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WIPO GREEN

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Summary

WIPO GREEN is an interactive marketplace that connects technology and service providers with those seeking innovative solutions. It consists of a freely accessible online database and broad network that brings together a wide range of players in the entire green technology innovation value chain. The fast growing database currently lists around 1800 green technology products, services, IP assets and needs. The purpose of the dynamic network is to connect technology providers and seekers, and provide access to a range of services that facilitate the commercialization, selling, licensing, and joint development of green tech solutions.

The database consists of more than 400 technologies and 10 technology needs in the water sector. Many of them are directly related to water purification or management of water quality. Governments can find information on available technologies; contacts to their providers as well as experts who help assess those. WIPO GREEN also provides them with a tool to support their local innovators and to link them to the international innovation system.

Keywords

Technology marketplace, innovation, adoption, technology transfer

Issues addressed

Water quality (pollution, dumping of toxic materials, wastewater management, recycling, reuse)

- a. Innovation: Support for national innovation systems, in particular research and development, management of intellectual property, access to markets
- b. Technology transfer: Information on available technologies, for instance examples of water quality technologies from the marketplace:

- 1) Next-Generation Environmental Cleanup System
- 2) Hybrid Lagoon System for wastewater treatment

Detailed description of each technology is available on the WIPO GREEN website:

<https://webaccess.wipo.int/green/>

and possibility to connect to different actors in the technology commercialization chain.

Tools for implementation

Technology: Link to the global innovation system. For local green technology entrepreneurs, companies and providers, being listed on the database offers global visibility for their products, helping to attract partners and finance. WIPO is developing tools to help inventors reach market. These tools can be connected to national support systems for startups.

Tool for technology transfer. Those who have an unmet green technology needs and are seeking solutions such as municipal governments, can use the database to advertise their requirements, significantly increasing the chance that those needs will be met.

Who is involved? Technology owners, technology seekers, funding institutions (both public & private sector), government institutions, IGOs

What objectives? In order to tackle climate change and environmental challenges through the adoption of sustainable and clean technologies, WIPO GREEN seeks to facilitate technology transfer by connecting different actors in the technology commercialization chain.

Implementation challenges: The primary challenge is to find appropriate seekers of technologies and to help describing those needs in a way that allows providers to respond. The limited number of needs on the WIPO GREEN marketplace also reflects this challenge.

Main task/activities undertaken /Tools used: Users can upload their technologies and needs onto the database; browse the catalogue and contact seekers or providers after undergoing a simple online registration process.

WIPO GREEN is currently piloting a project on wastewater treatment in Indonesia, Vietnam and Philippines. Two consultants will identify and describe precise technology needs for wastewater technologies in consultation with relevant stakeholders (industry associations, government institutions, university bodies, technology companies, and financial institutions) from all three countries. They map corresponding technologies, and providers are invited to upload them onto the database. A matchmaking workshop is planned for March 2015 where technology seekers, owners and relevant stakeholders from the financial and regulatory sphere will be able to meet.

Main outcomes / impacts (what has changed?): After one year of operation, WIPO GREEN has established a network which now includes 54 partner organizations from five continents and over 300 users.

It has improved information on available technologies. Its database lists about 1,800 green technology products, services and intellectual property (IP) assets available for commercialization or licensing as well as needs.

In November, the UN Office for South-South Cooperation awarded WIPO GREEN its Innovation Prize for its pioneering work in facilitating green technology transfer to developing countries.

Lessons Learned:

Triggers: One of WIPO's nine strategic goals is "Addressing Intellectual Property in Relation to Global Policy Issues." To this end, WIPO harnesses expertise in the global policy debates related to intellectual property, focusing on three global challenges, namely climate change; global public health and food security; and works with partners to contribute practical solutions. When the Japan Intellectual Property Association approached WIPO 2010 with the idea of creating a database of technology packages available for licensing, WIPO saw an opportunity to respond to calls from its Member States to explore intellectual property -related initiatives necessary to promote the transfer and dissemination of technology, to the benefit of developing countries.

Drivers: WIPO GREEN responded to global needs in an area where WIPO has a comparative advantage and specific niche.

Full implementation of WIPO GREEN will need the support of Member States, ranging from promotion to financial contributions. National, sub-regional and regional activities are implemented in coordination and collaboration with the regional Bureaus of WIPO. The network of Partners also plays an important role to further develop the marketplace.

The broader driver is the emerging push to tackle climate change and environmental challenges through the adoption of sustainable and clean technologies.

Barriers: A multitude of other public/private institutions are active in the sphere – identifying ways to collaborate. Reaching a critical mass to provide a useful platform – information dissemination/communication.

What has worked well?: In its first year, WIPO GREEN has shown itself to be an important catalyst for innovation and diffusion of green technologies, assembling in one place technologies at all stages of development - from upstream research to marketable products - and making them available for license, collaboration, joint ventures and sale.

By adopting a bottom-up approach, built around partnerships and networks, WIPO GREEN is helping ensure that all countries can benefit from the exciting innovations that are taking place in green technology.

What can be improved?: Despite last year's progress, no technology transfer deals have been concluded under the auspices of WIPO GREEN. The Advisory Board recommended in November to aim for interactions rather than deals. One reason is that WIPO GREEN has only an indirect role to play in concluding agreements; another is that deals can take a very long time and last that success lies in having helped seekers to refine their needs.

Choosing the best platform/s for WIPO GREEN's social media strategy.

The way forward Further improving the framework for facilitating interaction among the network is the main goal for 2015. Additional pilots in line with the wastewater project will help catalyze deals under the auspices of WIPO GREEN. Work is underway to improve the services for WIPO GREEN users and to expand the network.

More work is also envisaged to define how to measure impact.

Links: <https://webaccess.wipo.int/green/>
