

WIPO GREEN - the Sustainable Technology Marketplace and the contributions of JIPA

18th May 2014, Pattaya, Thailand

Regional Dialogue on Technology Facilitation for Sustainable Development

Session 2: Technology facilitation: experiences and the way forward

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Agenda

1. Brief introduction of Japan Intellectual Property Association (JIPA)
2. Original scope of the project in JIPA and WIPO
3. Official Launch of WIPO GREEN
4. Contributions of JIPA to WIPO GREEN
5. Current issues and future scope in WIPO GREEN

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Japan Intellectual Property Association (JIPA)

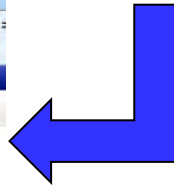
- Established in 1938 and has a history of 75 years.
- Non-profit, non-governmental and largest IPR Industry Organization in the World.
- As of May 2014,
 - Number of Regular members: 932
 - Number of Associate members: 334
- Objectives
 - The Association aims at contributing to the business of its Members by endeavoring to make full utilization of intellectual property systems and to improve them.
 - It also aims at contributing thereby to the sound progress of technology and development of Japanese industry.
- JIPA proposed the green technology packaging project to WIPO in 2008 and has collaborated with its Global Challenging Division from the very start of WIPO GREEN.



JIPA Website and Newsletter



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



I. Introduction of JIPA

The Japan Intellectual Property Association (JIPA), which is a non-profit, non-governmental and largest intellectual property rights (IPRs) users' organization in the world, was founded in 1938 with individual patent staffs from ten electrical appliances companies. Since then, it has been promoting rational, fair and effective protection of IPR for over seventy years. The number of the Regular Member is currently 912 companies registered in Japan. <[Read More](#)>

II. International Activities of JIPA

1) The 18th Industry Trilateral meeting

November 14, 2012, 18th Industry Trilateral was held in Kyoto, Japan. The discussion was taken with twelve issues regarding the harmonization of prior art search and examination. The fall meeting of IT is usually held as a pre-meeting of the "Trilateral Offices and Users meeting". However, present meeting discussed many issues because the harmonization activities by relating group, has been active, like, law amendment and/or improvement of many procedural matters. <[Read More](#)>

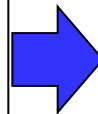


2) Trademark Committee attends TM5 Annual Meeting

A session was held with users at the TM5 annual meeting attended by the trademark offices of Japan, the U.S., the European Union, China, and South Korea, in Barcelona, Spain on October 31, 2012. This was the third session with users. The first session was held in Japan in 2011 as the first devoted to the subject of trademarks, based on the resolution adopted at the ninth annual meeting of the trademark trilateral in 2009. <[Read More](#)>



JIPA Newsletter
- IP Message from Japan -
News of JIPA International Activities.
(planning to start in summer of 2013)



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Collaboration of JIPA and WIPO

1992	UNFCCC adopted :	'Technology Transfer Promotion'
1997	COP 3	Kyoto Protocol adopted GHG reduction > 5% against 1990
2007	COP13	Bali Action Plan
2010	COP16	Technology Mechanism for development and transfer
2013	COP19	Technology Mechanism under discussion

"Not patents, but technology pack for transfer"

"IP based solution for global issues"

