

# Chapter 15

## How to Boost Sustainability through Intellectual Property?

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Fifty years ago, in 1987, the World Commission on Environment and Development (WCED), a department of the United Nations, launched a report called *Our Future* to answer the General Assembly's demand for a global agenda for change. This document contains important content related to sustainability. Its concepts and information still have an impact and are useful for our global community to deal with the ongoing problem: How to adopt sustainability and protective environmental strategies?

During this work, we discovered that sustainability is exactly how management should work. A business company cannot stay static through time. Leaders need to take decisions and find solutions to small or big issues that arise every single day. The key to management is persistence and constancy. Sustainability should never work as a bare speech or something 'ready and done'. It is, actually, a choice one makes constantly. In this field, endurance matters. It must be a constant aim that embraces different approaches according to local contexts and conditions.

The practice of being sustainable is not a unique answer to environmental concerns. We need to understand that sustainability is not a choice an organisation

made once. Nevertheless, it is about constantly bringing new solutions. In this path, failures may happen, but endurance is what matters while seeking good solutions and being attached to the sustainable mission by correcting failures that might occur.

One of the sustainable initiatives mentioned during this research concerns the owner's María Luz Marín winery in Chile. In a comment about how the sustainable project has helped her winery to deal with internal business concerns and increase its environmental-friendly attitude, she said in the interview for WIPO Magazine: *We are already a sustainable company, and the problem is trying to maintain the level of sustainability* (Dietterich, 2020).

It is also worth mentioning a memorable excerpt from the *Common Future Brundtland Report*: *Since the answers to fundamental and serious concerns are not at hand, there is no alternative but to keep on trying to find them* (United Nations, 1987, p. 5) that has inspired the motto of this chapter which sounds: *Volver al sostenible y seguir sendo sostenible – Turn into sustainability and maintain yourself sustainable*.

Sustainability is considered constant work that implies innovation and adaptation. In this way, technology is going to be enhanced as a useful strategy. As seen, this chapter intends to answer the following question: How can intellectual property contribute to sustainable and environmental progress?

This research starts with defining sustainability, sustainable development, and intellectual property (IP). Next, the chapter discusses the link between these areas of study and their various contents. This work also outlines three important organisations in the IP field: the World Intellectual Property Organization (WIPO), the European Union Intellectual Property Office (EUIPO) and the Industrial Property National Institute (INPI) in Brazil. Regarding them, a brief analysis of their sustainable and environmental initiatives and actions is made. Finally, this study launches a list of recommendations on how IP can promote sustainability.

The methodology used was the qualitative approach. The process gathered mainly international IP portable documents, plans, general information, interviews, reports, treaties, agreements, and other sources. The decision to rely on publicly available material concerning most cybernetic sources was due to the easy access to them on official web pages and as a sustainable way to gather information.

We hope to join efforts in pursuing a more sustainable world and a more efficient IP rights system by encouraging readers not only to be acquainted with this chapter but also to search for change.

## 15.1. Sustainability, Business, and Intellectual Property

In the Encyclical *Laudato Si*, Pope Francis (2015) presents *Our Common Home* which is not only the soil in which we walk through, but all of God's Creation that is connected to His Aim. We could think that an action is local, but actually, it has a global impact because *Our Common Home* is universal. We can also approach that by Scott's (2003) studies from NASA, supporting the conclusion that: a bushfire may cause natural habitat destruction, species extinction and land transformation, but not only that. According to them, *Beyond its effects on the nearby area, it can have global consequences, such as worldwide changes in soils and increased demand for freshwater for irrigation* (Sanderson et al., 2002, as cited in Scott, 2003).

Sustainability is not a 21<sup>st</sup>-century original concern. Du Pisani (2007) points out that this concept's originality does not come from the twentieth century. However, instead, ancient authors already had that in mind and recommended actions which we can call presently *sustainable practices to maintain the 'everlasting youth' of the earth* (Columella, 1948, as recalled in Du Pisani, 2007, p. 85). Du Pisani (2007, p. 85) remarks: *the term sustainability was first used in German forestry circles by Hans Carl von Carlowitz, who wanted to balance the harvesting trees to guarantee new ones to replace the old ones.*

Clearly, it has influenced the broad concept of sustainability nowadays. This concept was reborn in the Brundtland Report in the sustainable development perception: *Sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs* (UN, 1987, p. 16).

