

Conclusions of the International Conference

“Thinking about Industrial Property,
Sustainability and the Future of the
Planet”

The way to achieve the SDGs

May 29 and 30, 2023

National Laboratory of Civil Engineering (LNEC), Lisbon - Portugal





Thinking about Industrial Property,
Sustainability and the Future of the Planet

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1. Framework

Achieving the United Nations (UN) 2030 Agenda Sustainable Development Goals (SDGs) is certainly a challenge on a global scale. We know today that the future of our planet will be seriously compromised unless there is a definite commitment to innovation and to the setting of new standards of equality, inclusion, and sustainability.

Industrial Property (IP) constitutes a key element in the path established by the SDGs. It incentivizes innovation and enables innovators to protect their creativity, their inventions and investments and boost the generation of new solutions at the service of the planet.

The International Conference “Thinking about Industrial Property, Sustainability and the Future of the Planet”, organized by the Ministry of Justice and the Portuguese National Institute of Industrial Property (INPI), in collaboration with the Permanent Mission of Portugal in the United Nations and other international organizations in Geneva, and co-organized by the three main international IP organizations: World Intellectual Property Organization (WIPO), European Union Intellectual Property Office (EUIPO) and European Patent Office (EPO), that took place on the 29th and 30th of May 2023, discussed the crucial role that the Industrial Property System (SPI) plays as a driver for achieving the SDGs of the UN 2030 Agenda.

The event was organised into 6 panels, each focusing on several SDGs in which IP plays an active role. The 6 panels included representatives from the UN, WIPO, EUIPO, EPO, IP5 (forum of the five largest IP offices in the world: EPO, JPO - Japan Patent Office, KIPO - Korean Intellectual Property Office, CNIPA - China National Intellectual Property Administration and USPTO - United States Patent and Trademark Office) and CPLP (Community of Portuguese-Speaking Countries), in addition to companies and experts, who have made a name for themselves internationally in each one of the areas under discussion.



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2. Conference - Summary

The event took place, in person, at the National Laboratory of Civil Engineering (LNEC), in Lisbon, and was broadcast worldwide via streaming.

Day 1

The Conference was initiated with the Opening Speeches that included the presence of the Secretary of State for the Presidency of the Council of Ministers, André Moz Caldas, whose speech highlighted the idea that “IP represents an essential means for sustainable development. Together we can change the world.”

The Deputy Secretary-General of the United Nations, Amina J. Mohammed, followed, emphasizing that “Innovation and industrial property - from design and legislation to trademarks and information - are key elements in our joint efforts to generate new ideas and solutions to stepping up the progress on all SDGs.”

The Director General of WIPO, Daren Tang, stated that “in order to be able to solve the greatest challenges of our times as regards climate, we must combine the energy of innovation and the power of creativity at the service of the community”; the Deputy Executive Director of the EUIPO, Andrea Di Carlo, who identified that “IP is the essence of economic growth” and the President of the EPO, António Campinos, who referred that “sustainability requires a firm response that only a united community at a global level can provide. I am convinced that, along with our consumer behaviour, technological developments will give us the answers that humanity needs to face this challenge”.

The Minister of Justice, Catarina Sarmiento e Castro, closed the opening speeches and praised the main purpose of this event: to combine some of the UN SDGs with the importance of the role played by Industrial Property in achieving them, noting that “The change of paradigm, not only on legal and organizational terms but also culturally, also contemplates the articulation of judicial instances with Justice supplementary services. In this context, the creation, in Portugal, of the



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Intellectual Property Court, which now encompasses three specialized Courts, was extremely important”.

Following the opening speeches, **Panel 1 ‘Thinking about gender equality in science and innovation’** addressed the importance of gender equality and the role women play in innovation and IP.

The Minister of Science, Technology and Higher Education, Elvira Fortunato, opened this first moment of reflection, outlining that “a greater involvement and recognition of women in research and development activities is essential to increase innovative capacity in Portugal and for the creation of a more sustainable and balanced world”. She also mentioned that women have already an “extremely relevant role” in innovation, noticing that, between 2010 and 2019, Portugal had the second highest percentage of women inventors in Europe (27%, compared to the European average of 13%). However, although “the participation of women as inventors has had a growing trajectory, it is still quite unbalanced when compared to the number of patent applications submitted by men inventors”. Hence, “evidence points out that **if we do not do more and faster, it could take about 300 years to achieve gender equality**”.

