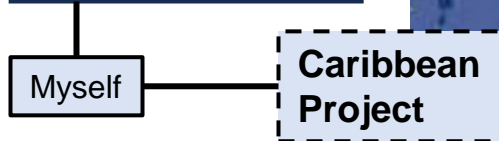
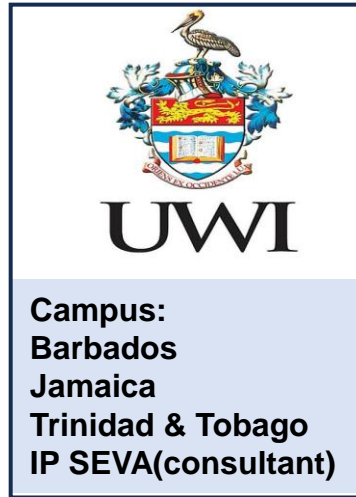
- Beginning:
- Small talk to an IP Seva Consultant;
- Marine plastic problems;
- Knows people of The UWI;
- Caribbean ocean waste problems;
- Initiating a project for Ocean waste



Unfortunately for the Caribbean, this gyre brings large quantities of plastic waste from the world's largest consumer of plastic articles, the United States, directly into the Caribbean and then brings it back around with Caribbean plastic waste to pick up African plastic waste and returns once again to the coastal streams of the southern United States.

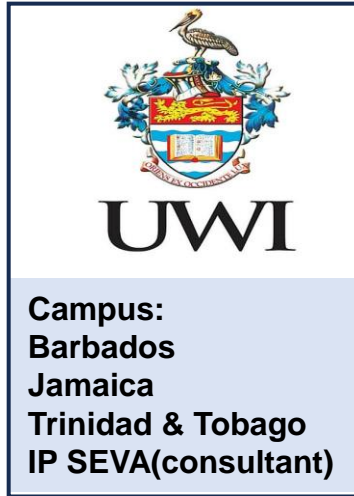
# JIPA - Caribbean Ocean Project Stage 0

The University of the West Indies



# JIPA - Caribbean Ocean Project Stage 0

The University of the West Indies



Caribbean  
Ocean  
Project

- Define the project goals and objectives.
- Assembling a team
- Designate project resources
  - Team members: the skills, experiences,
  - Budget: sponsors, financial aids
- Map out of the project schedule



# Caribbean Ocean Project with the UWI (draft)

Project Proposal

Clean Water Caribbean

Research, Development, and Technology Transfer for Solutions  
to the Problem of Plastic Waste in Seawater, Waterways and Landfill

Executive Summary:

Plastic waste threatens the health and economy of the Caribbean region.

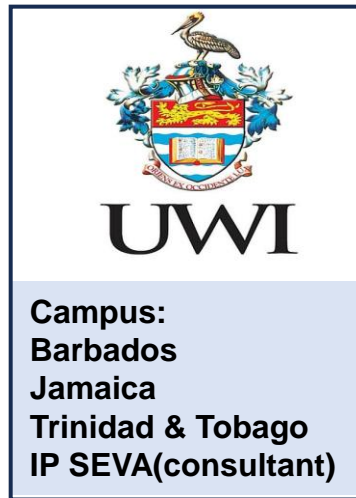
This project will engage a research team (principal investigators and graduate students from the three campuses of the University of the West Indies) and a business outreach team to:

- 1.) prioritize **the most critical problems caused by plastic waste** that can be addressed by technology (for example, landfill toxicity, waterway blockages and flooding, toxic pollution of agricultural soil and aquacultural sites, toxic chemicals in beach sand, microplastics in seawater and fish);
- 2.) review **scientific and patent literature to assess the state-of-the-art technologies available to address the critical problems** and their suitability to application to small island developing states (SIDS).

In furtherance of several United Nations Development Goals, including **#6 (clean water) and #14 (conserve and sustainably use the oceans, seas and marine resources for sustainable development)** this project will create a foundation for practical problem solving by encouraging indigenous applied research, technology development collaboration as well as technology transfer to Caribbean businesses.

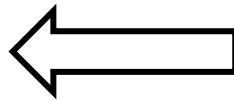
# JIPA - Caribbean Ocean Project Stage 0

*The University of the West Indies*



Myself

Caribbean Research Project




- Business Association specialized in IP
- Center of Excellence in IP and Technologies
- A top-quality team of skilled knowledge specialists
- Strong business network with:  
Japanese corporations;  
Business Associations;  
Technical Association;  
IP/Legal Associations
- Superb relationship with JPO, WIPO and other national IP Offices