In order to understand that critical message, it is essential to look at sustainability issues from various perspectives. Maryville University, for instance, presents three sustainability pillars: (1) **economic** which brings the idea that a balanced usage of resources leads to long-term business profitability; (2) **environmental** which focuses on sustainable usage of natural resources, reduction of water waste, industrial garbage, and carbon footprint; (3) **social** which concentrates on awaking the awareness of businesses on the need of eco-friendly solutions that can promote healthy communities, based on equity (*Sustainability vs sustainable...*, n.d.).

A subtle difference between sustainability itself and sustainable development can be recognised. The first term is understood as managing resources in a long-term condition and improving the conditions to be sustainable. The second term is related to ensuring economic well-being that improves life quality. A good question that experts, institutions, governments, and people keep asking is how to conciliate the resources with our economic dynamics and consumption.

As there is no established standard solution, the path one can take is through innovation. Innovation is a term that covers all intellectual clues for business

management in such a way that management expert Simon has developed it. The Design Thinking Method of Simon is: *an approach that provides innovation through business experiments that aim to introduce a new service or product solution, based on a new technology to its customers* (Simon, 1973, as cited in De Souza Júnior, Bergamo Filho, & Oliveira, 2022, p. 10). So, innovation is a term used to cover all intellectual creativity that can result in a solution (World Intellectual Property Organization [WIPO], 2022, p. 15).

Businesses, on a regular basis, need to come up with technological solutions. Practical problems such as what to develop as a service and product and how to do it are concrete issues that demand the application of scientific thinking.

In its 2030 Agenda for Sustainable Development, United Nations has launched 17 goals to protect the planet and its beings (UN, n.d.). Among these goals, more than half require technology to pursue and achieve sustainability. For instance, (1) **No poverty** requires technological solutions for familiar agriculture and to overcome water shortage; (2) **Zero Hunger** requires smart solutions to decrease the waste of food, (6) **Clean Water and Sanitation** require efficient and affordable pouring systems, and (7) **Clean Energy** requires continuous development on alternative energy solutions etc. Other goals like (12) **Responsible Consumption and Production**, (11) **Sustainable Cities and Communities** speak for themselves. In addition, the ninth goal – (9) **Industry, Innovation and Infrastructure** – underlines a significant reinforcement of the link between sustainability, innovative solutions and technology applied to businesses. It is essential to mention that the last goal – **Partnerships for the Goals** is a huge sign of the importance of what is developed within this chapter: the link between IP and sustainable technological solutions.

However, why IP? – discerning readers might ask. The response is because it is about supporting and protecting innovation, connecting farmers with industries, and raising awareness of environmentally friendly choices.

The African Organization of Intellectual Property describes IP as *a new category of goods based on the appropriation of knowledge in all areas of human activity* (Organisation Africaine de la Propriété Intellectuelle [OAPI], n.d.). While there are owners of material goods, there are owners of immaterial goods. So, the rules that embody the rights concerning the immaterial ones belong to the IP law sector as well.

This legal regulation is divided into **industrial property**, which protects inventions and technological transformation, and **copyrights**, which protect aesthetical expression. In the industrial sense, IP concerns patents, trademarks, geographical indications, industrial designs, and industrial secrets, and it is a clue for technological progress.

As Wachowicz and Gonçalves (2019) state, the machine itself is not a technology. Technology is how to produce and develop new materials and procedures. IP is one of the possibilities for protecting technological innovation

because it determines several ways to protect it and how enforcement has to be made. IP protection is linked to the development of new technologies and aims to promote the investments made in research and development.

According to WIPO, *IP is a critical incentive for innovation and creativity, which in turn are key to the United Nations Sustainable Development Goals (SDGs) success* (Dietterich, 2020). It enables that by licensing technologies and making the inventions profitable. IP boosts innovation and technology transfer and spread.

### ***Intellectual property and sustainable innovative solutions***

According to WIPO's Green Technology Book, the term 'green technologies' reflects the means to drive healthy environmental action, adapt to growing problems, and create an innovative environment. Through the rule of the right system, an inventor can turn an intellectual plan into reality by bringing concrete solutions. One can have enormously good ideas in this field, but it may be nonsense if one cannot test and develop them because of a lack of investment and public diffusion. According to Robertson, Krasodomska, & Dyczkowska (2022, p. 135):

*Environmental concerns such as ozone depletion and rainforest destruction ignited a Green Consumerism movement, which fuelled an increase in the development of new technologies and products [...]. This was in recognition that businesses would need to take the lead in developing more sustainable products and processes, possibly offering competitive advantages. In the absence of consumer demand, the second wave diminished, and many companies turned to corporate citizenship, stakeholder engagement, and sustainability reporting [...]. While earlier voluntary reporting consisted of narrative discussions within the annual report, the 1990s saw the start of stand-alone reporting from larger organisations [...]. These stand-alone reports broadened their scope from the mid-1990s to incorporate social and health, and safety information, in addition to environmental information.*

The IP legislation enables several solutions for the proper protection of green and sustainable technology. A solution is going to work due to the process of technology transfer. It means the path from the inventor to the market, enabling him to *develop, finance, publicise, market, protect and benefit from an innovation* (WIPO, 2022, p. 26).