The Portuguese Minister also encouraged the strengthening of relations between the scientific system and the business ecosystem, stressing that “the history of science and innovation is full of remarkable women, whose inventions changed our lives”.

In this panel, there was an opportunity to hear, first-hand, the experience of women who distinguished themselves in the area of environmental sustainability and projects to reduce the gap in gender inequality in IP.

Lisa Jorgenson, WIPO’s Deputy Director General (Patents and Technology), addressed this gender equality theme: “Reducing gender inequalities in IP”. She highlighted the work carried out by the world organization in promoting equality and diversity in innovation, focusing on the 3 fundamental pillars for reducing these inequalities through a) support from governments, legislators and policymakers by including gender equality perspectives in IP policies and projects; b) research and data development to identify and frame the nature of these differences in IP and create policies to close these differences and c) empower communities to create and replicate more equitable projects.



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The next contributions tackled how the role of women in innovation can help build up our future, with a speech delivered by the Secretary of State for Equality and Migration, Isabel Almeida Rodrigues, who said that “science and education are not gender neutral” and addressed public policies in the 3 plans that implement the “Portugal + Igual” strategy; and a speech delivered by the General Director of the National Institute of Industrial Property of Chile (INAPI), María Loreto Bresky, who referred that diversity in the workplace is crucial for innovation.

The first panel closed with the contribution of Rafaella de Bona Gonçalves, finalist of the European Inventor Award 2022, under the theme “A female perspective: harnessing innovation to achieve sustainability”, where she presented her invention - sustainable and inclusive sanitary napkins - and the stages she faced to reach the final product.

Panel 2, under the theme ‘**Thinking about green technologies and new ways of living for a better future**’, discussed the issue of green technologies and renewable energies and their role in building a more sustainable future.

This panel started with the testimony of Nuno Correia, Director of the Materials and Composite Structures Area at the Institute of Science and Innovation in Mechanical Engineering and Industrial Engineering (INEGI), directed towards innovative technologies based on natural energy sources, highlighting some cases of success such as 'Proteus Project', powered by Solarisfloat. In his speech, he highlighted that innovation is crucial to achieve sustainability and the SDGs, and that research institutes such as the INEGI, play a vital role in the innovation ecosystem by boosting collaboration and knowledge creation. Inventions such as the Solarisfloat's Proteus contribute to renewable energy, water conservation and climate change mitigation. Finally, he highlighted that patents significantly promote innovation by offering legal protection and encouragement to inventors, forging a culture of knowledge-sharing and co-operation.

Yann Menière, Chief Economist of the EPO, followed, focusing on innovation in terms of hydrogen for the energy transition and how this energy source can solve sustainability problems at the energy level.

This panel also comprised the presence of the Deputy Director General of WIPO, Edward Kwakwa, that alluded to the WIPO GREEN project: an online WIPO platform that promotes innovation and the dissemination of green technologies, thus fostering partnerships and business in this area.



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INPI PT became a partner to WIPO GREEN in 2021. In addition to this project, the important Water Agenda of the United Nations was also mentioned.

Finally, the panel reflected on innovation as a generator of better living conditions in smart cities and communities that combine technology, efficiency and sustainability, with the intervention of Miguel de Castro Neto, Dean of NOVA Information Management School.

Panel 3, under the theme **‘Thinking about better ways of working in long-established and traditional industries’**, explored how some of the most long-established and traditional industries (such as footwear, chemical, food, etc.) have adapted to today's world, and how they continue to innovate towards a greener, digital future.

Thus, this panel began with the intervention of Florbela Silva, Head of the Innovation and Digital Manufacturing Unit of the Portuguese Footwear Technological Centre (CTCP), who addressed the issue of **‘Innovation and sustainability in the footwear industry: The Portuguese experience’**, revealing the modernization process in the footwear industry on a national scale. During her speech, she presented some projects such as the “Bioshoes4all”, a project committed to bio-economy, with the development of shoes that use biological materials such as leather, biological polymers and biological fibers. These shoes have an ecological design and help the circular economy through the use of recyclable materials. In addition to this project, the project FAIST is also under development. It focuses on the development of integrated footwear production lines using technology to automate traditional operations, where there is a lack of manpower, such as the sewing and gluing processes, and where new types of footwear and production are designed using 3D printing and other cutting-edge technologies.

