



## WIPO GREEN

### The Sustainable Technology Marketplace

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## Background



### Global Challenges Program:

- ✓ “Think tank” functions, analysis, compilation of facts, etc.
- ✓ Service to others, and collaborations, sharing information
- ✓ **Explore and develop goal-oriented, pragmatic and measurable partnerships**

## What are the challenges?

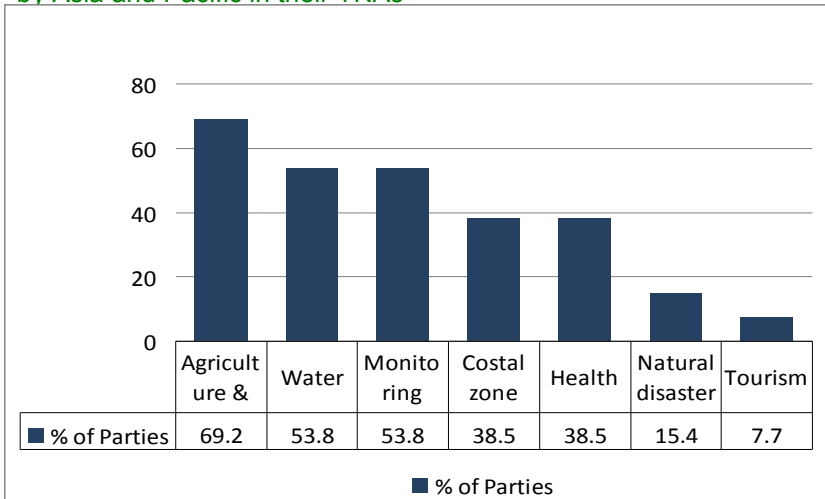
- More widespread use of Green technologies
- Specific challenges for developing countries
- Environment of trust
- Pertinent supporting services

## Specific Challenges in Asia

- 60% of world's population lives in Asia and the Pacific.
- The region's population density is 1.5 times higher than global average.
- Ten of the World's 25 largest and fastest-growing cities are in Asia.
- Urban population is projected to increase by 44 million annually over the next 20 years.
- Air pollution in most cities exceeds the World Health Organization standard limits.
- Indoor air pollution is high in most cities.
- Net forest loss is 1.4 million hectares/year in the last 10 years.
- Deforestation and other land use changes are responsible for 75% of total GHG emission in Southeast Asia.

## Specific Needs in Asia

Sectors and technologies commonly identified in relation to adaptation by Asia and Pacific in their TNAs

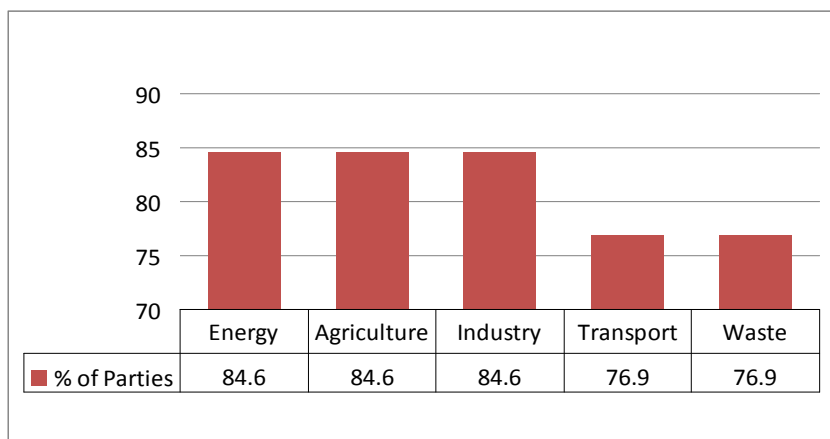


<http://unfccc.int/ttclear/jsp/Regionalanalysis.jsp>

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## Specific Needs in Asia

Sectors and technologies commonly identified in relation to mitigation by Parties from Asia and Pacific in their TNAs



<http://unfccc.int/ttclear/jsp/Regionalanalysis.jsp>

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## Specific Barriers in Asia and the Pacific (TNAs)

