

IPACST – Intellectual Property Models to accelerate Sustainability Transitions

An Analysis of Sustainable Business Models for High Impact Areas including Clean Energy and the Circular Economy

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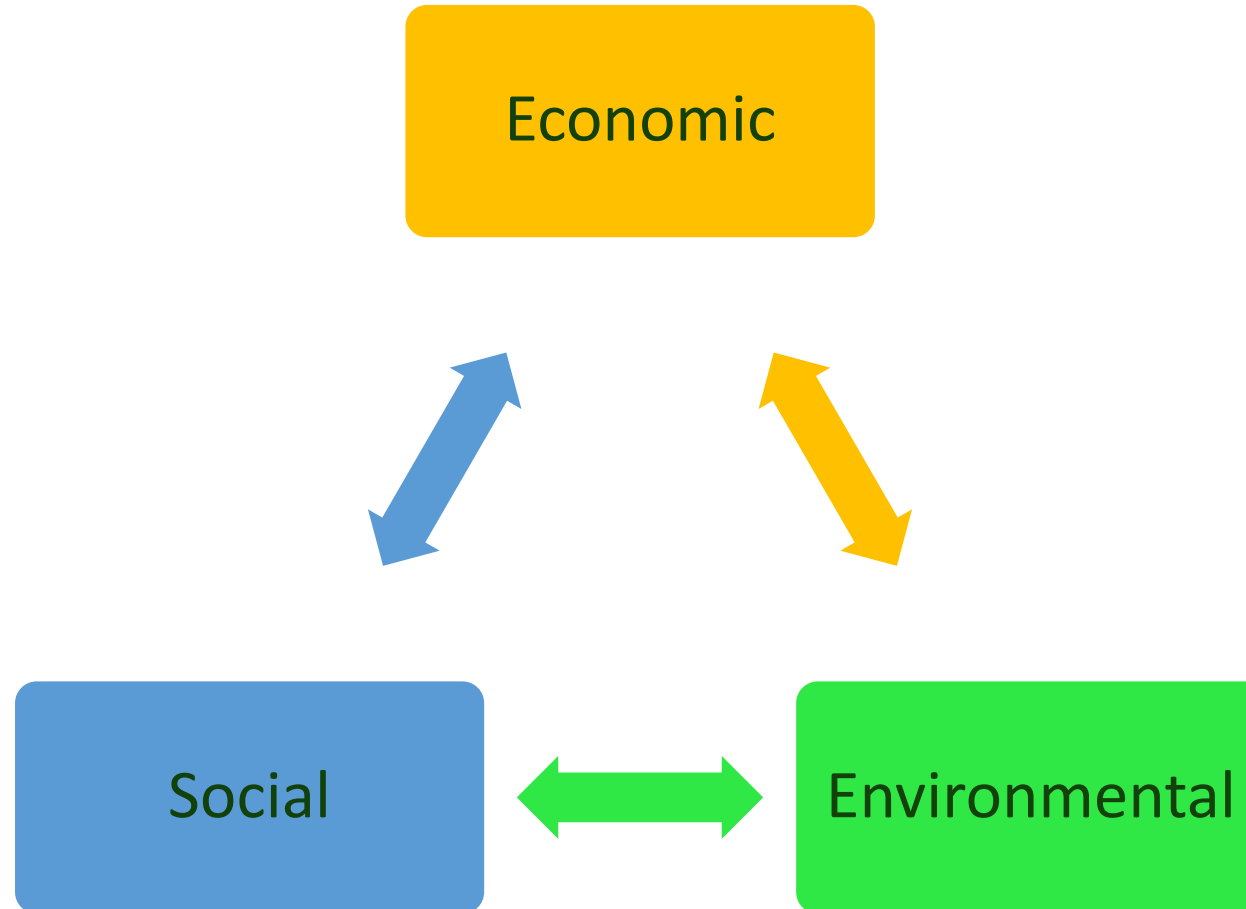
Sustainable agriculture



- “Sustainable agriculture is agricultural production that is economically viable and does not degrade the environment over the long run.” (adapted from the OECD Glossary of Statistical Terms)
- Photonics contributes to sustainable agriculture in several ways: reduce the need for fertilizers, specific information on plants and food-related products, monitor soil health and other data, quality controls, etc.



WHAT IS SUSTAINABILITY for IPACST?



Why should firms think about sustainability?



- Sustainability is often a requirement for obtaining investments
- EU Action Plan of March 2018 for financing sustainable growth

(4 legislative proposals to be adopted in 2019 -2022)



[Informal supplementary document on sustainable taxonomy](#)

Reduce food waste

Treatment of agricultural run off to reduce water pollution

Sustainable and genetically diverse production

Increasing productivity and production

Intensified productivity and livelihoods of small scale producers, etc.

Why should firms think about intellectual property (IP)?



- IP allows to recoup R&D costs for developing new technology (photonics).
- IP is an asset and a cost. If managed wisely, it allows the firm to be financially sustainable (attract investments for start-ups, strategic licensing, further technological development, etc.)

Which IP rights can be used in the agri-food sector?



Trade secrets

Patents

Plant/animal variety rights

Design rights

Copyrights

**Trademarks/
Geographical indications**

How can IP rights be used sustainably in the agri-food sector?



- IP rights can help secure investments to develop new technology.
- IP rights generate revenues.
- IP on sustainable products & processes can be licensed and allow new market entrants (complementary technologies or expansion of the same technology).
- Under specific conditions, open access can be beneficial for making sustainable technology available for society and promoting inclusive growth.

INTELLECTUAL PROPERTY & SUSTAINABILITY



	Development	Market Entrance	Diffusion
Closed IP Models	<ul style="list-style-type: none"> • Incentives to innovate • Attracts investments • Learn from patent publications 	<ul style="list-style-type: none"> • Protection to enable market access and growth 	<ul style="list-style-type: none"> • Additional income from licensing/ IP markets
Open IP Models	<ul style="list-style-type: none"> • Pooling of IP overcomes IP assembly problem • Attracts individual inventors 	<ul style="list-style-type: none"> • Break up technology paths • Enables quick improvements 	<ul style="list-style-type: none"> • Broad uptake by further organizations possible • Enables repair and remanufacturing

Table by Prof. Elisabeth Eppinger for the IPACST project

IS IP & SUSTAINABILITY IMPORTANT?



SUSTAINABLE INVESTMENT

MARKET ACCESS



THANK YOU!!!

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