In addition, once the patent has been granted, an invention under the legal protection of an IP right has the exclusivity of exploitation by its owner. For this reason, the inventor is able to recoup the investment and cope against organisation use (European Union Intellectual Property Office [EUIPO], n.d.).

In the next section, we will learn about some global organisations' performance: WIPO, EUIPO and INPI. In the end, some solutions will be added to the discussion.

## 15.2. Contribution of Organisations Acting in the IP Field to Sustainable Development

Intellectual Property Right is granted by the decision of authorities based on national law. The organisations that will be studied here include the World Intellectual Property Organization (WIPO), the European Union Intellectual Property Office (EUIPO) and a local institution – the Industrial Property National Institute (INPI) from Brazil.

In order to analyse their contribution to sustainable development, the following criteria will be used: unified documents about the theme, database availability, balance, and endurance.

### **WIPO**

WIPO is a United Nations agency in the IP field. This agency acts in many themes related to innovation and creativity within the global economy. However, in 2013, it saw the necessity of creating a new branch to care about the environmental sector. That year, WIPO GREEN, an online platform for the green technology sector, was launched. The platform consists of a marketplace that includes a database that connects green technology providers to seekers and stakeholders, creating a community in the green technology field. It contains the following thematic areas: (1) building and construction; (2) energy; (3) agriculture and forestry; (4) pollution and waste; (5) transportation (6) water; and (7) green products, materials, and processes.

The organisation informs that it has made 600 technological matchmakings and has 86 worldwide partners, from multinational companies like Siemens through financial institutions such as the Asian Development Bank to offices like the Brazilian and France ones and advocacy groups such as Lokernik. It generally operates as a deep research, link, and communication tool, but it also organises events to strengthen communications and spread knowledge in the field, from boosting think tanks and green technological development through what they call **acceleration projects**.

The acceleration projects are specific-themed geographical arenas. A region is chosen where in-person contacts between actors take place. For instance, they have already done projects in Latin America (2019), Indonesia, the Philippines, Vietnam, Africa (Ethiopia, Tanzania and Kenya), and Europe (Switzerland) (WIPO, n.d.).

INPI – the last organisation analysed in this subchapter – demanded the acceleration project regarding Latin America. The project's first phase, which included the already mentioned María Luz Marín, owner of the winery Viña Casa Marín in Chile, consisted of x-raying the needs and solutions seekers, and on the

other hand, the possible solutions and its providers. Now it is getting through a second phase, which includes supporting and maintaining the partnerships, developing sectoral studies and deploying green technology.

Because the Southeast Asia Project had Indonesia as one of its spotlights, the WIPO connected America's Zero Mass Water solutions to a Green School in Bali. They needed potable water, and they got it: *steam of the atmosphere to produce potable water, through voltaic energy*. This school drew an efficient environment in which sustainability was taught but also experienced. The projects were successful because they considered local contexts and innovators. They valued the community solution addressed to the community problems. This innovation was developed in collaboration with the school's employees that entered the project. No one can better address the problem than the company and local members.

Although many of its sustainable efforts were driven by WIPO GREEN, WIPO itself launched the first edition of the Green Technology Book in 2022 as an effort to provide a guide by listing technological solutions to environmental problems that can boost innovations and help to create a network of knowledge and awareness.

**Unified documents.** WIPO has launched a Strategic Plan from 2019 to 2023 (WIPO, 2019). A strategic plan is a tool that enables institutions, companies and businesses to find out more about themselves and provide efficient measures and solutions to achieve their goals. Typically, this management document includes the mission, vision and value of the institution, as well as the SWOT analysis, known better as the analysis of strengths, weaknesses, opportunities and threats. Since institutions adopt strategic plans, they become aware of who they are as an organisation. Due to this awareness, the actors can find solutions and opportunities and overcome difficulties.

