

IP Awareness-Raising Activities

Most IP Offices have programs in place to raise awareness about the various types of intellectual property rights and how they can be managed in different contexts, and to encourage innovators to make use of these important tools.

Generally, such programs are technology-agnostic. Recently, IP Offices have been creating components of their IP awareness-raising activities that focus on green innovation. Such initiatives draw linkages between IPRs, green innovation, and the achievement of sustainability objectives.

Arrange of tools, whether produced by the IP Office or by several government agencies in concert, can be used to raise awareness about the important role that IP can play in stimulating investments, partnerships, R&D, and the marketing of novel green solutions. These include: publications and case studies about green innovators' use of IPRs,

education programs about the importance of IP protection and enforcement, publications about commercialization, guidance for developing an IP strategy, online resources about IP in relation to green technology solutions, webinars and events, and others.

These activities are usually part of a broader national strategy. For example, one IP Office in Europe has been supporting execution of its country's national innovation strategy, which focuses to a significant extent on innovation-led growth and clean growth. In line with that strategy, the IP Office launched new programs to raise awareness about the contribution of IP to green goals.

Activities and products can be tailored to target specific audiences, for instance companies in green tech parks or research institutes most involved in green R&D.

Intended impact

Encourage green innovation and investments in same, by supporting green technology innovators to more effectively build an IP portfolio and manage their IPRs to attract investment and partnerships and to commercialize new green solutions.

Beneficiaries

Green innovators, whether in the private or public sectors, are the beneficiaries. They gain a better understanding of how IPRs can support their goals and may be encouraged to use such tools.

The IP Office can benefit from this type of initiative, if it improves the public perception of the IP system as an important contributor to the achievement of green goals.

The public can benefit from a better understanding of innovation in green technology and the enabling policies that make it possible.

Considerations for implementation

- An all-of-government approach to achieving sustainability goals will often pull in the IP Offices alongside other government agencies to support its green agenda. A clear area for engagement by IP Offices is awareness-raising about how IP can contribute to the green transition.
- It is straightforward to add a green element to existing IP awareness-raising activities.
- Depending on the scope of the activities, there need not be a substantial cost associated with developing green information and materials alongside other educational materials.
- Working with partners, such as NGOs, think tanks, industry groups, or companies, on awareness-raising campaigns about IP and green technology innovation can help to reduce the resource burden on the IP Office, while enhancing impact.
- It may be advisable to embed awareness-raising activities about green technology in broader IP education strategies and/or broader government programs to promote the green transition. This can help with resource management and efficiency.