JIPA

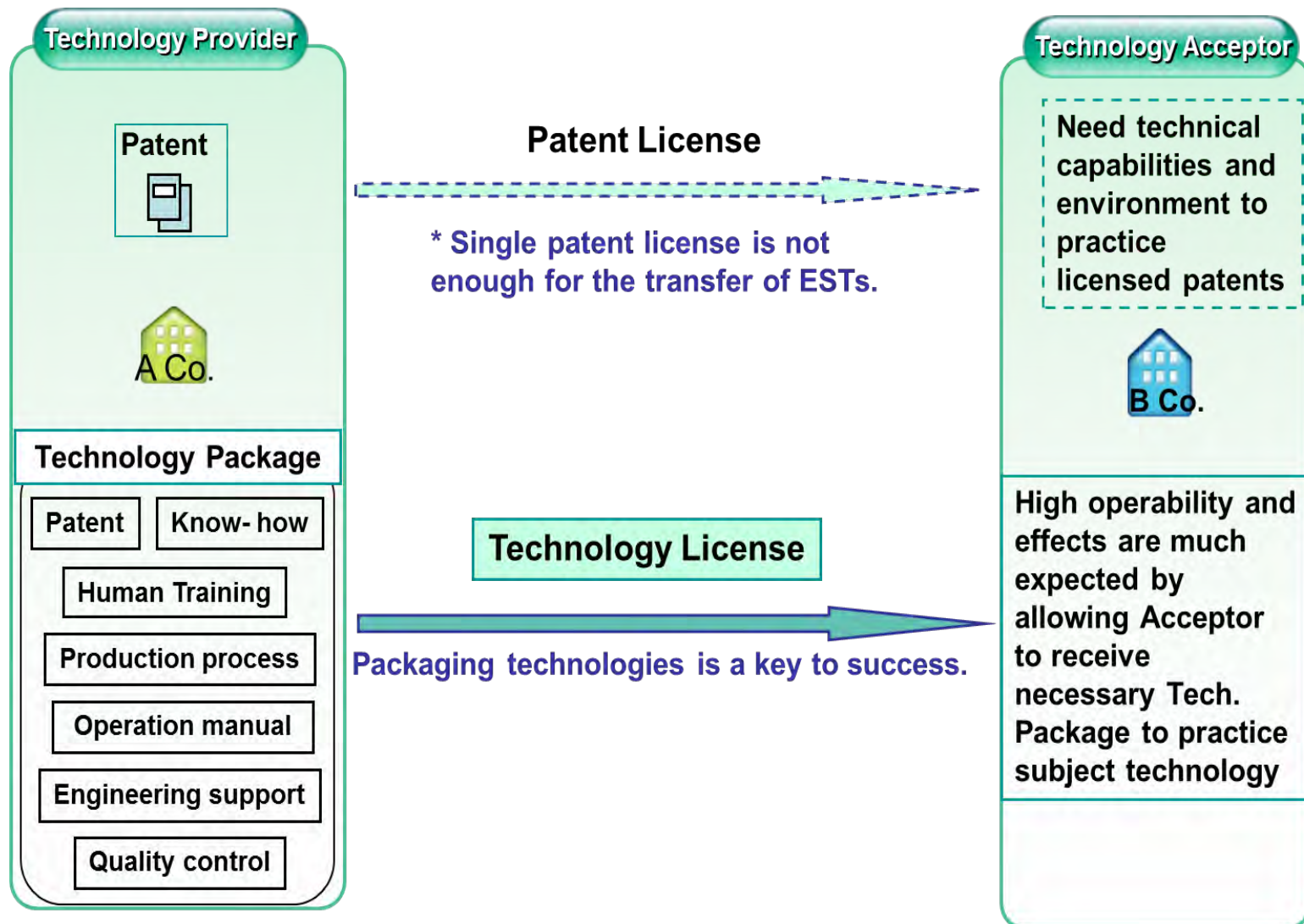
WIPO

Food Security
Climate Change
Healthcare

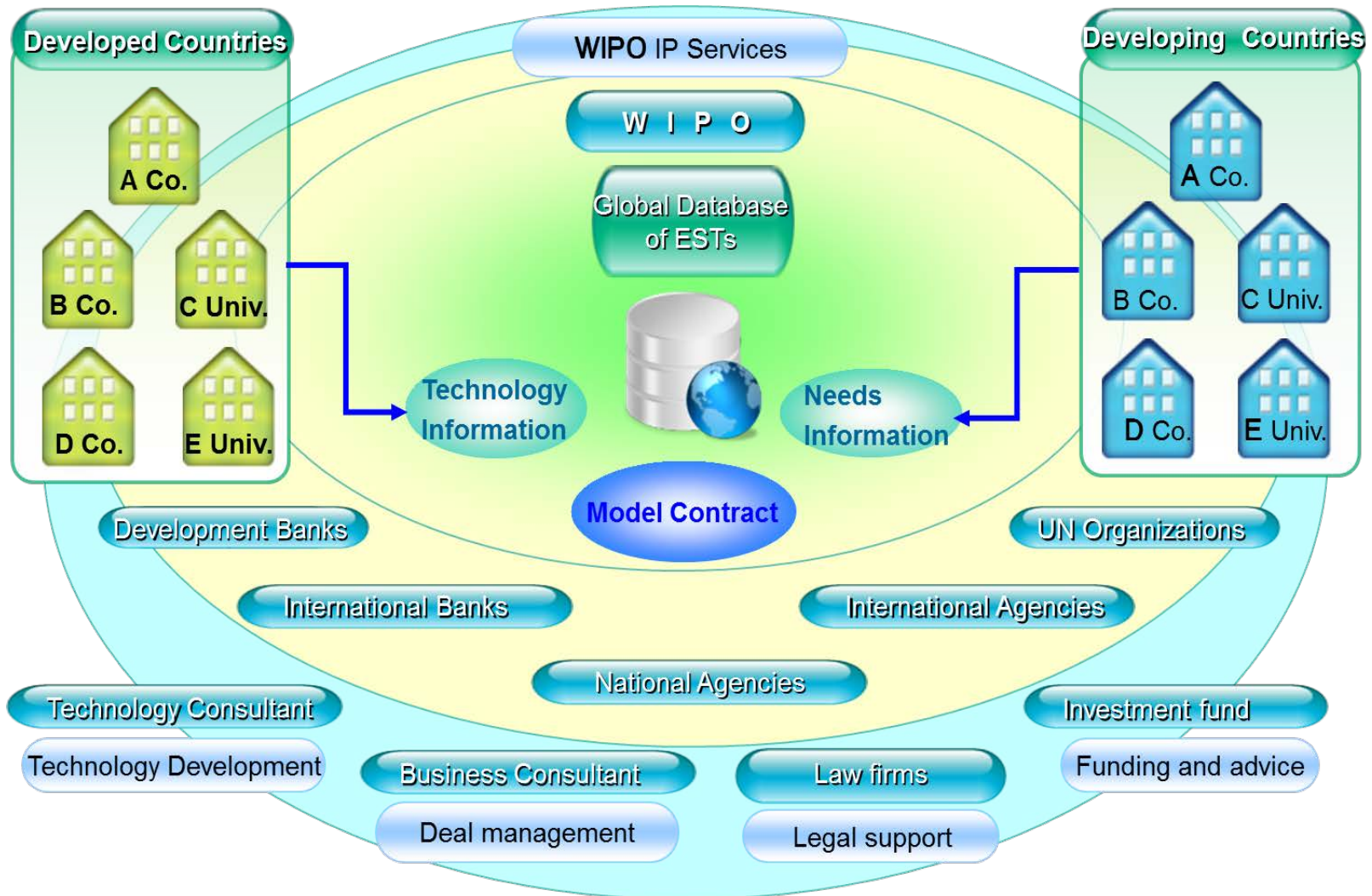
Since 2010, Joint Project to build global technology matching scheme

WIPO GREEN

Concept of Green Technology Packaging Platform (GTPP)



Comprehensive Image of WIPO GREEN



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WIPO GREEN Official Launch

(28th November 2013)

- H.E. Ambassador Dilip Sinha, India, Mr. Francis Gurry, Director General, WIPO, and Mr. Takeshi Ueno, President, JIPA (From left to Right) took the rostrum.
- Video messages from Ms. Cristiana Figueres, Executive Secretary of UNFCCC, and Mr. Achim Steiner, Executive Director of UNEP, on their expectation toward WIPO GREEN as one of the solutions for the climate change.



Website of WIPO GREEN



The screenshot shows the WIPO GREEN website. At the top, there are four colorful pinwheel-like logos. Below them is a navigation bar with links: Home, WIPO GREEN Network, WIPO GREEN Database, and WIPO GREEN Publications. The main content area features a large heading "WIPO GREEN database" and a sub-heading "Search for green technology and intellectual property assets. If you are a provider search for assets." Below this is a search bar with a "Go" button. To the right of the search bar is a "WIPO GREEN Network" section with a "Find WIPO GREEN Network" button. Below the search bar, there are four categories of green technology: "Sustainable development, high technology, and innovation", "Agriculture and forestry", "Renewable energy production", and "Waste management". Each category has a small image and a brief description. Below these categories is a "WIPO GREEN network" section with a "Find WIPO GREEN Network" button. Below the network section, there is a "Latest News" section with a "Find News" button and a "Latest Events" section with a "Find Events" button. At the bottom of the page, there is a large banner with logos of various organizations, including ADB, AUTM, CIPIT, R. ROBIN PAUL, ProDev, Cambridge IP, Fortec, EcoMachines, INPI, IP-SEVA, JIPLA, The Innovation Hub, R&D, Villgro, Siemens, and GiveWatts.