The Strategic Plan of WIPO GREEN works like that. It includes a mission, a background overview, the goals, and the strategic initiatives aligned to each goal. With that, it is possible to remark on how WIPO GREEN wants to perform to achieve the established goals.

The main goal is to *accelerate the transition to a greener global economy*. The Strategic Plan contains a timetable of implementation from 2019 to 2023. An initial report about the first five years of WIPO's performance in this sector is synthesised on it. We remark it as a way to acquire a general overview of the organisations and, maybe, inspire others.

**Availability.** People can easily access many sustainable documents on WIPO and WIPO Green web pages. While accessing the WIPO GREEN platform, there is no cost, but there are many free projects to help local actors.

**Balance.** WIPO has seen an effort to comprise different thinking streams and guidelines, from economic to social and environmental approaches, ideas, and partners. In order to conquer adepts, barriers must be reduced. So, the

balance of ideas and actors is a clue point. The organisation counts on very different actors worldwide, MNCs, NGOs, etc.

**Endurance.** Bearing in mind that sustainability is a topical issue that must be constantly developed and updated by organisations, WIPO also takes this approach. In its Strategic Plan, WIPO states that it has updated its mission, whereas Daren Tang – WIPO’s General Director – confirms that having an annual edition of the Green Book is a clear intention of WIPO.

## **EUIPO**

EUIPO administers unitary IP rights valid in the EU member states, working not only as a registered office of trademarks and community designs but as a contributor to enforcement, research and spreading awareness in the field, boosting the *intangible assets* that *far exceed the value* of the companies, because IP rights have a giant role on industry growth. Studies from EUIPO prove that “SMEs that own IPRs perform better than those that do not” (EUIPO, n.d., p. 6).

EUIPO also designed a Strategic Plan (2019–2025) which is not a specific sustainable-related document. However, it contains a series of clue ideas for sustainable development. They surely have an impact by supporting small and medium-sized enterprises (SMEs). Innovators can come from small, medium, or large businesses, as well as it can be seekers of innovations. An IP-improved system that considers all companies’ stages would probably create an affordable collaborative market. Sustainability demands action from different actors since protecting nature and its resources for future generations concerns many scales of an economy’s dynamics. One of these is about supporting growing businesses too, who also find value in IP rights.

EUIPO’s Strategic Plan for 2025 is based on strategic drivers, which originate goals, and key initiatives to reach each goal. The strategic drivers are the causes, the goals are the targets, and the initiatives are the manner of achieving the target regarding the cause. Their main role is to create an innovation ecosystem, which relates totally to the theme because an innovative environment is a clue for a sustainable approach to finding efficient solutions for ongoing problems.

In 2012, EUIPO decided to join forces with the European Union Commitment to Sustainability by calculating their yearly carbon footprint. The organisation has already turned available the 2021’s footprint report in 2022. Through that, EUIPO reflects upon its own organisational activity’s effects through a footprint analysis of its own office and its stakeholders. In addition, an annual Environmental Statement (EUIPO, 2021) enlists in several tables sustainable objectives that were achieved or not. According to the annual statement, *EUIPO carries out a diagnosis that complements the corporate stakeholder management process, following an environmental approach* (EUIPO, 2021).

In addition, EUIPO's Environmental Management System identifies, applies, and periodically assesses the applicable legal provisions and/or texts, and they also have environmental standards certification.

**Unified Plan.** EUIPO has a consistent document – *Strategic Plan 2019–2025* – which is presently recent. The document has significant content and can become the source of many inspirations for the area of sustainability. Nevertheless, it has a more implicit approach. The solutions are not expressed explicitly with the keyword – sustainability. Although a document has more generic features, it includes solutions that can be applied to sustainable issues.

**Accessibility.** The accessibility that takes the spotlight, in the case of EUIPO, refers to the EU coordination goals. They aim to harmonise enforcement efforts and protect the rights from infringement. EUIPO, as an office coping with different national authorities, can develop enforcement. IP rights owners need to feel secure because their security also feeds innovations. EUIPO also wants to improve accessibility.

Goal 1.3 from Strategic Plan 2025 states: *Actions in the Area include translating more information and IP training material through machine translation to enhance accessibility to office services.* EUIPO calls it IP literacy, which means introducing a broad public to the theme by helping small businesses and consumers know better IP rights.

For instance, one of the propositions aims to help citizens identify the sources of fake products. It is very useful when it comes to greenwashing - a practice that wants to portray trademarks as sustainable when they are not. Visitors to the EUIPO website can access many documents there, which adds to the transparency for the users.