# JIPA - Caribbean Ocean Project

*The University of the West Indies*



**UWI**  
Campus:  
Barbados  
Jamaica  
Trinidad & Tobago  
IP SEVA(consultant)

**Caribbean  
Ocean  
Project**

**SDGs Gr.**



**WIPO**  
Japan Fund

**Japan Patent Office**

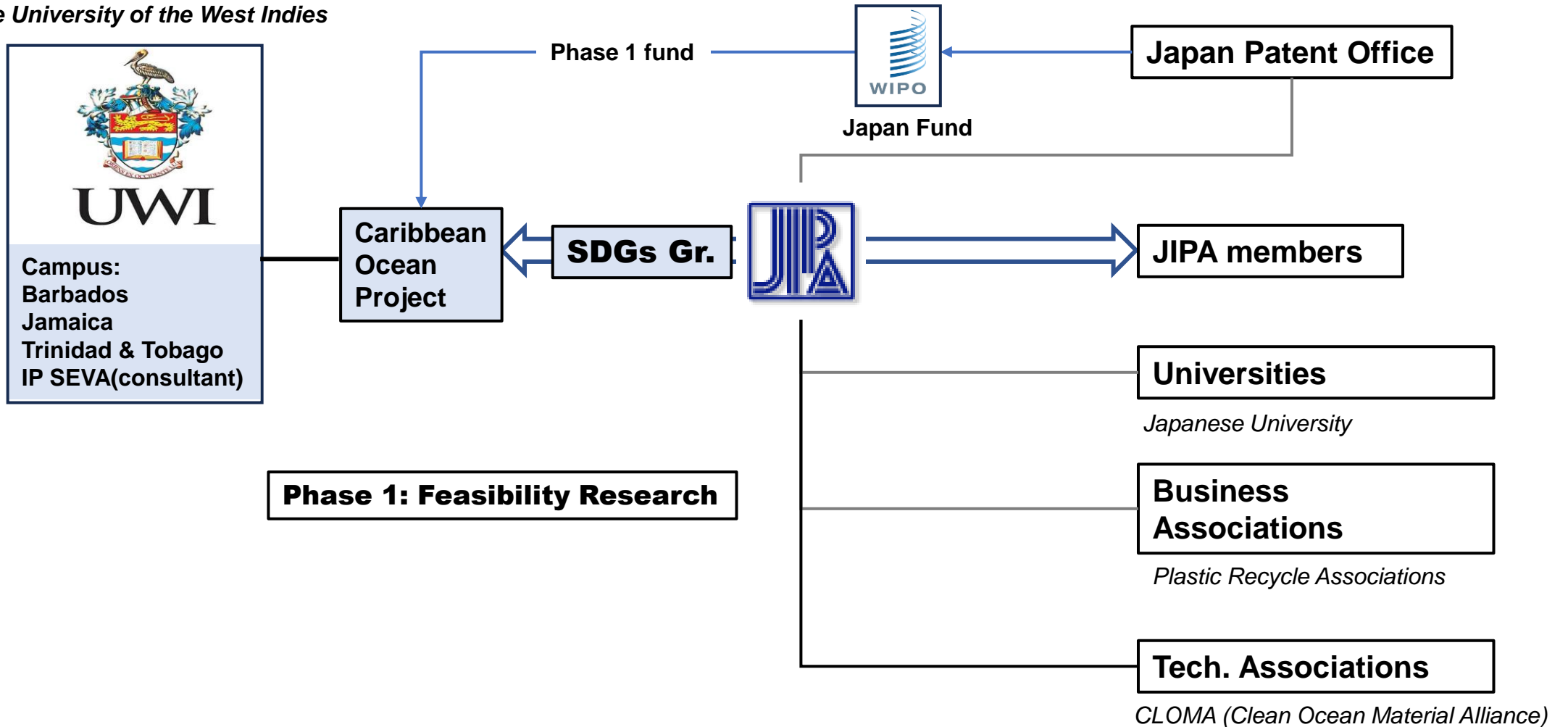
Phase 1 fund

**Phase 1: Feasibility Research**

- JIPA to provide Caribbean Project with:
- Support to obtain financial aid from WIPO
  - Best practices information:
    - Japanese waste management practices,
    - 3R (Reduce, Reuse, Recycle) technologies;
    - Incineration plants with low dioxin emissions;
    - patent search report on incineration plants;
    - bio-degradable plastic technology information
  - Project management support

