

Conference

Intellectual property and sustainable development: what are the winning initiatives?

North / South exchanges, innovation and sustainable development, corporate
social and environmental responsibility, territorial economies

18 October 2013

INPI, 15 rue des minimes, 92400 Courbevoie, France

in partnership with



Introduction

<u>Emmanuel Gougé</u> President of L.E.S. France	Delegates welcome. The use of IP as an enabler for North-South exchanges is a growing reality. LES France and the INPI are joining forces to contribute to this trend.	9h
<u>Jean-Yves Grosclaude</u> Operation Director AFD – Agence Française du Développement	Status report on North-South exchanges and intellectual property stakes. Certain aspects of the AFD's activities already rely on the growing importance of intellectual property rights. In the health industry, UNITAID's support for medical patents and the AFD initiative Drugs for Neglected Diseases Initiative illustrate the progress that has been made. The quality of corporate IPR management is already influencing the AFD's financing department, Proparco, in decisions as to whether to provide project funding (eg Danadams, Nutriset). The upcoming milestones in international negotiations (eg Southern countries' genetic resources and the Nagoya protocol, climate change and COP 21) could be a good opportunity for the INPI / LES France working group to contribute to ongoing discussions.	9h10

Public policies and private initiatives

<u>Julio Raffo</u> Principal Economist, Economics and Statistics Division – WIPO – World Intellectual Property Organization	IP in developing countries: economic and practical perspectives . The limited number of patent filed in developing countries does not mean they have no interest. Patents become a key success factor for technology transfer when local R&D start filing patents.	9h30
<u>Adil Elmaliki</u> Managing Director – OMPIC The Moroccan Industrial and Commercial Property Office	Intellectual property and sustainable development: status report and perspectives in Morocco. The Moroccan national patent office was one of the first among its African peers to sign a cooperation agreement with the European Patent Office. What are the respective terms, conditions and opportunities from the point of view of the office and patent owners?	9h55
<u>Yann Ménière</u> Maître de Conférences (Associate Professor) – MINES Paris Tech	Promoting low-carbon international technology transfers. The need to promote the adoption of low-carbon technologies, especially in the rapid-growth emerging economies, is a key factor in the fight against climate change. However, the terms of the international dissemination of these technologies – and particularly the role played by intellectual property rights – are the subject of much debate in the framework of international negotiations. To move beyond these polemics, there is a need to clarify the notion of technology transfers, elucidate their terms, quantify these transfers, and subsequently to identify the levers that allow them to be promoted.	10h20

Coffee break

10h45

Sandra ARESTA
**Research Development
Institute
South Monetization
Directorate**

Technologies and know-how for the development of South countries. RDI has developed a broad patent portfolio and licensing initiatives with developing countries. Leveraging on this experience it contributed to the creation of a patent pool to foster innovation from the South: CVT Valorisation South thanks to Investment for the Future program.

11h15

Emmanuel Faber
**Project Director –
Innovation and
Development
for the Ministry of
Development
Foreign Affair Ministry in
France**

Innovation as an enabler for sustainable development.
Creating innovation to support sustainable development requires new financial resources. How can intellectual property rights associated with these innovations contribute to such sustainable development policies?

11h40

Panel discussion: what initiatives for tomorrow?
Moderated by Laurence Joly (INPI) and Michael Levy (LES France)

12h00

What can governments and national administrations do to foster the development of intellectual property that benefits sustainable development? What could be the role of private initiatives?