**Balance.** At the same time, the document speaks for a technological advance and remarks on the importance of human assessment. In many cases, they approach how IP-protected companies support their employees better. In addition, they focus on a consumer-centric service through technology, facilitating feedback from enregistered products.

**Endurance.** They have successive plans since 2011, statements since 2012 and reports that, as said, have innovative content applied to them. Endurance can also be considered as their consistent approach to improving enforcement in this field.

## **INPI**

The INPI is a federal autarchy linked to the Economic Ministry, which works as the Brazilian public office established in Rio de Janeiro. It acts to execute the legal standards regarding IP in Brazil, from the filing of demands to the decisions, but they also act in educational ends and inclusively, pronouncing in case of international law documents, such as treaties.

The Institute's last update of its general strategic plan was addressed from 2018 to 2022 (Instituto Nacional da Propriedade Industrial [INPI], 2018a), which will be updated from 2023 to 2026) This new plan has already been in the process of formulation till the end of March 2023. The strategic plan initiatives are consolidated by the action plans, normally available twice a year, of which execution is also available on their website's graphic.

**Unified plan.** The INPI has a website that reunites many of its themed issues, from the request for patents to educational content and access to documents and information. As stressed by the authors in chapter 14, the digitization process, in general, seems to have a positive relationship with greater sustainability of companies.

On INPI's website, there is an icon which guides visitors to a webpage where sustainable actions are included. So, through the website (INPI, n.d.), there is unified information and an overview of INPI's sustainable ongoing performance.

The organization discloses three major actions.

**1. Reduction of electric consumption.** This is an internal effort boosted by the presidential Decree in 2021 that has established a reduction of electric consumption in Public Management organisations. This section contains a document about the Sustainable Logistics Management Plan of the Institute from 2018. The document enlists actions in the INPI's practices to promote a better commitment to environmental worries and streamline public spending in their organisational activities.

This plan was first made in 2015. Then in 2018, INPI made another one whose Management Commission of the Sustainable Logistics Plan has a remarkable approach. According to the plan, public management organisations are a source of giant spending on public resources. Not only the private sector but the activity of public organisations must embody sustainability. In this sense, INPI declares, *sustainability involves social justice, economic balance and respect for the environment. Sustainability of public management requires translating discourse into practice, concretising it in actions* (INPI, 2018b). These enlisted actions applied to public bodies can inspire private ones too. The plan is divided into seven themes: (1) consumables; (2) electricity; (3) water and sewage; (4) selective collection; (5) quality of life in the work environment; (6) sustainable procurement and contracting; and (7) efficiency of public spending.

Each theme shows the initiatives executed and quantitative results in the sectors. As said, already in this work, this document also fulfils some cornerstones of sustainability: coherence (if you speak for it, you must apply it in your daily institutional activities) and the worry about a good environment for employees.

**2. Green Patent Program,** from 2016 onwards, which provides a priority in the analysis of filings of green technology.

3. **Partnerships with WIPO**, which have a vital role in WIPO Green's Acceleration Project in Latin America.

**Availability.** INPI's availability can be considered, principally, from two elements. One is the good transparency in their digital environment. The organisation supplies the public with information, which one of the categories is sustainability. So, interested parties can follow quantitative and qualitative information from the plans, execution, graphics, etc. It is a result of the 2022 resolution.

Another element is the counterplan to fight against the backlog. Backlog is a problem described as the delay in the filing's analysis and decisions, also affecting sustainable companies and technologies.

**Balance.** These INPI strategic plans are linked to WIPO's and EUIPO's ideas which are already very balanced plans. They conciliate economic progress with a social function approach. It is remarkable the following paths from the EUIPO's Strategic Plan that value human capital in the sense that sustainability implies valuing human lives – employees and a good work environment. As in the case of EUIPO, they also talk about improving enforcement implementation against IP rights violations.

**Endurance.** INPI shows an ongoing worry about the environment. In 2012, it initiated the project of green patents, which was conquered in 2016. In 2015, there was the first sustainable plan introduced. In 2018, a new remarkable sustainable plan was launched. In 2022, INPI initiated a transparent webpage concerning sustainable activities. Furthermore, this year's general strategic plan briefly cites two strategic objectives in this sense.