Type of barriers		BTN	KHM	CHN	IDN	IRN	JOR	LAO	LBN	NIU	PHL	WSM	LKA	THA	VNM
Economic/market	13	•	•	•	•	•	•	•	•		•	•	•	•	•
Human	10	•	•	•	•	•	•		•				•	•	•
Information/awareness	9		•	•	•		•		•		•	•		•	•
Institutional	12	•	•	•	•	•	•	•	•		•	•	•		•
Regulatory	10	•	•	•	•		•	•	•			•		•	•
Policy	8	•	•	•	•		•	•				•			•
Technical	9	•	•	•	•	•	•		•			•		•	
Infrastructure	4	•	•					•				•			
Others	4	•		•				•					•		
<b>Total</b>		8	8	8	7	4	7	6	6	0	3	7	4	5	6

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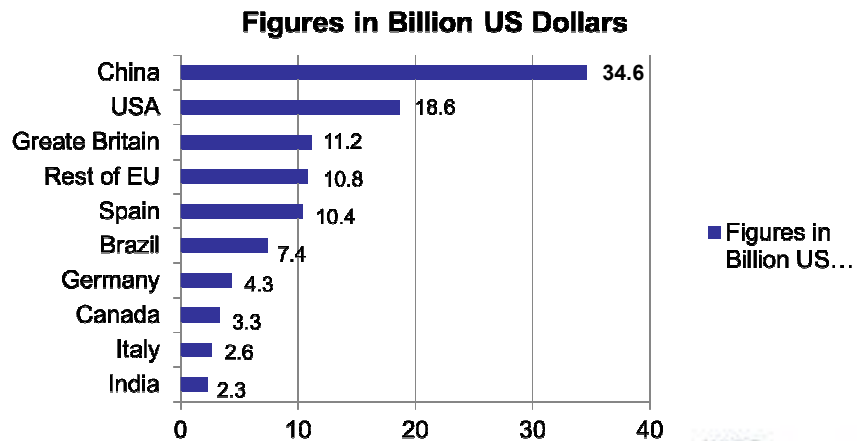
## Capacity-building needs in Asia and the Pacific (TNAs)

Capacity-building needs		BTN	KHM	CHN	IDN	IRN	JOR	LAO	LBN	NIU	PHL	WSM	LKA	THA	VNM
Information/awareness	14	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Human	6	•		•							•	•	•		•
Institutional/organizational	9	•	•	•	•	•	•					•	•		•
Technical	7			•		•	•	•				•	•		•
Policy/Programme-related	9	•		•		•	•	•	•		•	•			•
Regulatory	8		•	•		•	•	•	•				•		•
Economic/market	8	•		•		•		•	•	•			•		•
Infrastructure	1														•
Others	4			•				•	•				•		
<b>Total</b>		5	3	8	2	6	7	6	5	2	3	5	7	1	8

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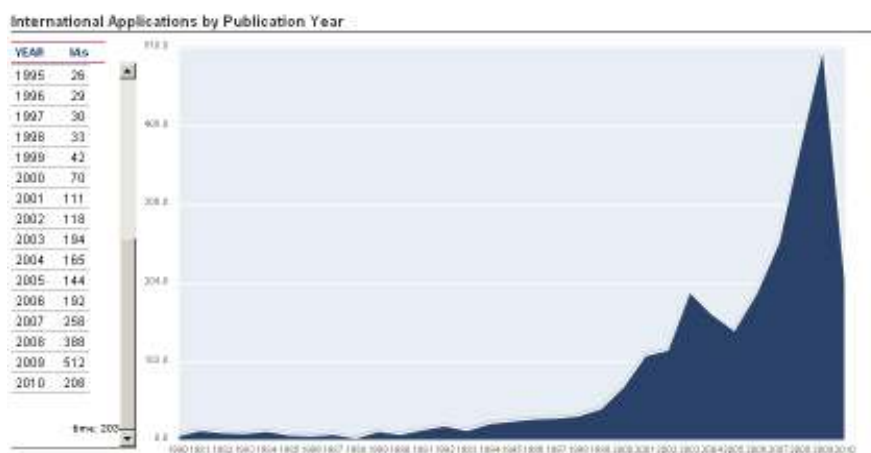
## Global Investment in Renewable Energy in 2009



Source: PEW Bloomberg

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## Example wind power: graphics organized by year of publication, country of origin, applicant name



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## WIPO GREEN - The objectives

Contribute to the acceleration of:

- Adaptation
- Adoption and
- Deployment

of “green” technologies, particularly in developing countries and emerging economies.

