

WIPO GREEN
ACCELERATION PROJECT
BRAZIL

Érica Leite

National Institute of Industrial Property - Brazil

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CONTEXT

BIODIVERSITY

Brazil: greatest biodiversity in the world: 20% of Earth's species.

15% of the planet's fresh water.

ENERGY

Renewable sources make up 78% of Brazil's **electrical matrix**, with emphasis on hydraulic energy, which represents 56% of the electricity produced in the country. The Brazilian **energy matrix** is made up of 45% renewable energy sources, which makes it one of the cleanest in the world.

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ECONOMY

Agriculture sector responsible for 40% of Brazilian GDP.

Biodiversity products account for 31% of Brazilian exports (most important: coffee, soy and oranges) and employ millions of people

TERRITORY

The Brazilian territory allocated to native vegetation totals 564 million hectares or 66% of the country, and is equivalent to the area of 43 countries and 5 territories in Europe.

CHALLENGE

It is essential that Brazil intensifies research in better use of local biodiversity and other natural resources while managing access to them, which are fundamental for improving national agriculture, livestock, forestry and fish farming, besides the production of pharmaceuticals, cosmetics and renewable energy.





WIPO GREEN
ACCELERATION
PROJECTS IN
BRAZIL

WIPO GREEN ACCELERATION PROJECTS IN BRAZIL

PHASE 1
2019-20

Brazil, Argentina and Chile

Restricted to data entry and promotion of the WIPO Green platform, Chilean consultant: upload of 10 identified needs + 21 technologies on zero till or conservation agriculture.

PHASE 2
2021-22

Brazil, Argentina and Chile

Acceleration of data entry and promotion of the WIPO Green platform, also promoted business rounds. National consultant: upload of 10 identified needs + 24 technologies on sustainable agriculture or solar energy. 13 business rounds. Catalogue.

PHASE 3
2022-23

Brazil, Argentina, Chile and Peru

Acceleration of data entry and promotion of the WIPO Green platform, and business rounds. National consultants. Areas: pest and disease management, sustainable mechanization and alternative/renewable energies related to agricultural activities.



RESULTS – PHASE 3



Uploads at Wipo Green system:

- 12 needs
- 24 Technologies

11 business rounds between companies and inventors (matchmaking).

1 webinar

1 catalogue



FUTURE

NEW AREAS AND PARTNERSHIPS

Green technologies could also be considered in the project not only in agriculture.

Partnership with other national and international organizations with similar projects can be considered.

Meetings with financial institutions and could be part of the project to help small enterprises and technology developers.

NETWORK

Greater collaboration between South American consultants and enterprises could improve results.

The creation of a network including green technology seekers and providers can also be an asset of the Project.

INPI's new Sustainability and Bioeconomy Commission could further assist in interaction with Wipo Green and regional stakeholders.

CONCLUSION

Promoting sustainability is an urgent issue in the economic and social areas of all countries.

Initiatives that result in trade and technological development in the environmental area should be encouraged as a way to preserve biodiversity.

For megadiverse developing countries like Brazil, the development of environmental technology for commercialization is an opportunity to ensure global prominence in the area, with an impact on the entire national economy.



THANK YOU

Erica Leite

Erica.leite@inpi.gov.br

www.gov.br/inpi