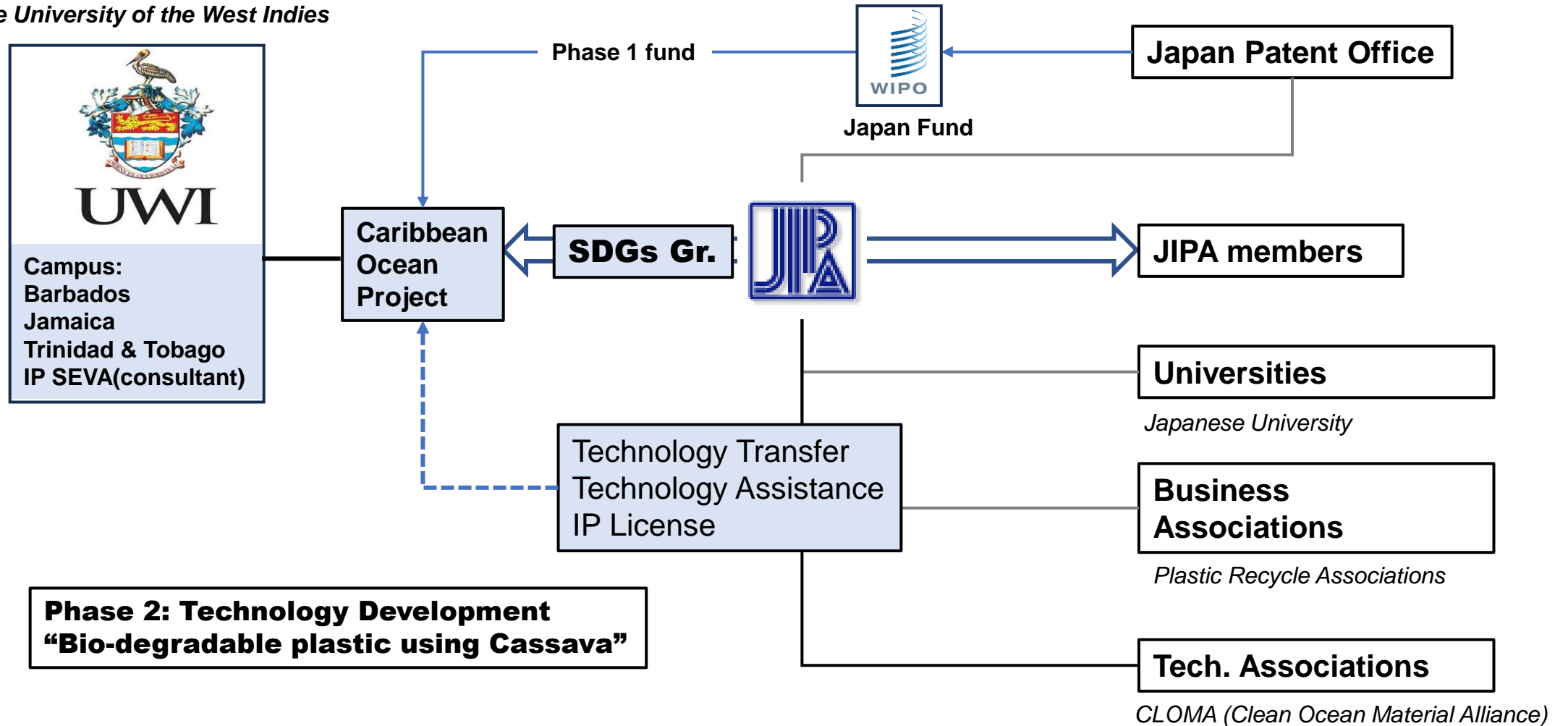
# JIPA - Caribbean Ocean Project

The University of the West Indies



# JIPA - Caribbean Ocean Project

The University of the West Indies



# JIPA - Caribbean Ocean Project/Phase 2 Proposal

**Plastic in Caribbean Water  
Principal Investigators' Report # 2  
to the World Intellectual Property Organization**

Review scientific and patent literature to *assess the state-of-the-art technologies* available to address the critical problems and their suitability to application to small island developing states (SIDS). Due: February 28, 2023

**by Joyann A. Marks  
University of the West Indies, Mona  
Kingston, Jamaica**

# **Biobased materials as alternatives to polyethylene, polypropylene and polystyrene (Styrofoam) packaging**

**by Joyann A. Marks**

**University of the West Indies, Mona**

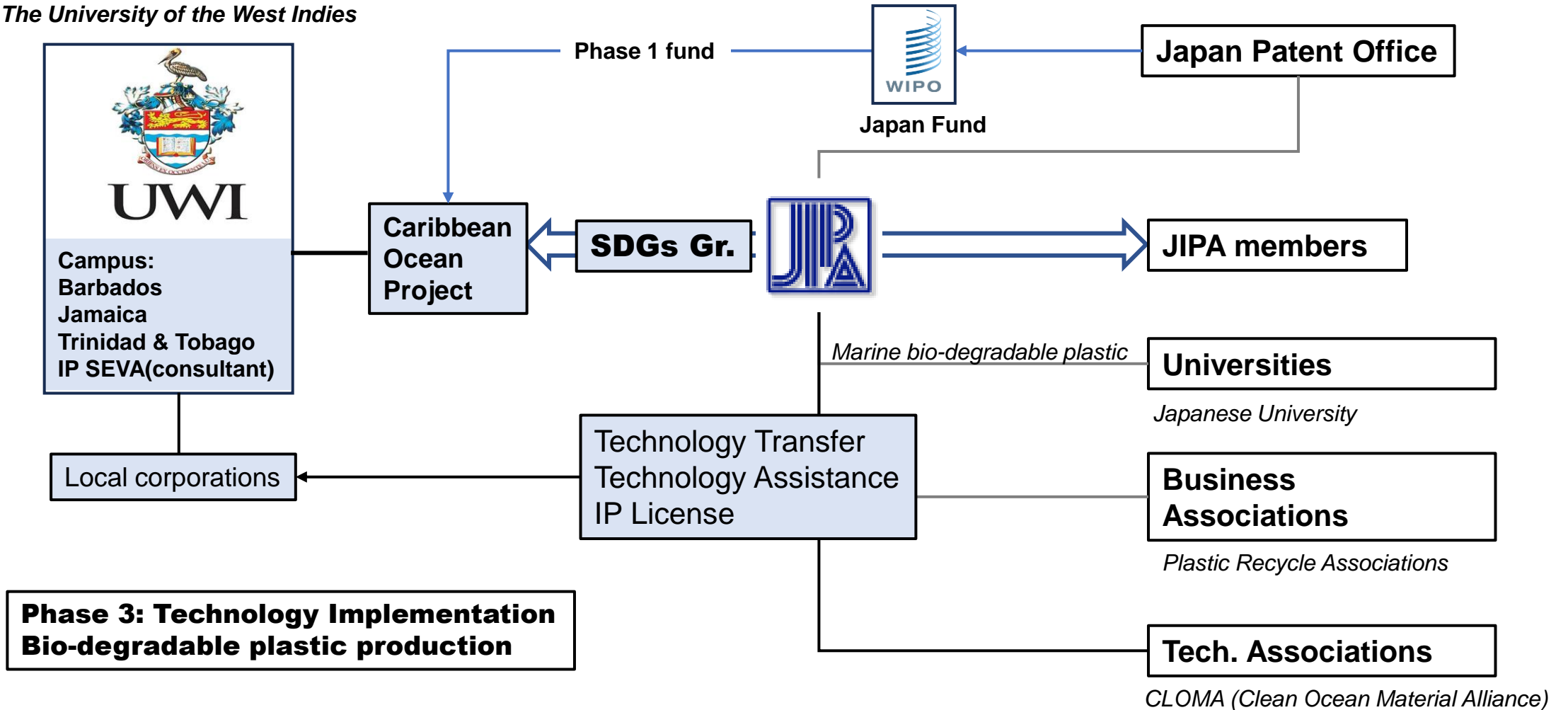
**Kingston, Jamaica**

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# JIPA - Caribbean Ocean Project