## The strategy

- ✓ More **transparent** marketplace
- ✓ Comprehensive **information** sharing
- ✓ **Inclusive and diverse**, with broad participation
- ✓ **Equal opportunity** in accessing supporting services
- ✓ Broad and flexible mechanism encouraging many **different business models**

## Forms of “partnering” (*sensu lato*)

- ✓ Foreign direct investment (turn-key operation)
- ✓ Sales of “solutions”
- ✓ Contract research & development
- ✓ Strategic partnerships
- ✓ Collaborations
- ✓ Joint ventures
- ✓ Patent licenses
- ✓ Mixed licenses (patents & know-how)

## The key component

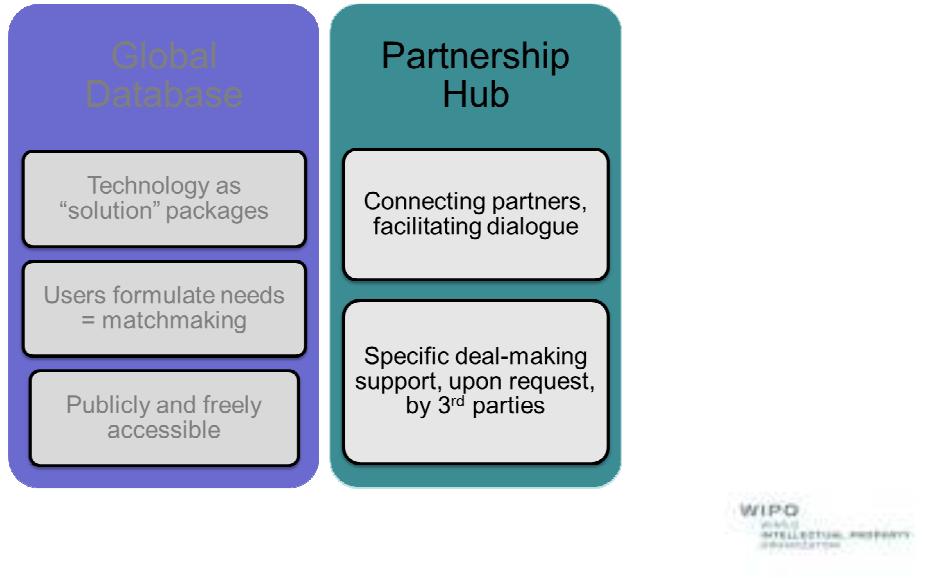
### Global Database

Technology as  
“solution” packages

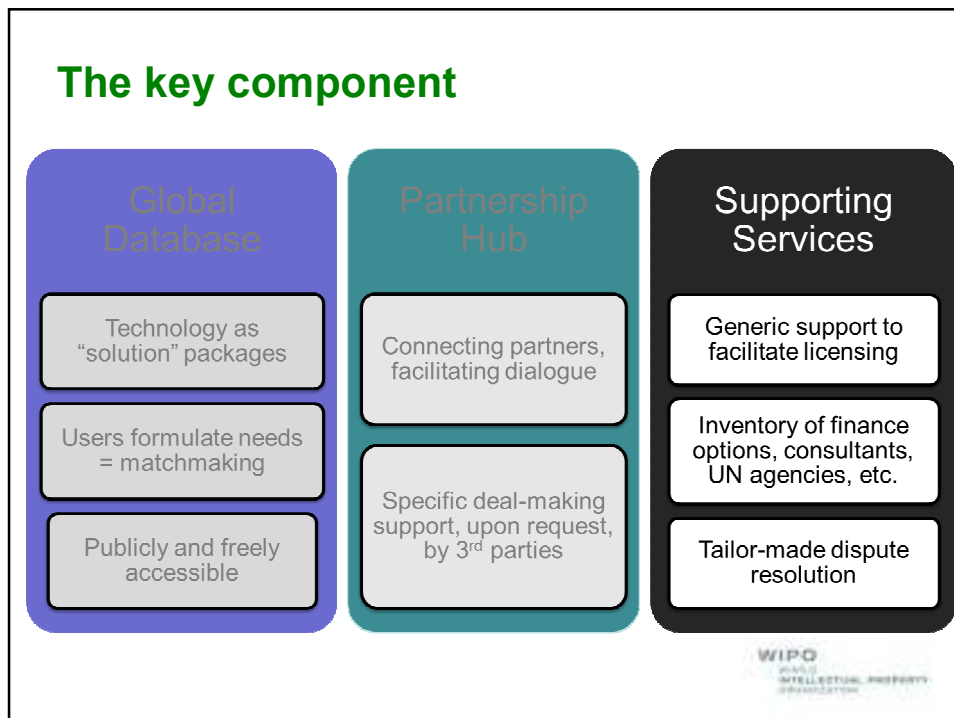
Users formulate needs  
= matchmaking

Publicly and freely  
accessible

## The key component

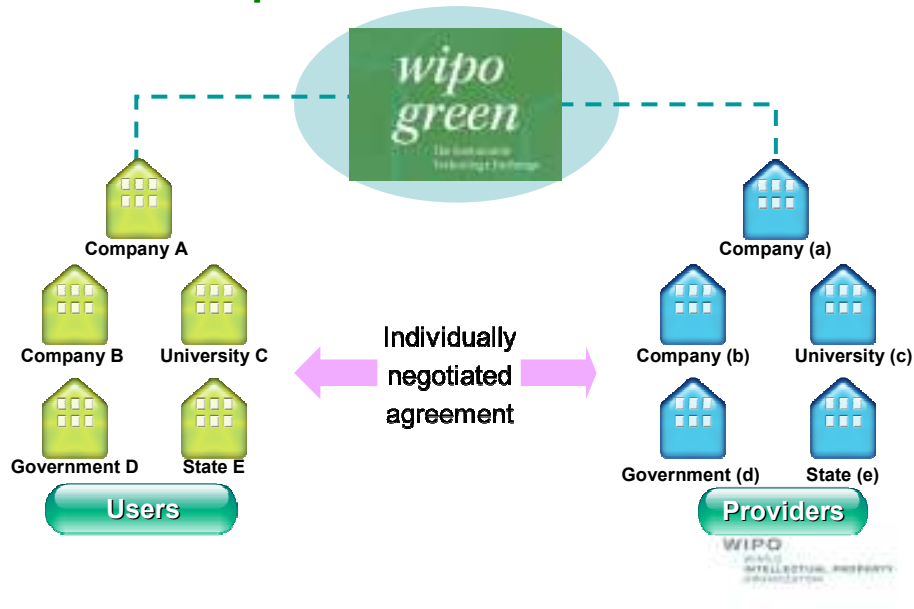


## The key component





## The marketplace



The screenshot shows the WIPO GREEN website interface. The browser address bar displays "WIP0 GREEN". The page header includes the **WIPO GREEN** logo and the tagline "The Sustainable Technology Marketplace", along with navigation links for "Create account", "Log in", and "Contact us". The main content area features the title "WIPO GREEN - The Sustainable Technology Marketplace" and a paragraph explaining that environmental technologies can contribute to a low-carbon economy. Below this, a section titled "WIPO GREEN:" lists key functions: connecting partners, enabling