



# IP ACTION PLAN

Supporting **recovery and resilience**  
by capitalizing on **green innovation**

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*Austria Wirtschaftsservice*

World IP Day – 26 April 2021



*« The European Green Deal is our new growth strategy.  
It will help us cut emissions while creating jobs. »*

*Ursula von der Leyen, President of the European Commission*



Transforming the EU's economy for a sustainable future

Increasing the EU's Climate ambition for 2030 and 2050

A zero pollution ambition for a toxic-free environment

Supplying clean, affordable and secure energy

Preserving and restoring ecosystems and biodiversity

Mobilising industry for a clean and circular economy

From 'Farm to Fork': a fair, healthy and environmentally friendly food system

Building and renovating in an energy and resource efficient way

And leaving no one behind

Accelerating the shift to sustainable and smart mobility

Designing a set of deeply transformative policies

The European Green Deal

The EU as a global leader

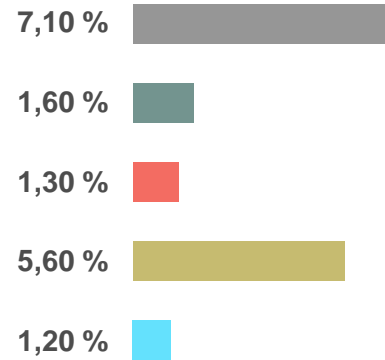
A European Climate Pact

# Green sectors are IP intensive

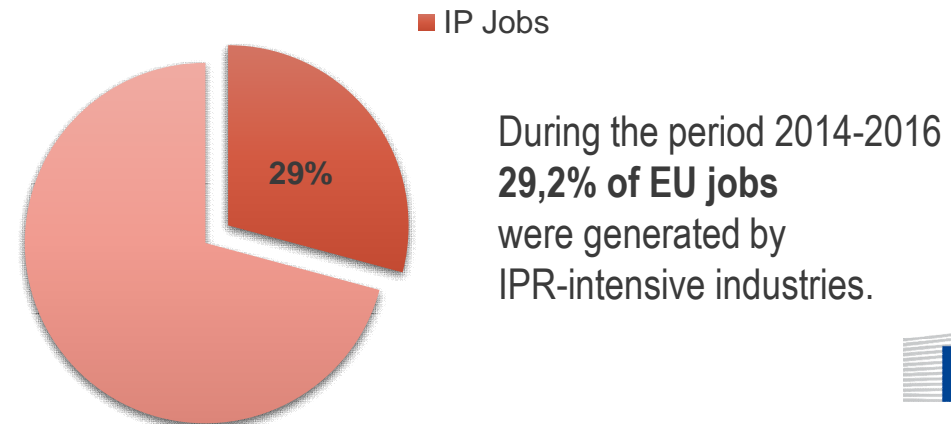
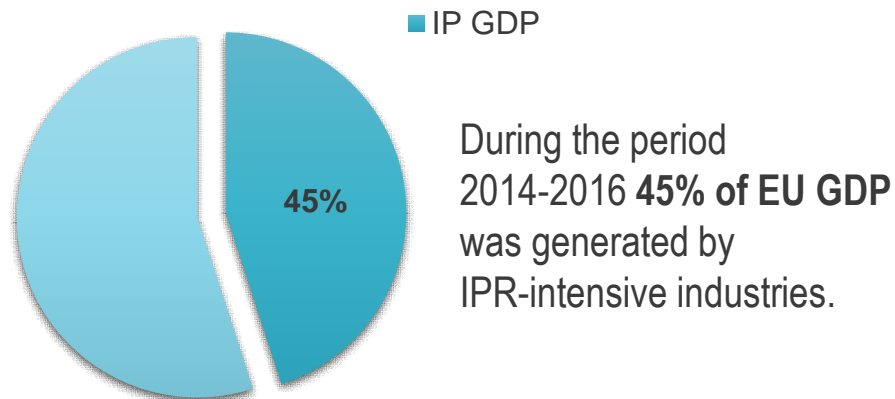
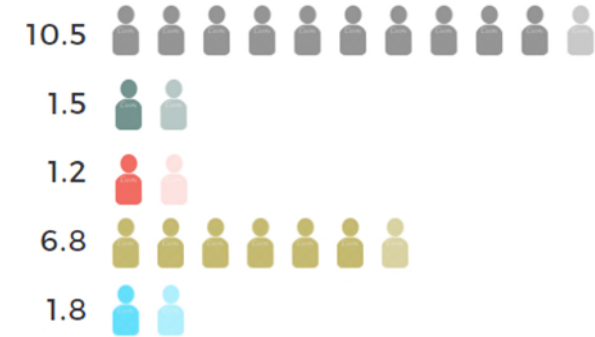
## IPR-intensive industries within key ecosystems