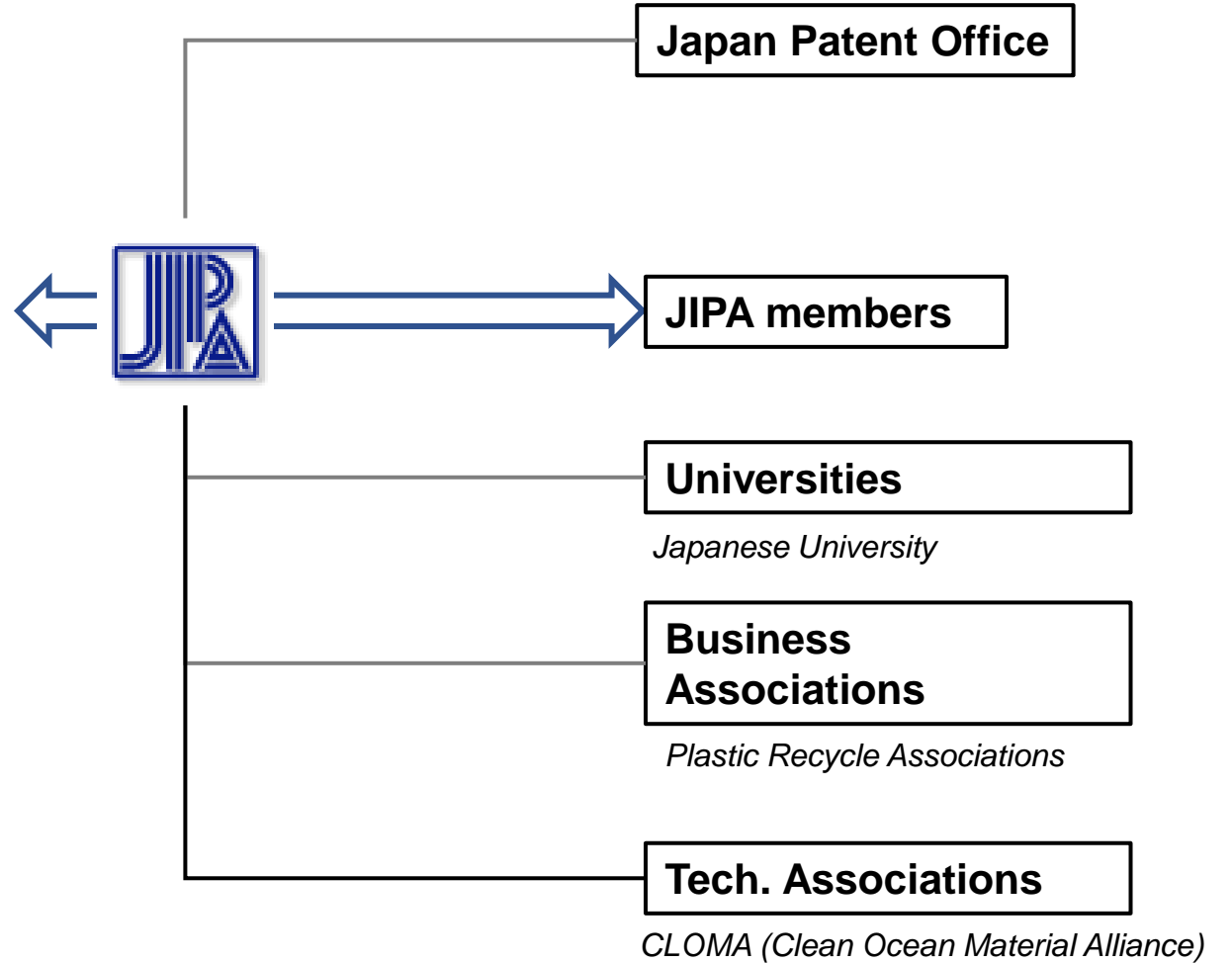
The University of the West Indies



# International Collaboration Framework

**Information/knowledge Hub  
of the clean technologies  
invented in Japan**

Technology Transfer  
Technology Assistance  
IP License



*Thank you*