WIPO GREEN Partners (as of 28th Nov. 2013)

■ UN Organizations

- United Nations Environment Programme (UNEP); including the Climate Technology Centre & Network (CTCN)
- United Nations Global Compact (UNGC)
- United Nations Office for South-South Cooperation (UNOSSC)

■ International Organizations

- Asian Development Bank (ADB)
- **East Africa Climate Innovation Network (EACIN)**
- infoDev, Climate Technology Program (World Bank)
- International Centre for Trade and Sustainable Development (ICTSD)
- International Chamber of Commerce (ICC)
- International Federation of Intellectual Property Attorneys (FICPI)
- Licensing Executives Society International (LESI), Public Interest Intellectual Property Advisors (PIIPA), World Business Council on Sustainable Development, (WBCSD)

■ National Organizations

- **Brazilian Institute of Industrial Property (INPI), Brazil**
- **Kenya Climate Innovation Centre (CIC), Kenya**
- **South-South Global Assets and Technology Exchange (South-South GATE), China**

■ Academics

- Association of University Technology Managers (AUTM), United States of America
- **Brazilian Forum of Innovation and Technology Transfer Managers (FORTEC), Brazil**
- **Sabanci University, Turkey**
- **Strathmore University, Kenya**

■ Industries

- **Bamboo Bikes Initiative, Ghana**
- Japan Intellectual Property Association (JIPA), Japan
- Siemens, Germany

■ Consultants

- CambridgIP, United Kingdom
- Ecomachines Incubator, United Kingdom
- GIVEWATTS, Switzerland
- Innovation Insights, Switzerland
- **Inovent Innovative Ventures, Turkey**
- Intellectual Property for Sustainable Energy Ventures (IP*SEVA), Germany/Japan
- R20 Regions of Climate Action, Switzerland
- **Robin Paul Advisory LLP, Malaysia**
- **Sathguru Management Consultants, India**
- **SOLBEN, Mexico**
- **The Innovation Hub, South Africa**
- **Villgro Innovations Foundation, India**

Principles of WIPO GREEN

- **Transparency:** WIPO GREEN, as a global repository of technologies, best practices and analyses, contributes to a more open market.
- **Partnerships:** WIPO GREEN brings together the public and private sectors on a voluntary basis to facilitate collaborations and accelerate investments.
- **A comprehensive understanding of needs:** WIPO GREEN offers a space for publicizing needs, allowing interested parties to respond to and offer solutions.
- **IP rights:** WIPO GREEN encourages the exchange, sale and licensing of technologies and their associated rights.
- **Agreements that originate through the use of the WIPO GREEN** are the responsibility of the contracting parties.

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Contributions of JIPA to WIPO GREEN

- To promote participation of Japanese companies who have green technologies
 - ⇒ Registration of the technologies
- To support propagating the green technologies to countries and industries who need them
 - ⇒ Global promotion and networking
- To engage in advisory board to further develop and shape the platform
 - ⇒ Actively participating in organizing the effective architecture of WIPO GREEN

Japanese Companies who have registered their technologies to WIPO GREEN Database (as of May 2014)