technology packages, matching needs with providers, and offering additional services like training and consulting. A "Recently Added Resources" section includes a link for "Vertical Green Biobed for the efficient degradation of pesticides (8 Sep 22, 2011)". The footer contains the WIPO logo and "WORLD INTELLECTUAL PROPERTY ORGANIZATION".

## The business cases (1)

### SMEs

- ✓ Specific niche markets
- ✓ Looking for more opportunities in different geographic regions
- ✓ Obtaining specific assistance



- ✓ Means to obtain financing
- ✓ Sales opportunities
- ✓ Technology opportunities
- ✓ Partnering opportunities

### Developing countries

- ✓ Technology Needs Assessments
- ✓ Needing improved technologies
- ✓ Obtaining specific assistance



- ✓ Accelerated access to technologies
- ✓ Supporting services

## The business cases (2)

### Large Companies

- ✓ Market and technology reach



- ✓ Opportunities to enter new markets and to reach out to new partners.
- ✓ Expanding options for companies in their search for solutions
- ✓ Reputational benefits: proactively engaged in promoting the uptake of green technologies

### Academic Institutions

- ✓ High quality, early stage technologies
- ✓ Little means to benefit from technical support from and to other countries



- ✓ Finding new partners with the capacity to develop, adapt or commercialize new technologies

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**Thank you**

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