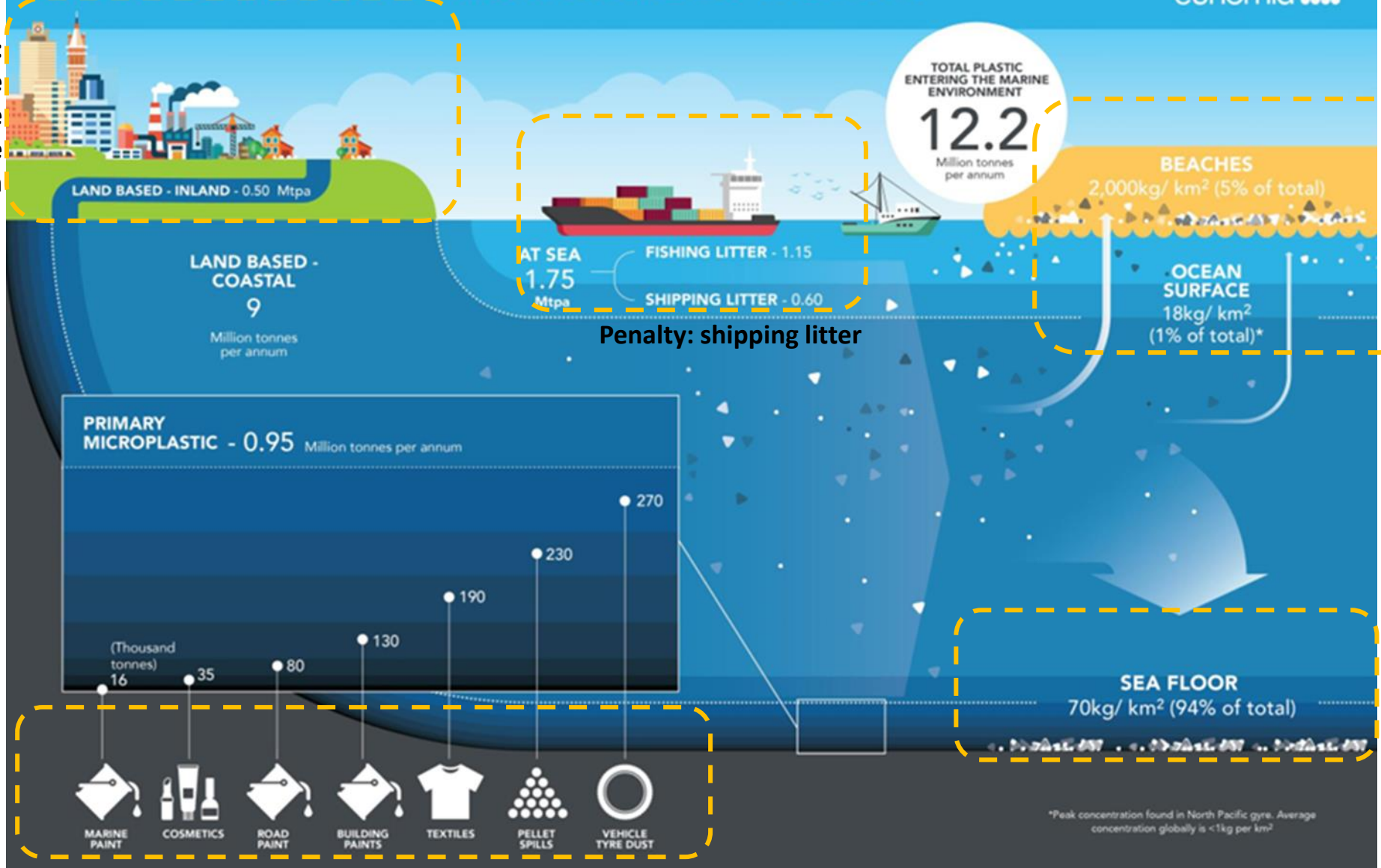


# PLASTICS IN THE MARINE ENVIRONMENT: WHERE DO THEY COME FROM? WHERE DO THEY GO?

eunomia 

3R:  
Reduce  
Reuse  
Recycle

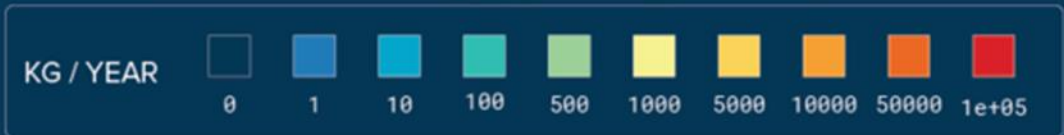
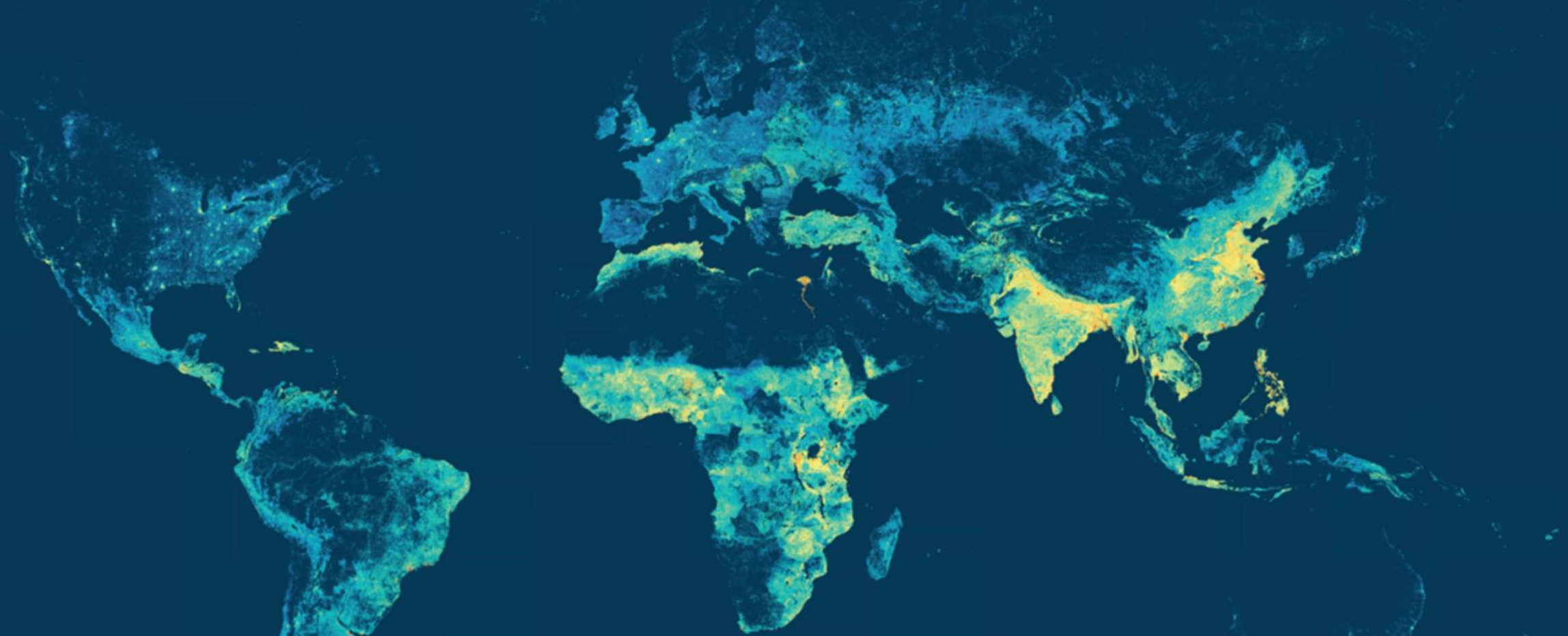
River trash interception