## GDP



## Employment (million jobs)



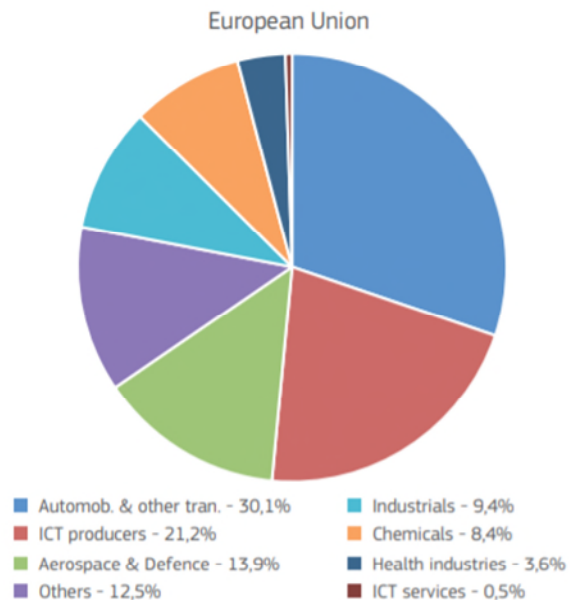
# IP intensity of green ecosystems

	Overall IP	TM	D	Pat	©	GI	PVR*
TOURISM					✓	✓	
MOBILITY - AUTOMOTIVE	✓		✓	✓			
AEROSPACE & DEFENCE	✓	✓	✓	✓	✓		
CONSTRUCTION				✓			
AGRIFOOD						✓	✓
LOW CARBON ENERGY INTENSIVE	✓	✓	✓	✓	✓		
TEXTILE	✓	✓	✓				
CREATIVE & CULTURAL INDUSTRIES	✓	✓			✓		
HEALTH (Pharmaceuticals only)	✓	✓		✓			
DIGITAL	✓	✓			✓		
RENEWABLE ENERGY	✓		✓	✓			
ELECTRONICS	✓	✓	✓	✓			
RETAIL	✓	✓	✓				
PROXIMITY & SOCIAL ECONOMY							

Note: (\*) Health ecosystems has low IP intensity. Pharmaceuticals are a small fraction of this ecosystem  
 Source: Source: EUIPO and EC calculations based on study data IPR-intensive industries and economic performance in the European Union, EPO & EUIPO 2019