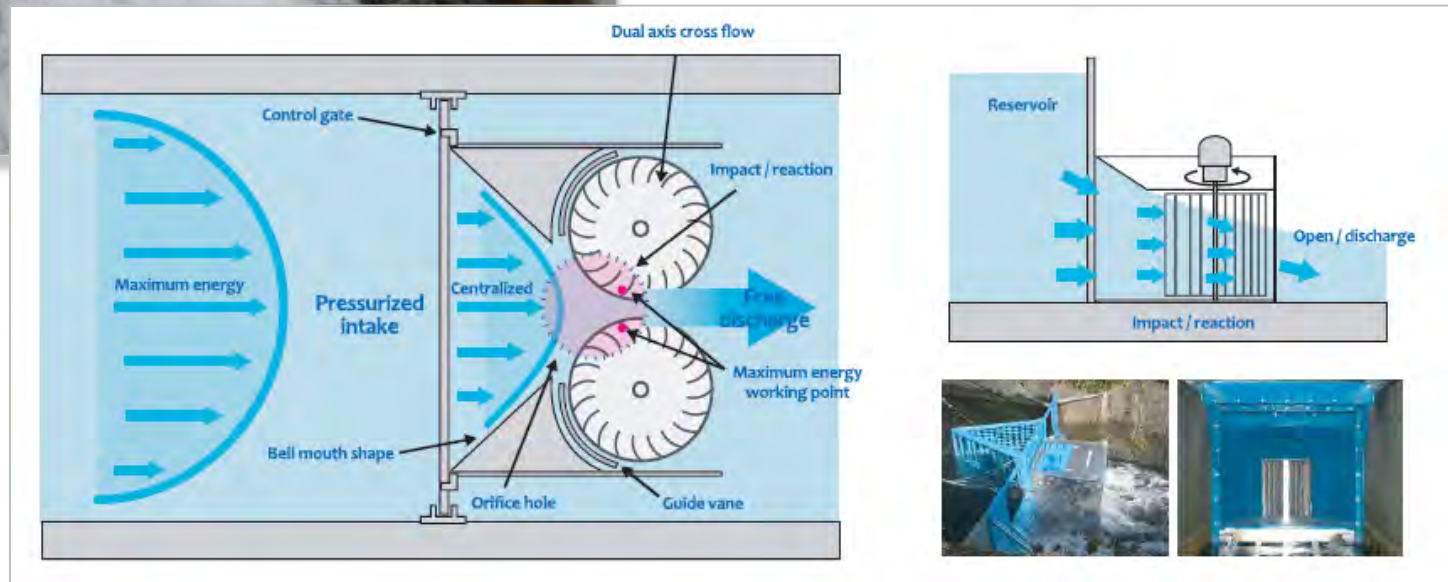
- Honda Motor Co., Ltd.
- Hitachi, Ltd
- FUJITSU LIMITED
- TEIJIN LIMITED
- JGC Corporation
- Panasonic Corporation
- Sony Corporation

- Waseda Environmental Institute
- Rural Environment Research Association
- Quantum Design Japan, Inc.
- Seabell International Co., Ltd.

STREAM: Ultra Low Head Hydro Power System



- Developed by Seabell International Co., Ltd.
- Easy installation, Simple utilizing Water Current
- Renewable Energy 24 hrs, 365 days
- Does not Require Dam or Penstock
- Broad Range of Application



WINTRAY: High-Throughput and High-Efficiency Extraction Column System

■ Developed by JGC Corporation

High Extraction Performance applicable to Dirty Service

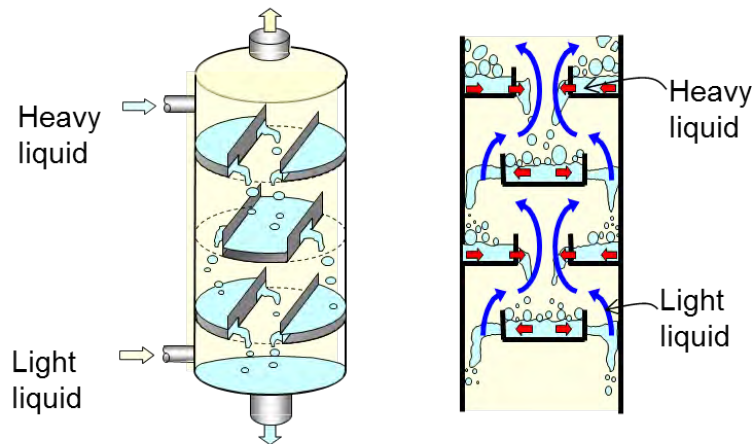
Features

- WINTRAY® consists of trays and weirs with windows.
- For revamping:
Throughput ups two to five times greater than from conventional column.
- For new installation:
Tower diameter reduced to 1/2 to 1/3 of conventional column.

