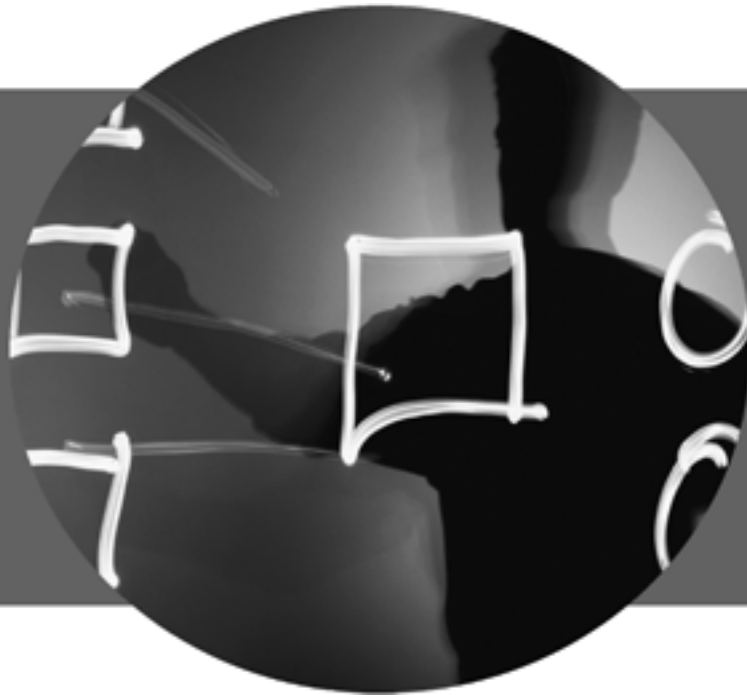


Eco-Patent Commons



**High-level conference on
Climate Change:
Technology Development
and Technology transfer**

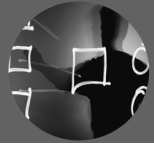
Beijing, 8 November 2008,
session B2



World Business Council for
Sustainable Development



Philip Reuchlin, Manager- Regional Network, WBCSD,

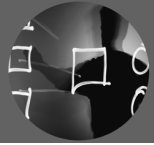


WBCSD: Introduction

The World Business Council for Sustainable Development (WBCSD) is:

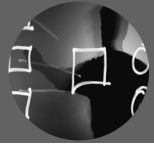
- coalition of some 175 international companies
- united by a shared commitment to sustainable development through the three pillars of economic growth, ecological balance and social progress.

Our members are drawn from 30 countries and are active in over 20 major industrial sectors.



Regional network

The WBCSD also benefits from a thriving regional network of 50 national or regional partner organisations representing over 1,000 business leaders around the world