The Head of the Institute of Organic Chemistry at the University of Vienna, Nuno Maulide, followed with a speech on the theme “Chemistry as a science to solve global-level problems”. Maulide referred to some cases solved by chemistry, such as the case of the ozone layer, which began to regenerate and started to close with the replacement of chlorofluorocarbons (CFCs); the replacement of aniline - which enables blue jeans to be blue - by other components that have the same effect and yet are not as dangerous as aniline, among other examples. And, finally, he ended with the example of the water in which lupine is soaked, which was later found to contain sparteine, which is an extremely expensive molecule.



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Panel 3 also had the contribution of Nuno Gonçalves, Member of the Board of Directors of the Portuguese Agency for Competitiveness and Innovation (IAPMEI), who emphasized the importance of IP in promoting new forms of sustainable production through support for innovation and investment to SMEs. To this end, he presented concrete examples of projects that will be implemented with a focus on resilience, climate and digital transition, in the areas of biofuels, recovery and preservation of the forest, and development of new food products for humans and animals based on insects.

To conclude the third panel, Miguel Portela, General Manager of BIAL, presented the pharmaceutical company's path towards sustainability, presenting some investments made in its facilities, such as the incorporation of solar panels, and the transition from organic to aqueous solvents, among others.

The panel ended with the speech of the Secretary of State for the Economy Pedro Cilínio, focusing on the important role that innovation plays in the economic growth of a country.

Panel 4, devoted to the theme **'Thinking about our natural and cultural heritage'**, celebrated the importance that the natural and cultural heritage, such as forests or regional/national products, hold in the national and international panorama, discussing their role in the local and international economy and reflecting on the need for their protection as Geographical Indications (GI) and Appellations of Origin (AO).

The panel began with the interventions of Inês Cristóvão da Silva, Head of INPI's Patents and Utility Models Department and Carmen Toledo, Head of the Patent Information Division of the Spanish Patent and Trademark Office, who presented, respectively, the Portuguese and the Spanish perspective on the Iberian Study: "Patents and forest fire control". This study addressed the key role that IP and inventions, especially in this area, can play in preventing and combating forest and rural fires.

Victor Veefkind, Patent Examiner and Member of the EPO's Chief Economist Unit, and Guilherme Távora, Patent Examiner at the INPI, disclosed the new EPO platform on patents in matters of combating and controlling forest fires.

Paulo Madeira, Deputy Coordinator at the Mission Structure for Expansion of the Simplified Cadastral Information System (eBUPI) shared with the audience the main features of this project.



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João Pedro Azevedo, CEO of Amorim Cork Composites, followed under the theme 'Making use of our natural heritage for innovation: the case of cork insulation used in the aerospace industry', drawing attention to the advantages of the use of cork insulation in the aerospace industry.

Finally, under the theme 'Sustainability challenges in the wine sector', Gilberto Igrejas, President of the Porto and Douro Wines Institute (IVDP) and Bernardo Gouvêa, President of the Portuguese Institute of Vine and Wine (IVV), spoke on the reduction of pesticides and chemical fertilizers, the use of part of the land for organic agriculture, reduction of water use, conservation of biodiversity on the control, certification and acquired rights to protect the Portuguese wine heritage.

Also, in this context and closing the panel, Ana Paula Spencer, President of the Institute for Quality Management and IP of Cape Verde (IGQPI), presented the Appellation of Origin of *Vinho do Fogo*, which is the first AO from Cape Verde.

Day 2

Panel 5, entitled "**Thinking about the IP System to anticipate solutions**" discussed the role played by governments in promoting the IP system as a solution to some of the problems the world currently faces, particularly as regards the digital transition of public services. Jorge Alves Costa, Deputy Minister for Justice of Portugal, opened this second day of the conference, emphasising that "Industrial property is more than the pure protection of innovation: it is also the protection of tradition and local or regional know-how".