Application

General liquid-liquid extraction operations

- Aromatics extraction
- Chemicals extraction
- Process performance intensification



Reference

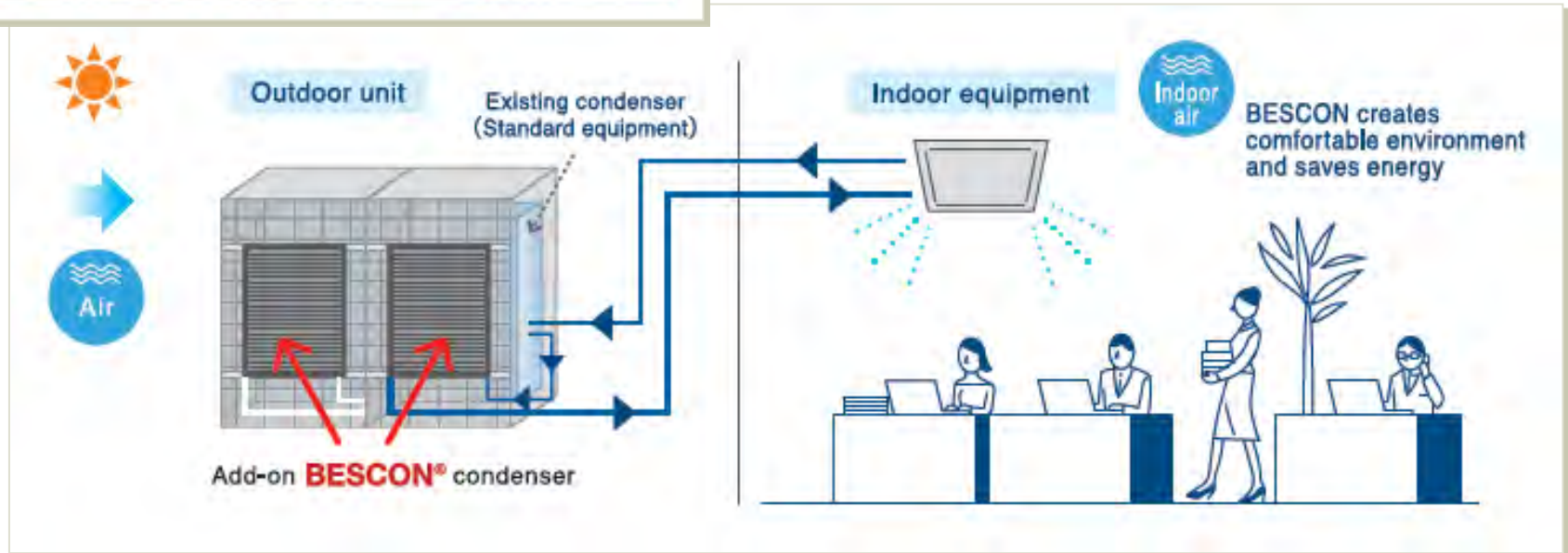
Licensed to projects of

- Aromatics: 2 units
- Chemicals: 10 units

BESCON[®], great energy saving at low cost



- Registered by Quantum Design Japan (originally developed by TEIJIN Engineering Ltd.).
- An average of 20% reduction in overall power usage.