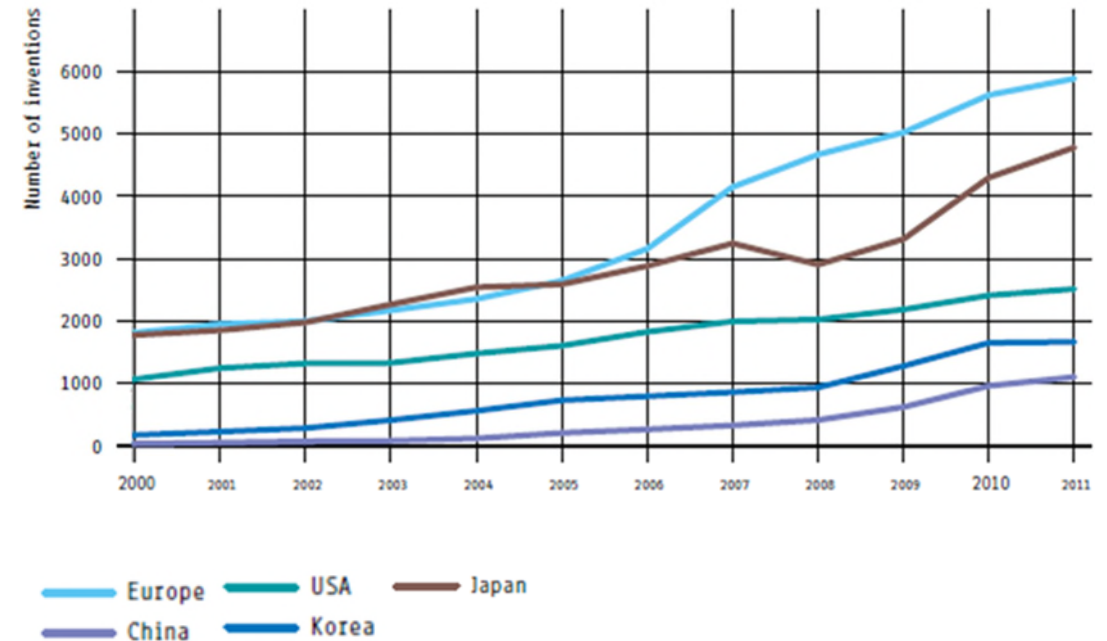
# European green inventions

- The highest shares of green patents are held by companies from regulatory driven sectors
- European innovators are frontrunners in a set of diversified green technologies



Source: EU Industrial R&D Investment Scoreboard 2019

High-value inventions for **Climate Change Mitigation Technologies** in the major innovation centres



Source: CCMT inventions – EPO and UNEP 2015

# IP Action Plan

## – strategic tool to address new challenges

### Strategic use of IP

- Increase strategic autonomy/resilience
- Help SMEs & researchers better manage their IP
- Support access to finance and market uptake of IP ('bankable intangibles')

### Better enforcement

- Mobilising all actors to fight counterfeiting, piracy and cybertheft



### Agile protection

- Unitary titles, one-stop-shop procedures (UP, SPC)
- Simplification, less red tape (GIs)
- Upgraded rules fit for the digital & green economy (designs)

### Better access and sharing

- Effective and fair SEP licensing
- Managed access and sharing of data
- Improved 'crisis' measures

### Global fair play

- Setting global standards (e.g., AI, SEPs, health, enforcement)
- Fighting unfair practices

# IP and the Circular Economy

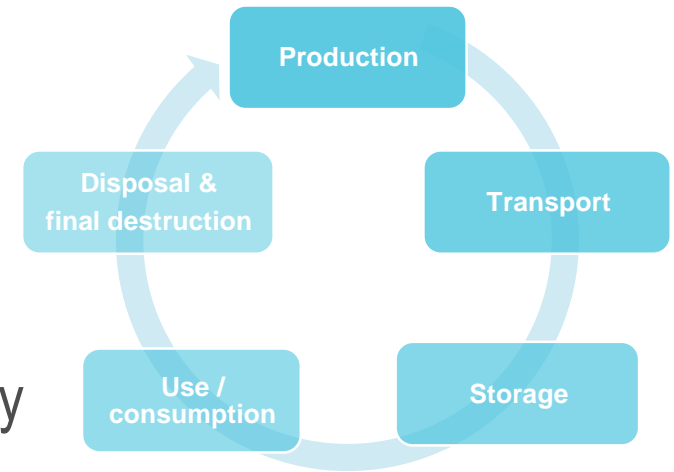
Promoting repair & re-manufacturing:

- **Design protection** for visible spare parts: public consultation for future reform
- Access to **repair & maintenance information**: eco-design regulations
- **Open innovation** models: cooperating to extend products' life-time
- **Electronics and ICT** – a 'Circular Electronics Initiative'



# Counterfeiting harms the environment

- **Health and safety** risks associated with counterfeit goods
- **Environmental impacts** along the production-to-consumption cycle
- Extension of **due diligence** in the control of the supply chains
- Suitable **destruction/disposal** process of seized counterfeit goods by authorities
- Potential for recycling and **re-use** initiatives



# Bringing green-tech to market

At least 35% of Horizon Europe funding for climate solutions, supported by:

- Strategic **IP advice** & '**matchmaking platforms**' for commercialisation of Horizon R&D results
- Green & Circular Economy awareness actions by the **EU IP support services**



# Danke!

**European Commission**

DG Internal Market, Industry, Entrepreneurship and SMEs (GROW)

Unit C4 / Intangible economy

Brussels/Belgium