João Negrão, President of EUIPO's Boards of Appeal, followed, addressing the theme "Ensuring sustainability, fairness and effectiveness within the IP dispute resolution system". Mr Negrão focussed on the importance of the dual system of legal review, noting that the EUIPO comprises legal mechanisms to ensure the legitimacy of its administrative action. Accordingly, there is a Board of Appeal to review decisions rendered at first instance by the EUIPO. These decisions may, in turn, be appealed to the General Court (GC) and the Court of Justice of the European Union (CJEU). In addition to these mechanisms, alternative dispute resolution has also been an option with the "ADR Centre (Alternative Dispute Resolution Centre)". All these mechanisms aim to ensure greater efficiency, sustainability and quality for all users of the IP system.



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This panel encompassed a round table that brought together representatives of the 5 main IP offices worldwide (the 'IP5': EPO, JPO - Japan Patent Office, KIPO - Korean Intellectual Property Office, CNIPA - China National Intellectual Property Administration and USPTO - United States Patent and Trademark Office), to discuss the main IP projects SDG-related, implemented or on the course to be implemented, and their potential impact on society. The round table started with a message from the Presidents and Commissioners of those offices and was under the moderation of José Graça Aranha, WIPO's Special Representative for the UN Sustainable Development Goals.

Inge Buffolo, Customer Department Director of the EUIPO, followed with a presentation of the EUIPO SME Fund as a way to achieve sustainability in the European economy. In this regard, Inge referred that SMEs are the backbone of the European business fabric and have created more green brands than large companies, thus making an important contribution to sustainability. Therefore, it is, therefore, crucial to support these companies in valuing and protecting their intangible assets.

The panel concluded with the testimony of António Rodrigues, Research and Development Manager at VentilÁQUA and a beneficiary of the PME Fund. António Rodrigues shared his experience with the Fund application procedure and described how the granted voucher was applied.

Panel 6, "Thinking about synergies between innovation and IP", focused on the importance of co-operation between innovation and IP. Pedro Tavares, Secretary of State for Justice, shared the main projects of the *Govtech Justice Strategy*, emphasizing those related to digital transformation at the service of the citizen and promotion of competitiveness and innovation.

Ana Bandeira, President of the Directive Council of the Portuguese Institute of Industrial Property, highlighted the office's role in the service of innovation in Portugal, sharing its main indicators and projects. "One must emphasise the strategic role that Industrial Property may assume in achieving sustainability, with the protection of inventions and creations that can change the world. Portugal is on an upward trajectory for protecting its intangible assets and this is the result of the commitment to innovation that our companies, universities, and other entities have been maturing", she said.

WIPO's Assistant Director General, IP and Innovation Ecosystems Sector, Marco Alemán, followed with a presentation of a Study on the impact of IP in Portugal. This study concludes that the



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performance of innovation in Portugal is above what could be predicted by the economic development level and there is no obvious sign that Portuguese innovators are underusing IP. Portugal stands out by presenting a relatively high share of patent applications submitted by universities and Public Research Institutes.

The session continued with a presentation by Gilles Requena, Chief Patent Research and Policy Officer at the EPO, regarding the new EPO Patent and Technology Observatory, which has its launch planned for the second half of 2023. The Observatory aims to contribute to a deeper and more comprehensive understanding of important issues related to the future of innovation and technology, and their impact on the patent system. The Observatory's activities aim by and large to understand the diversity of the patent system and to support decision-making, providing user-friendly and accessible information and enhancing communication.

The Observatory will provide the EPN and its stakeholders with insights into developments in the innovation sector and patent landscape. Capitalising on this knowledge, the EPO and its partners will be in the position to better respond to present challenges, anticipate change and take measures leading to economic, social, and environmental progress.

The last panel brought together in a round table António Bárbara Grilo, President of ANI (National Innovation Agency), António Dias Martins, Executive Director of Startup Portugal, and Luís Rebelo de Sousa, Executive Director of AICEP Portugal Global (Portuguese Trade & Investment Agency). Moderated by Jorge Portugal, Director General of COTEC Portugal (Association for Business Innovation), this round table focused on the challenges faced by businesses in the era of innovation and sustainability.

The conclusion of the Conference had the presence of the President of the Portuguese Republic, who underlined that "Industrial Property is a very important tool for sustainable economic development. It enables the maintenance of economic activities that would otherwise disappear. It also creates a strong impulse for innovation by strengthening the legal protection of creativity and inventions and by improving the relations between the academic and the business world".