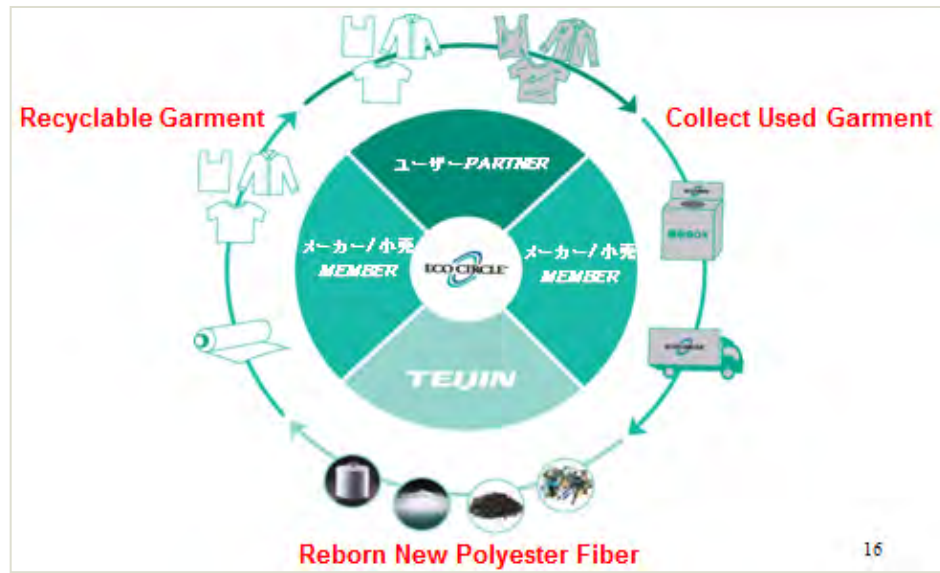
ULV, Ultra Lightweight Vehicle



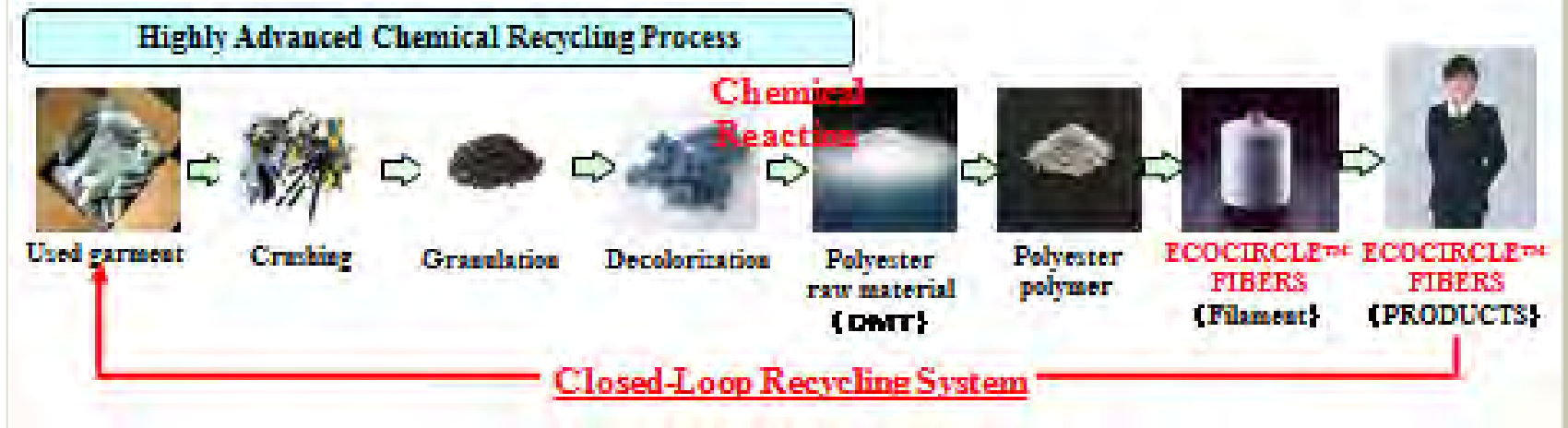
- Developed by Waseda Environmental Institute.
- Effectively utilized in the suffered area of the huge earthquake in the east Japan in 2011



ECO CIRCLE™



- Established by TEIJIN in early 2000's first in the world.
- Circulating type recycling system for polyester products.
- Currently developed in China through one of partnerships between the China Chemical Fibers Association (CCFA) and TEIJIN.