### 15.3. Recommendations on How IP Can Boost Sustainable Development

After our study, we propose a short list of ideas on how IP could boost sustainable development. WIPO, already mentioned in this chapter, states:

*Well-managed intellectual property rights (IPRs) are a cornerstone of the protection of the rights of the inventor and, as such, enable continued innovation and development. Local IP offices (IPOs) which grant patents and other IP assets can, for example, support the deployment of adaptation technologies by fast-tracking patenting processes, assisting inventors in connecting with investors and the market, facilitating access to patent information, and by cooperating with foreign patent processes and offices. (WIPO, 2022, p. 26)*

(1) IPOs can interfere in the process phases to motivate the deployment of green technology. They can fast-track the analysis of environmentally friendly demand for rights. For example, the Brazilian office's Green Patent Program provides a priority in the analysis of filings of green technology. Another issue is that IP rights generate costs related to applying for them, maintaining and

modifying them etc. There are fees to exercise these rights in local offices. One measure the offices could take is to reduce the percentage of fees when it comes from genuinely sustainable initiatives.

(2) Many IP bodies are aware of their roles in the economy. Some could also address funds to startups and companies that count on environmental policies. This can be an incentive for them to work according to strategic plans.

(3) As WIPO already focus on, a good path is to create interest in innovators for new solutions. In this sense, 'shark tanks', collaborations with academic centres and awards for the best solutions can be promoted.

(4) Awareness is also a rich movement. Although it is very outspoken, few entrepreneurs know deeply why they need IP rights and how to conquer them. Making this IP knowledge system approachable to entrepreneurs and enterprises is fundamental. On the consumers' side, providing a database of protected, truly sustainable services and products is an excellent way to make people buy smartly, knowing how to differentiate fake green ones from truly eco-friendly ones.

(5) Transparency is also fundamental and adds value to the last-mentioned suggestion. In this sense, sustainability reports have a clue role. As authors in chapter 3 remarked, they represent a good tool to communicate and manage relationships with stakeholders, encouraging investors' confidence, confidentiality, and loyalty of employees.

(6) Strategies to enlarge the number of sustainable solutions competitiveness to create a cycle of higher demand and lower prices for sustainable products is good, too.

Last but not least is the importance of these offices investing in enforcement. Before speaking about sustainable IP rights, we need to improve the system for all of them. It concerns backlog too. However, coming back to enforcement, although bodies usually do not have coercibility directly in the form of punishments to the ones that violate the rights, they can give rewards and make partnerships only with the ones that do not violate the rights, as a pre-requisite.

## 15.4. Conclusions

This chapter analysed the relations between sustainability, technology, and IP. Some aspects of the public sources clue information of three organisations dealing with IP have been approached.

The study of the WIPO reflected that this organisation developed a pioneer marketplace to concentrate many of the green technology's needs: from diffusion and investment to the execution that makes the registration possible. Their actions regarding local contexts to promote the generation of new intellectual goods are also very remarkable.

Concerning the EUIPO, it significantly contributed to the foundation of an innovative ecosystem. The EUIPO is an office that deals with all EU member states, so their approach needs to be more generic. When we compare to the WIPO, we observe that, although EUIPO consistently pursues a more enforcement legal approach, their guidelines do not affect the sovereignty of countries; however, they have the power to impose some measures. In addition, it is a remarkable focus of EUIPO on generating solutions and aids for startups and small and medium enterprises, which, in many cases, have incredibly useful solutions that require investment (both from research and financial goods).

The findings from INPI's analysis are also very stimulating. First, it is very positive how the INPI takes responsibility for their environmental impacts, not playing the shuttlecock to the private sector but inspiring collaboration. Secondly, they work on a significant incentive: reducing taxes on green technologies. It draws attention and efforts to the sector through the Green Patent Program. The INPI also invests in transparency by offering an easily navigated website.

Concluding, it should be noted that the initiatives of the abovementioned three organisations are complementary.

This study also aimed to show that private actors can lead in sustainable change. The clue is persistence. It is about making the right choice as a company and promoting a sustainable organisational culture. A sustainable enterprise should formulate a mission and vision that inspires technological and sustainable transformation. A transformation may value human lives. However, it is essential to be aware that technology is part of the solution, but humans cannot serve it. Technology must be a solution, not a problem.

Thus, this chapter, reminding Pope Paul VI speech to the Food and Agriculture Organisation (FAO) of the United Nations in 1970, finishes with the conclusion that progress can lead to the most extraordinary scientific inventions, the most astonishing technical inventions, and the most prodigious technological development, but if they are not united to social and moral progress, it may turn against man (Pope Paul VI, 1970).

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