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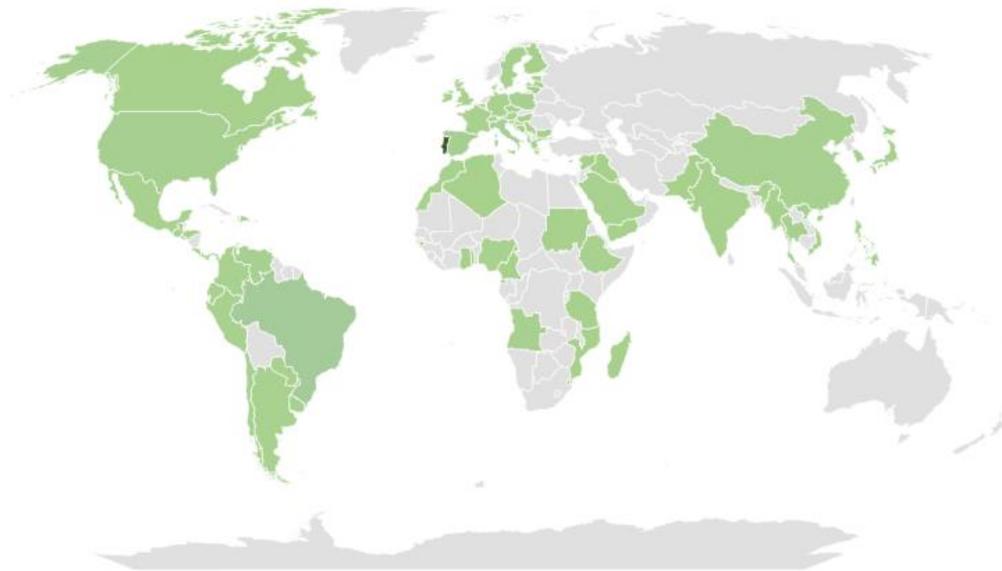
3. Statistical Data

Participants

This Conference was attended by almost 400 participants, in-person and online, Portuguese and international, including the heads of the IP Offices of the Member States of the European Patent Organisation, of the European Union, the Community of Portuguese-Speaking Countries, and of the Ibero-American Industrial Property Programme (IBEPI), as well as members of the Portuguese government, private sector, and Academia.

Most participants attended the Conference in person. The event gathered participants from the most diverse locations in the world, from 84 different countries:

Participants per Country



Albania	Algeria	Angola	Argentina	Austria	Barundi	Belgium	Bosnia & Herzegovina
Brasil	Bulgaria	Cabo Verde	Cameroun	Canada	Chile	China	Colombia
Costa Rica	Croatia	Cyprus	Czech Republic		Denmark	Dominican Republic	
Ecuador	El Salvador	Equatorial Guinea		Estonia	Eswatini	Ethiopia	Finland
France	Germany	Ireland	Ghana	Greece	Guatemala	Guinea-Bissau	
Honduras	Hungary	India	Iraq	Italy	Japan	Kuwait	Latvia
Lithuania	Madagascar	Malta	Mexico	Monaco	Morroco	Mozambique	
Myanmar	Nigeria	Pakistan	Panama	Paraguay	Peru	Philippines	Poland
Portugal	São Tomé e Príncipe		Saudi Arabia		Serbia	Singapore	Slovenia



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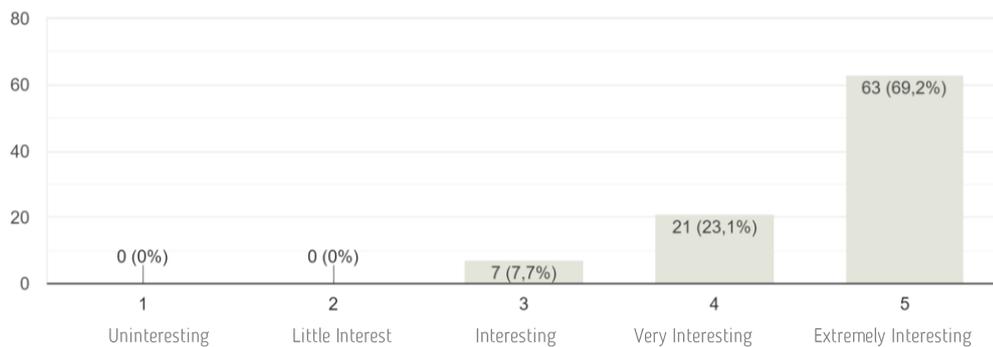
South Korea	Spain	Sudan	Sweden	Switzerland	Syria	Tanzânia
Thailand	Timor-Leste	Togo	Trinidad and Tobago	Turkey	United Kingdom	
Uruguay	USA	Venezuela	Vietnam	Yemen		

Level of satisfaction

An online survey was shared with the participants and made available on the webpage that broadcasted the Conference, at the end of the event. This was a quick poll that aimed at understanding the level of satisfaction of the participants.