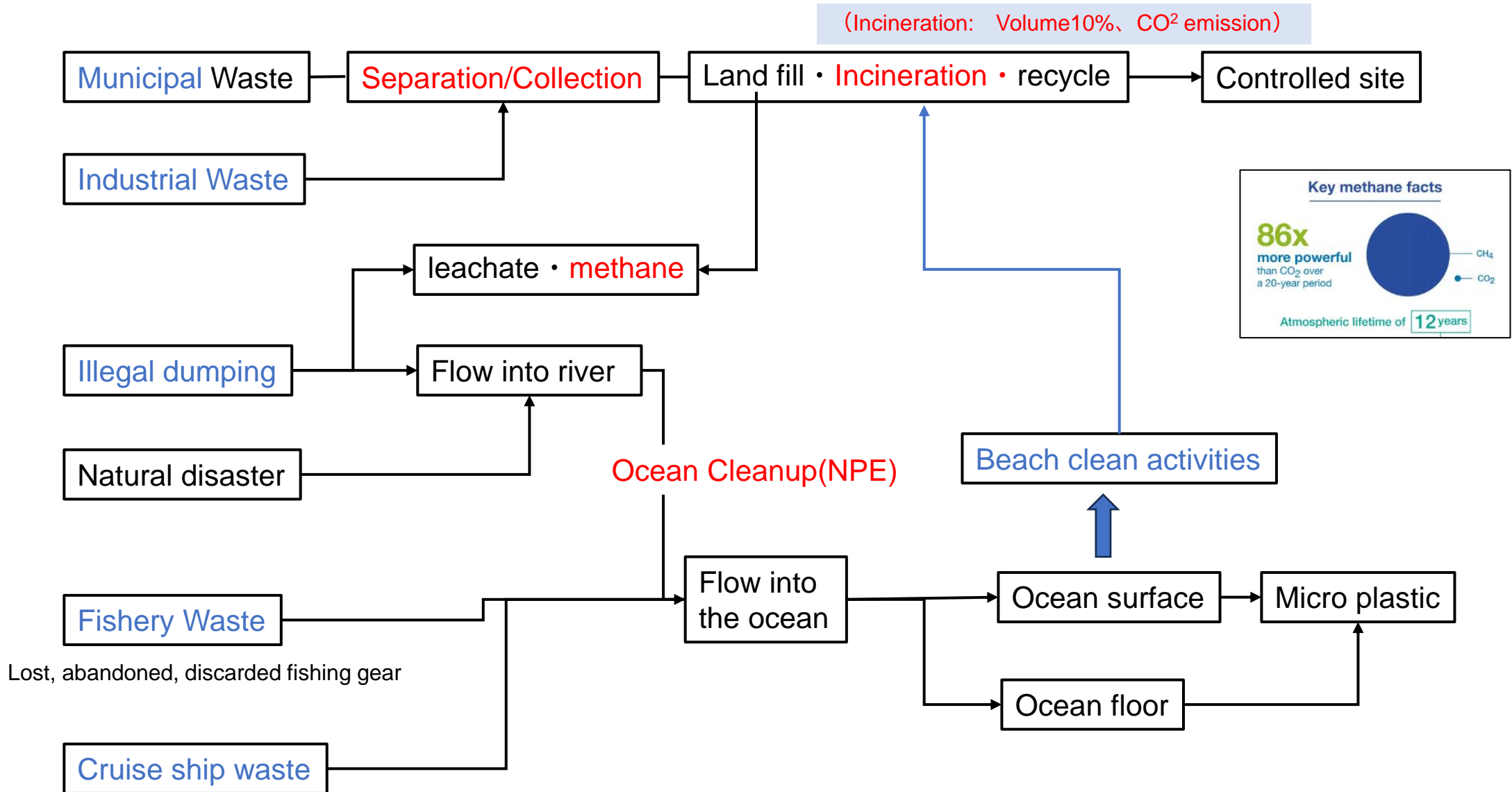
Beach clean;  
"Ocean Cleanup"