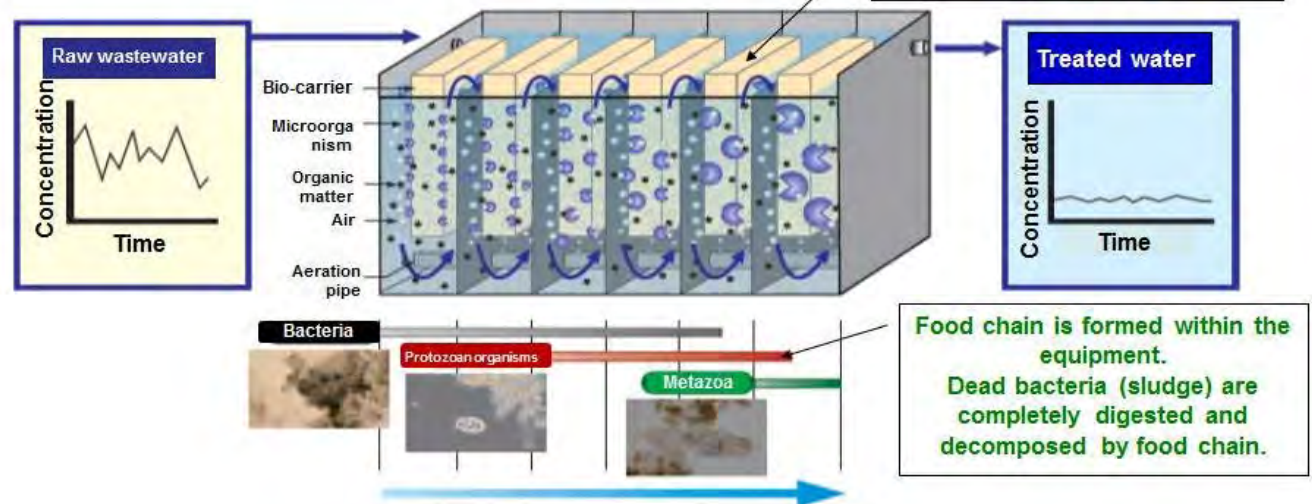
MSABP™

- Multi-Stage Activated Biological Process Wastewater Treatment System



- Developed by TEIJIN in Japan and China.
- Based on a revolutionary process in which a biological carrier provides immobilization of microorganisms in a multi-stage aeration tank.
- Sludge-less, so greatly reduced sludge disposal cost.

MSABP™ is a registered trademark of Aquarius Technologies Inc.(US)



Global promotion and networking of WIPO GREEN

→ Promotion from JIPA

→ Responses to JIPA



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Current Issues and the future scope of WIPO GREEN

Following three issues seem to be most important.

- How can we know real needs in developing countries?
- How can we connect various types of members to realize the transfer of ESTs?
- How to share the value and benefit from IPR systems between developing and developed countries?

How can we know real needs in developing countries?

- There has been only a few registration of needs in DB.
 - ⇒ Needs are quite specific to each geographical area and easily changing with time and government regulations.
- Human network and the systems should be constructed.
 - ⇒ Concurrent exchange of opinions of the skilled persons (Engineers, Technology consultants, Funding advisors, etc. in the developing countries)
- Technology seeds information in the developing countries are also the technology needs information.
 - ⇒ case studies of “Reverse Innovation” and the activities of academics, such as D-Lab in MIT and O-Lab of SUTD, can be useful examples

How can we connect various types of members to realize the transfer of ESTs?

- The active value chain of technology transfer should be constructed.
 - ⇒ Not only technology providers and acceptors, but also providers for supporting service.

- Organizations of various types must work together, such as public sector, private sector and nonprofit sector.
 - ⇒ Factors described in “Social Marketing” (Kotler, 2010) should be considered.
 - Agreement on common goals
 - Clear roles and responsibilities
 - Mutual respect and appreciation
 - Negotiation and compromise
 - Open communication
 - System for accountability

How to share the value and benefit from IPR systems between developing and developed countries?

- I believe this is the final goal of WIPO GREEN.
- From the aspect of “Reverse Innovation”, the innovation in developing countries can transform global markets, as Govindarajan (2012) described, .
⇒ IPR system will be beneficial not only for the industries in developed countries, but also for the innovators in developing countries.
- There may be the points that the IPR system itself should be modified as Kaskus (2012) suggested.
⇒ For example, patenting conditions, such as the differentiation of patent terms.

Current Issues and the future scope of WIPO GREEN

Toward the effective system for Green Technology Transfer in the future:

- Currently, members of Partners in WIPO GREEN are making efforts together as 4 working groups. (Database, Needs, Communication and Finance)
 - JIPA is continuously focusing on the networking activity, especially in Asia and the Pacific region.
- ➡ We strongly hope more organizations from Asia and the Pacific region will become WIPO GREEN Partners.

Thank you for your attention.

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http://www.techmonitor.net/tm/images/5/59/13oct_dec_sf1.pdf