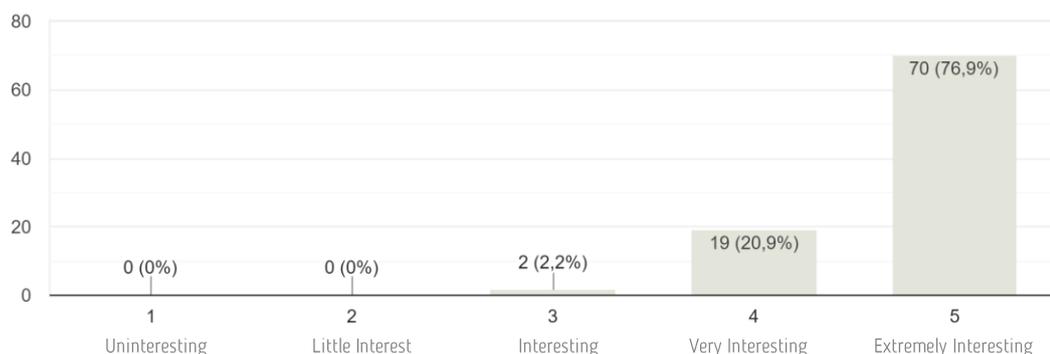
The participants' **overall opinion** was extremely positive, with 92.3% of the responses globally evaluating the Conference as Extremely and Very Interesting:

Overall opinion on the Conference



The majority of the participants considered the **theme** of this International Conference extremely or very pertinent:

Importance of the Conference's theme



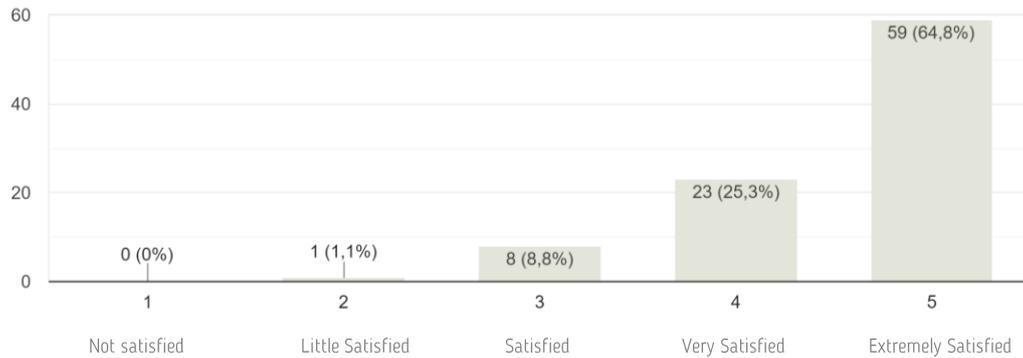


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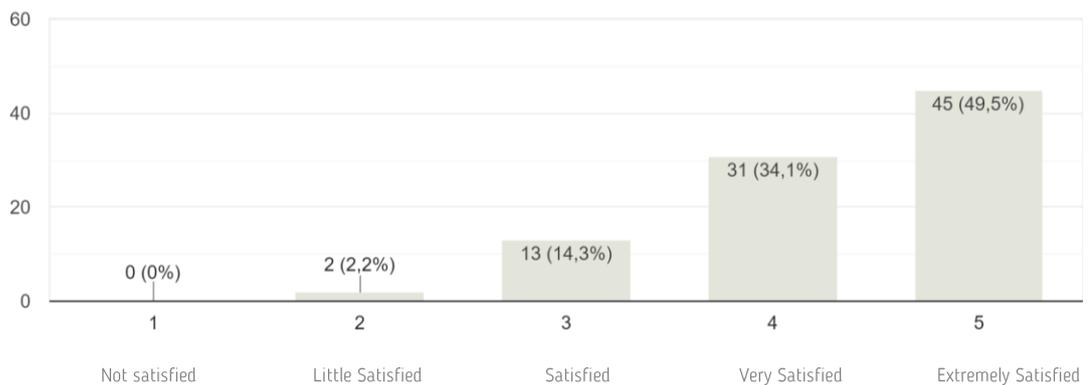
90% of the participants were very or extremely satisfied with the **performance of the Speakers**:

Quality of the speakers



The **length of the event** was pleasing to 98% of the participants who answered the satisfaction survey:

Duration of the event





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The satisfaction survey also included an area for additional comments or suggestions, which gathered several contributions, such as the following:

Open comments/suggestions

The conference was a unique opportunity to listen to a vast number of high profile speakers in the shortest amount of time possible. Thank you for the excellent organization!

*Overall I think the conference was interesting, but perhaps there were too many political speeches right at the beginning. I also believe that the daily hours were excessive, which resulted in some fatigue of the participants.
As for the rest of the logistics, I think it was absolutely flawless.*

The Portuguese INPI deserves all the merit for the excellent quality and relevant conference. Congratulations on bringing light to all those themes of utmost relevance to the world. I would suggest to partner all CPLP countries in another initiative like this one, maybe in online format and maybe linked to Euroclima+ funded projects to enhance technology transfer aspects to facilitate the incorporation of new technologies worldwide. I am sure WIPO will be pleased to sponsor an initiative like this one, as it is already focus of WIPO Green initiative.

Amazing. Gathering such high level figures within the innovation and policy making sectors, great speakers, the quality of the venue, the amazing coffee breaks and lunch. I think it went as well as it could go. congratulations to everyone involved!

It has been a great opportunity to learn about interesting topics and to know the experience of Portugal in some of the topic that were developed in the event . Thank you so much!

*Excellent organization!
The quality of the speakers met the expectation of making known what can be done for a better and more sustainable future for all. The success stories presented are undoubtedly an incentive to continue promoting the use of intellectual property systems to promote the innovation and creativity necessary to achieve the ODS. Congratulations!*

It was very tiring to cover so many interesting and important topics in just 1 1/2 days. They should have either increased the time to 2 1/2 days or decreased the issues. But overall, the panels and panelists were excellent, and the topics were interesting and very important.



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4. Communication impact

This Conference relied on a communication strategy that turned out to be quite positive, with wide dissemination on digital channels.

The overall impact of this campaign on social networks, measured by the number of impressions - i.e. the number of times a certain content was displayed to the user - was 20,576 impressions. The highest performance was achieved through the LinkedIn platform:

SOCIAL NETWORK	IMPRESSIONS
FACEBOOK 	1.571
INSTAGRAM 	2.248
TWITTER 	4.596
LINKEDIN 	12.161

In fact, the post with the best performance post was the one published on LinkedIn, concerning the opening of the conference (1344 impressions). It was also LinkedIn that registered the post with the highest number of shares, referring to the first dissemination of the conference (12 shares).

INPI webpage had three distinct areas devoted to the event: the Conference Programme page, the registration page and the news page with the article detailing the event. As expected, the programme dissemination page was the most visited one:

INPI website



	TOTAL VIEWS
NEWS ARTICLE DETAILING THE CONFERENCE	447
CONFERENCE PROGRAMME PAGE	2.571
REGISTRATION PAGE	877



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4. Overall conclusion

The message conveyed throughout this conference was clear and unanimous: Industrial Property plays a key role in achieving the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda.

The relevance and cross-cutting nature of this topic was clearly demonstrated by the influx of participants from around the world, who gathered in person or virtually to better understand and reflect on the various aspects of this theme.

Close to 400 participants joined forces to attend and contribute to this event from more than 80 countries, thus revealing the global interest in IP and Sustainability.

The level of satisfaction of the audience was very positive, with 92.3% of the participants who chose to express their opinion globally evaluating the Conference as Extremely and Very interesting. 97.8% of these participants noted the relevance of the Conference theme.

Thus, one can conclude that there is a global awareness that IP is inseparable from sustainability and that the future of the Planet depends on the existence of more sustainable solutions. This is the path that we must travel together today so that tomorrow, we can attain a more promising future.