No solution

# WHERE MISMANAGED PLASTIC WASTE IS GENERATED



# Ocean Waste Flow



# Plastic and Waste Management

Background solution

Foreground solution

Landfill open dump site

Low Dioxin Emission Incineration Plant

1. Reduce emissions of greenhouse gases
2. Public health and quality of life





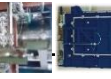










Actions to take:

- Open dump site to Controlled Dump site
- Landfill to Incineration, CH<sub>4</sub> vs CO<sub>2</sub>
- Low Dioxin emission incineration
- Waste to Energy Incineration Plant  
\*Carbon capture/storage, ash recycle
- Feed-in Tariff legislation
- Small incineration plants for islands
- Maintain forest area and limit space for dump site



- Education of waste management and recycling
- Building infrastructure of waste collection and recycling
- Increase jobs in the waste management sector
- Legislation for supporting recycling
- 3R (reduce, reuse, recycle) actions on plastic products
- River trash interception

# 15 small incinerator companies

Company Name	Image. (See source URL)	technology	overseas deployment (e.g. military forces)	address (e.g. of house)	Phone number	uniform resource locator
Rexport (Kemadora Co., Ltd.) <a href="http://www.quemadora.jp/">http://www.quemadora.jp/</a>		Exhaust gas reverse combustion rekindling system	long vowel mark (usually only used in katakana)	2-6-10 Miyazaki, Miyamae-ku, Kawasaki City, Kanagawa Prefecture	044-863-6152	<a href="http://www.rexport.co.jp">www.rexport.co.jp</a>
Okawara Manufacturing Co.		(Fluidized bed incinerator)	China, Italy, U.S.A.	1235 Kobe, Yoshida-cho, Haibara-gun, Shizuoka Prefecture	0548-32-3211	<a href="https://www.okawara.co.jp/">https://www.okawara.co.jp/</a>
OneWorld		Superheated Steam Pyrolysis Mobile	China	1-1-20 Nagayoshinagahara, Hirano-ku, Osaka-shi, Osaka	06-4392-7499	<a href="https://www.oneworld-jp.co/">https://www.oneworld-jp.co/</a>
Carp Corporation	 	Ashing furnace decomposition gas combustion system Renewable Energy / Power Generation System	long vowel mark (usually only used in katakana)	1-1-15 Kamishinden, Toyonaka-shi, Osaka	06-6155-9177	<a href="http://www.carpcorporation.net/">http://www.carpcorporation.net/</a>
The Carbon	 	High temperature and high pressure hydrolysis method External thermal decomposition method under oxygen-free conditions	long vowel mark (usually only used in katakana)	1-24-4-702 Nishi-Gotanda, Shinagawa-ku, Tokyo	03-5437-2976	<a href="http://thecarbon.jp/">http://thecarbon.jp/</a>
Wataya Mfg.		Low-temperature magnetization fumigation treatment method	long vowel mark (usually only used in katakana)	1082 Uemaruko, Ueda City, Nagano Prefecture	0268-42-3114	<a href="http://www.wataya-co.jp/">http://www.wataya-co.jp/</a>
Yanagida Industry		Electric + secondary combustion chamber system High water content marine organism treatment	long vowel mark (usually only used in katakana)	2-6-20, Chidori, Arai-cho, Takasago-shi, Hyogo, Japan	079-442-1521	<a href="http://www.yanagida.co.jp/">http://www.yanagida.co.jp/</a>
Wako Machinery Industries	 	Secondary combustion centrifugal separation vortex flow, Mass ventilation system	-	272 Higashi Uchino, Kawaguchi-shi, Saitama	048-295-3228	<a href="https://www.wacoh.ne.jp/">https://www.wacoh.ne.jp/</a>
rainbow branches		Induction-heated superheated steam type	long vowel mark (usually only used in katakana)	3-12 Kanpei-cho, Otsu-ku, Himeji City Himeji East Plant	079-236-8818	<a href="https://www.kogi.co.jp/">https://www.kogi.co.jp/</a>
OMI		Rotary fixed-volume small incinerator	long vowel mark (usually only used in katakana)	3-11-77 Higashiomiya, Minuma-ku, Saitama-shi, Saitama	048-663-5107	<a href="http://www.omi-inc.co.jp/">http://www.omi-inc.co.jp/</a>
Thomas Technical Institute	 	(Small incinerator)	Indonesia	5192-42 Katsuren Minamikazehara, Uruma City, Okinawa, Japan 1-14-4 Kanda Nishiki-cho, Chiyoda-ku, Tokyo	098-989-5895	<a href="https://thomasgk.com/">https://thomasgk.com/</a>
		Dust-collecting secondary		1734 Tsubaki, Minami-ku, Tokyo		