Regional network



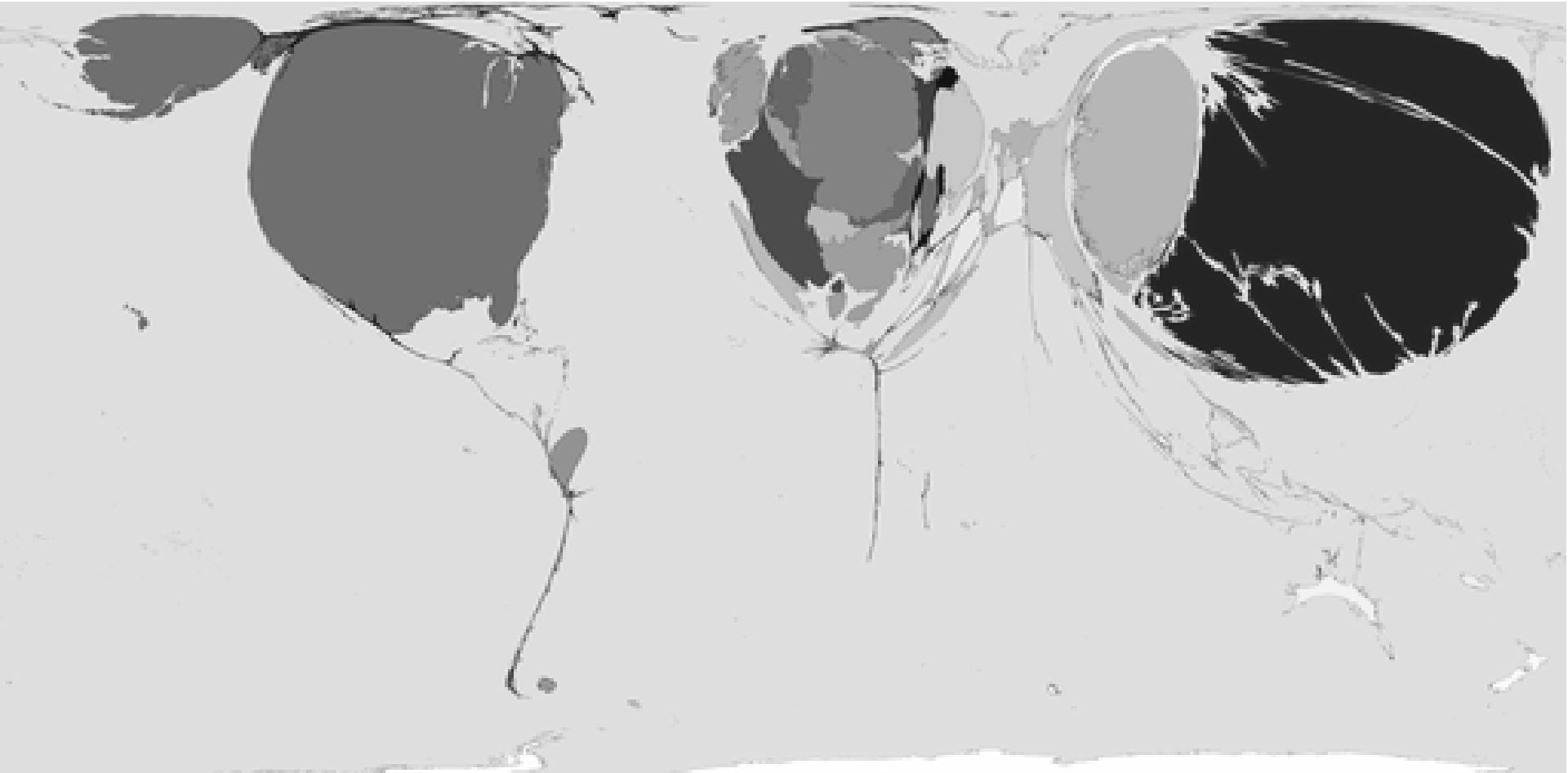


What is the Eco-Patent Commons?

- **A new initiative launched by four companies and the WBCSD on January 14, 2008**
 - ✓ **IBM, Nokia, Pitney Bowes and Sony**
- **A collection of patents that directly or indirectly improve or protect the environment**
- **Patents are pledged by companies and other intellectual property rights holders**
 - ✓ **Made available to anyone for use free of charge**
 - ✓ **Provided on dedicated public Web site hosted by WBCSD**
- **A leadership opportunity for global business to help protect the planet**
- **Connects those who have successfully met a particular challenge with those facing similar ones**



Patents granted 2006





The Premise

- **Sharing patents that protect the environment is a way to:**
 - **Address a wide range of challenges and threats to our planet**
 - **Foster new collaboration and innovation**
- **Businesses may hold patents that provide environmental benefit and are not an essential source of business advantage for them**
 - **May provide greater value in a public commons**
 - **Businesses not expected to contribute their ‘crown jewels’**
- **The Eco-Patent Commons facilitates sharing such patents to promote eco-efficiency and sustainable development**



What Patents are Pledged

- **Patents pledged must be for innovations that provide ‘environmental benefits’**
 - **As either their direct purpose or as an indirect benefit**
- **Examples of environmental benefits:**
 - **Energy conservation or efficiency**
 - **Pollution prevention (source reduction, waste reduction)**
 - **Use of environmentally preferable materials or substances**
 - **Materials reduction or increased recycling ability**
- **Which patents are pledged is at the discretion of each business**
- **A business need pledge only one patent to join the Commons**



Benefits for member companies

- Provides an efficient channel for sharing innovations
- Provides a catalyst for further innovation
 - Can facilitate collaboration and new business opportunities
 - Can reduce development cost for environmentally sound innovations
- Helps introduce the pledger's technology and vision of the future to others – who may select the technology and adopt the vision
- Allows patent pledger to terminate as to those who assert patents against the pledger
- Provides global recognition for leadership in fostering sustainable development



Benefits for Patent Users

- The Eco-Patent Commons provides free access to patents they can leverage to improve the environmental aspects of their operations
- The information is readily available in one easily accessible place
- Provides an avenue by which they can identify and connect with others with whom they may want to partner on further innovation and development
- Enables them to participate in furthering sustainable development



A Web-Based Resource

- <http://www.wbcasd.org/web/epc>
- Dedicated, public Web site includes
 - ✓ Introductory material on the Commons
 - ✓ A list of participating companies
 - ✓ Information on patents and their relation to environmental issues
 - ✓ Information on the legal framework of the Commons
 - ✓ Information on and a form for pledging patents
 - ✓ A way to browse through the patents
 - ✓ A search function for quick access to specific patents
 - ✓ Press articles and recorded messages from those supporting the Commons – both companies and external opinion leaders
 - ✓ Contact information for press inquiries and help



Thinking of joining commons?

- Contact any of the representatives on the next slide to express your interest and discuss joining the Eco-Patent Commons
- Contact your Intellectual Property function and examine your business's patent portfolio
- Identify patents your business may want to contribute to the Commons
- Even one patent is sufficient for participation and can make a significant difference in helping to further sustainable development



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