



Eco-Innovation

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## Importance of Intellectual property for eco-innovation

*The second exclusive Strategic Report for the 100 Business Club*



**ERRIN** European Regions  
Research and Innovation Network



**European Commission**  
Enterprise and Industry

# Insights on how the management of Intellectual property rights (IPR) can be a driver to boost growth and internationalisation of **eco-innovation** players

## **1) Creating a competitive advantage through management of IP**

Key information on intangible assets protection and intellectual property development in the eco-innovation sector

## **2) Intellectual property portfolio audit**

Effective methodologies on how to identify key intellectual assets and how to assess the financial and commercial value of IP

## **3) Strategies for smart IP management**

Approaches to effectively exploit IPR to be competitive and to attract investment with the help of intangibles

## **4) IPR regulations: global perspectives**

Global perspectives for eco-innovation players: IPR in North America, Latin America, Africa and Asia

## **5) Trends and developments**

Insights on trends, policies, laws and performance development in the patenting landscape and eco-innovation sector

# 1) Creating a competitive advantage through management of IP

## Intrinsic of intangible assets protection

- Patents, Trademarks, Industrial Design, Copyrights, Trade secrets

Limited knowledge about intellectual property has brought small companies to underestimate and underuse the IPR system which can be extremely relevant if well managed and properly exploited. Learn about the **strategies for converting an IP right into a fruitful business tool.**

## Intellectual property developments in the eco-innovation sector

- Recycling, Bio-based products, Renewable energy, Green construction

Discover how IP can be used to make a business more profitable. Effective IP management enables eco-innovative companies to use their intellectual property assets to **improve competitiveness and strategic advantage.**



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## 2) Intellectual property portfolio audit

### Identifying the key intellectual assets

It's highly important for a company to keep track of intangible assets. Get insights on how to do it through an **IP portfolio audit** in order to have an overview on the company and identify which of the assets can be maintained, licensed or dropped.

### Assessing the value of IP

- Financial value
- Business and commercial value

Learn on how to assess the **financial and commercial value of the patent portfolio** is a crucial step in order to evaluate the profitability and performance of an eco-innovative business.

### 3) Strategies for smart IP management

- IP data as a key business strategy issue
- Attracting investment with the help of intangibles
- Using IPR for marketing and branding purposes
- IP exploitation

Once the key intellectual assets have been identified by the eco-innovative company, the priority should be given to implement the strategies in order to effectively exploit intellectual assets in the very best possible way. An integrated **smart IP strategy** can be decisive to attract investments based on intangibles and generate income by marketing, licensing, franchising and selling IPR.



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## 4) IPR regulations: global perspectives

- North America
- Latin America
- Africa
- Asia

Increase your **awareness about IP protection worldwide**. A broad overview of IP laws in different areas of the world is offered including economies' market size, developments in eco-innovation field as well as future growth potential related to eco-innovation.

## 5) Trends and developments

**Be the first to get insights** on general trends and developments in the patenting landscape and eco-innovation sectors including policies, laws, recent discussions and performance indicators.

# Growing **Green**

Empowering **Eco-Innovation!**



**European Eco-Innovation Platform – ECOLINK+**

[www.europe-innova.eu/ecolink](http://www.europe-innova.eu/ecolink)