# PET Bottle Recycling

## Bottle to Bottle Recycling



Cap off  
Label off

Clean

Crush

Collection

# PET Bottle Recycling

Unit : k ton

		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	
JPN	2020												
	recycle ratio(%)	89.9%	83.5%	85.8%	85.0%	85.8%	82.6%	86.7%	84.0%	84.9%	84.6%	85.9%	
	88.5%												
	Collection ratio(%)	77.4%	72.2%	79.6%	90.5%	91.3%	93.5%	92.4%	88.8%	92.2%	91.5%	93.1%	
sales(k ton)	96.7%												
	565	596	604	583	579	569	563	596	587	626	593	551	
	collection(k ton)	437	430	481	527	529	532	520	541	572	552	533	
recycled(k ton)	508	498	518	495	497	470	489	501	498	529	510	488	
EU	recycle ratio(%)	32.1%	32.4%	36.0%	37.5%	40.7%	39.3%	41.2%	41.0%	41.8%	36.3%	39.6%	
	Collection ratio(%)	48.4%	48.3%	51.0%	52.3%	55.9%	57.2%	59.1%	59.8%	61.5%	56.1%	57.5%	
sales(k ton)	2,816	3,004	3,109	3,204	2,935	3,062	3,119	3,146	3,207	3,648	3,637		
	collection(k ton)	1,363	1,451	1,587	1,675	1,641	1,752	1,842	1,881	1,972	2,047	2,090	
	recycled(k ton)	905	974	1,120	1,202	1,195	1,204	1,285	1,291	1,340	1,323	1,441	
US	recycle ratio(%)	20.9%	20.8%	19.2%	21.1%	22.6%	21.6%	21.7%	20.1%	20.9%	20.3%	19.7%	
	18.0%												
Collection ratio(%)	26.6%	28.0%	29.1%	29.3%	30.8%	31.2%	31.0%	30.1%	28.4%	29.2%	28.9%	27.9%	
sales(k ton)	2,336	2,427	2,485	2,534	2,615	2,653	2,708	2,800	2,682	2,844	2,887	2,962	
	collection(k ton)	655	706	728	779	816	822	815	795	783	822	805	787
	Recycled(k ton)	489	506	477	536	590	572	588	562	561	577	567	532

(出所) 欧州：Wood Mackenzie社（2018年調査方法の精査修正）  
 米国：NAPCOR

※リサイクル率の分母をPETボトル販売量に統一して、推進協議会で計算し直しています。  
 ※元データの出所 米国=NAPCOR、欧州=PETCORE、2017年は、Wood Mackenzie、日本=PETボトルリサイクル推進協議会。  
 ※欧州のデータは、隔年報告。

## Development Platform for Marine-Biodegradable Biomass Plastics (MBBP)

PRODUCT, MATERIALS AND PROCESSES > BIODEGRADABLE/ BIOCOMPATIBLE PRODUCTS



Thermoplastic Starch Pellets

MBBP Spoon Prototype

<b>ID</b>	146410
<b>Owner</b>	<a href="#">Osaka University</a>
<b>Uploaded by</b>	Osaka University
<b>Type</b>	Technology
<b>Source</b>	User uploads
<b>Published</b>	Feb 21, 2022
<b>Updated</b>	Apr 11, 2022



EMAIL OWNER



VISIT WEBSITE

**Osaka University**

Description Benefits Other Information

Osaka University has announced the guidelines for material design to equip thermoplastics with a marine biodegradation function, and developed blending and compounding technology that enables fine tuning of the properties required in plastic products. We have established the "MBBP Development Platform," which will aim to develop and popularize marine biodegradable plastic products based on this technology, and will work together to develop products beyond the boundaries of the field of industry.

Plastic has enriched our daily lives with its characteristics such as its low cost, light weight, high designability and compatibility ascribed to its flexible formability, etc. While it has been used in a wide range of fields thanks to its durability and resistance to rotting, it has caused various environmental problems because of its resistance to decomposition in the natural environment. In recent years, marine pollution caused by plastic has become increasingly serious around the world, and more than 9 million tons of plastic waste are discharged from land into the ocean every year. It has been reported that the quantity of marine plastic waste will exceed that of fish by 2050. A worldwide movement has begun recently to reduce the one-way use of plastic, including plastic shopping bags, for which fees are now being charged.

In order for us to continue to use plastic in the future, it is necessary to change existing plastics into those that can coexist with the earth. In March 2020, Osaka University successfully developed a composite sheet with excellent marine biodegradability from inexpensive and familiar materials such as starch and cellulose. This outcome was reported on TV and made headlines in the media.

In order to develop and popularize marine biodegradable plastics that can coexist with the earth, they must have an equivalent performance and price competitiveness to that of existing plastics. Thus, Osaka University has announced the guidelines for material design to equip thermoplastics with a marine biodegradation function, and worked on the development of blending and compounding technology that enables fine tuning of the properties required in plastic products. This technology leads to the production of master batches/compounds of Marine-Biodegradable Biomass Plastics (MBBP).

We have established the "Marine-Biodegradable Biomass Plastics (MBBP) Development Platform," which will aim to develop and popularize marine biodegradable plastic products based on this technology, and will work together to develop products beyond the boundaries of the field of industry.

We can provide the following materials and technology that we own to companies and organizations that participate in the platform:

- Material design for the addition of marine biodegradability
- Thermoplastic starch pellets
- Biodegradable plastic blending technology => physical property fine tuning



# Waste Management Solution



**BASEL CONVENTION**  
*the world environmental  
agreement on wastes*

The fourteenth meeting of the Conference of the Parties to the Basel Convention (COP-14, 29 April–**10 May 2019**) adopted amendments to Annexes II, VIII and IX to the Convention with the objectives of enhancing the control of the transboundary movements of plastic waste and clarifying the scope of the Convention as it applies to such waste.

## **China: Ban on importing plastic and other waste materials**

China enacted in January 2018, banned the import of most plastics and other materials headed for that nation's recycling processors, which had handled nearly half of the world's recyclable waste for the past quarter century

Each country has its own unique social waste issues and problems;

Legislation, Education, Building Waste Management Infrastructure and Economy, and

Technical Solutions are mostly common;

**Technology and IP Transfer can play a significant role**

**Thank you**