Lunch break

12h30

Stakeholder testimonies: rights holders and entrepreneurs

<p>Video testimonies on the challenges of innovation in favor of sustainable development 13h30</p> <p><u>Christine Albanel</u>, Senior Executive Vice President Orange Group, Corporate Social Responsibility, Events, Cultural, Institutional Partnership and Philanthropy</p> <p><u>Marc Rennard</u>, Senior Executive Vice President Orange Group, Operations in Africa, the Middle-East and in Asia</p>		
<p><u>Olivier Kayser</u> Managing Director Hystra – Hybrid Strategies Consulting</p>	<p>Enabling technology transfers: a prerequisite to the development of social entrepreneurship in Africa? The life and development of businesses arising from social entrepreneurship is closely linked to the specific entrepreneur – even more so than in Northern countries. Does the emergence of an ecosystem that is respectful of IPR created by such entrepreneurs constitute a solution for increasing the growth and the transfer of these companies?</p>	13h40
<p><u>Gerard Pannekoek (in English)</u> President & CEO IPXI – Trading Innovation</p> <p><u>Gregory BAQUE</u> Head IP & Standards Europe Philips Group Innovation</p>	<p>Patent trading exchange: a solution to close the gap between commercial success and sustainable development. Intellectual Property Exchange International (IPXI) is the first patent trading platform for the licensing and negotiation of IPR. Developed with the support of its members, including Philips, Sony, Ford, JP Morgan, Caisse des Dépôts and many others, IPXI launched its first commercial program in June 2013: a large portfolio of Philips patents for OLED technology. IPXI aims to develop the efficiency and transparency of the IP market by introducing Unit License Right^{TR} (ULR^{TR}) contracts, costed and sold based on the easily-measurable number of technology units. Gerard Pannekoek, the President of IPXI and formerly the President of the Chicago Climate Exchange (CCX), will explain how an open market platform for the transfer of technologies and intellectual property rights can contribute to sustainable development.</p>	14h00
<p><u>Ron Layton (in English)</u> CEO Lights Years IP</p>	<p>The success of the coffee trademark Yirgacheffe in Ethiopia: how can a trademark accelerate the sustainable development of the local economy?</p>	14h25
<p><u>Mr. Greg Perry (in English)</u> Executive Director Medicines Patent Pool</p>	<p>The “patent pool” model adapted to the provision of medicines to Southern countries. In order to enable generic medicines against HIV to be produced at affordable prices for the populations of emerging economies, Medicine Patent Pool negotiates – on a voluntary basis – licensing agreements. What are its key success factors? What are the development perspectives?</p>	14h45

Thomas Couaillet
Legal Director
Nutriset

The intellectual property strategy of a company focusing on Southern countries. The French company Nutriset – the creator of the first ready-to-use therapeutic food, Plumpy Nut®, which has revolutionized the treatment of malnutrition in developing countries – has been dedicated to feeding children for more than 25 years. The company utilizes its intellectual property rights to support the implementation of local production systems as close as possible to populations suffering from malnutrition, and thus facilitates its local partners' access to innovative technologies. What are the key success factors for Nutriset managers, pioneers in increasing the value of intellectual property in Southern countries? 15h05

Coffee break

15h25

Michael Bowman (in English)
Managing Editor of PatentEco
Wayfinder Digital, LLC – USA
<http://www.waybetterpatents.com>
(video communication from the USA)

Are the USPTO programs “Green Tech Pilot Program” and “Patents for Humanity” a model for the future? 15h50
The US Patent and Trademark Office has issued 2000 patents in the framework of the "Green Technology Pilot Program". In 2012, the USPTO also developed the "Patents for Humanity" program which rewards patent holders who promote the improvement of world living conditions. The winners have been announced. What are the lessons to be drawn from these programs? What are the benefits of the programs for the participants? How can these programs inform future national initiatives aiming to promote IP in green technologies and sustainable development?

Panel discussion: what initiatives for tomorrow? 16h10
Moderated by Jacques Combeau and Luc Savage (LES France)

What are the key lessons to take away from the experiences shared? What initiatives would be most useful to facilitate the development of technology transfers that are compatible with sustainable development?

Conclusion

Denis Guibard
Vice-president of the Collège
des Directeurs du
Développement durable (C3D)
in charge of international
issues

16h40

Conclusion and next steps for the working group

Yves Lapierre
Director General, INPI

Closing cocktail

17h