

# JPO's recent initiatives on WIPO GREEN

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# Background



Source: United Nations Website

Innovation driving  
human progress

## WIPO and the Sustainable Development Goals



Source: WIPO Website

[https://www.wipo.int/edocs/pubdocs/en/wipo\\_pub\\_1061.pdf](https://www.wipo.int/edocs/pubdocs/en/wipo_pub_1061.pdf)

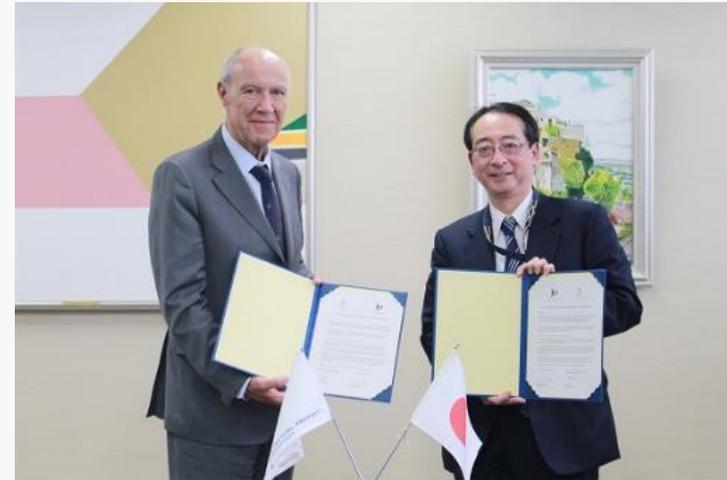
# Introduction to WIPO GREEN

- An online platform for technology exchange based on a **JIPA** proposed concept
- Supporting **development and diffusion** of **environmental innovation**
- Connecting green tech **providers and seekers**
- Registered more than **120,000 technologies, needs and experts**
- Utilized by more than **2,000 users** across the world



# WIPO GREEN Partner Membership

- JPO joined WIPO GREEN as a partner on February 19, 2020.
  - **First partnership** among IP agencies in the Asia-Pacific region
- Support by Japanese Industry
  - Japan ranks **first** globally in the number of partners, and **second** in the number of registered technologies.
- Contributions to the international community
  - Has helped realize the SDGs through Intellectual Property
  - Serves to enhance Japan's global presence
- Collaborations with WJO, JIPA, JPAA, JIPII



Partner participation signing ceremony

## ■ Support for Latin American Acceleration Project

- Target countries: Argentina, Brazil, Chile, Peru
  
- Project description:
  - identification of needs
  - proposal of solutions
  - actual matching
  
- Issues targeted by the project:  
Crop rotation intensification, soil carbon sequestration, forest management, no-till agriculture, wine production

## Example of Successful Environmental Corporate Partnership

### ■ Shiseido Company, Limited

- Joined WIPO GREEN in March 2020 as its **first partner company from the cosmetics industry**
- Has registered 11 patents (as of March 2022) in the WIPO GREEN database, including those for cosmetics manufacturing technology

### ■ Achievement

- Shiseido granted a license to Toyo University's "TOYO SDGs Students Project -SUGOMORI BOISEN project-" for use of its technology listed in the WIPO GREEN database.
- Toyo University developed a hand serum with low environmental impact by applying this technology.



Source: Website of Shiseido Co., Ltd.

(Japanese) <https://corp.shiseido.com/jp/news/detail.html?n=0000000003355>

(English) <https://corp.shiseido.com/en/news/detail.html?n=0000000003355>

**Thank you!**

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