

Youth and Intellectual Property: a view on WIPO Services and Initiatives

Geneva
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Elliott Lancaster
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Global Student Prize Top 10
British Citizen's Award medal
The Diana Award
Green Gown Award Winner (Enterprise)
Trustee of the Year - Support Staffordshire
Winner of the UK's 1840th Points of Light Award by the Prime Minister
Queen's Batonbearer for the 2022 Commonwealth Games



Founder & CEO
Utter Rubbish Ltd



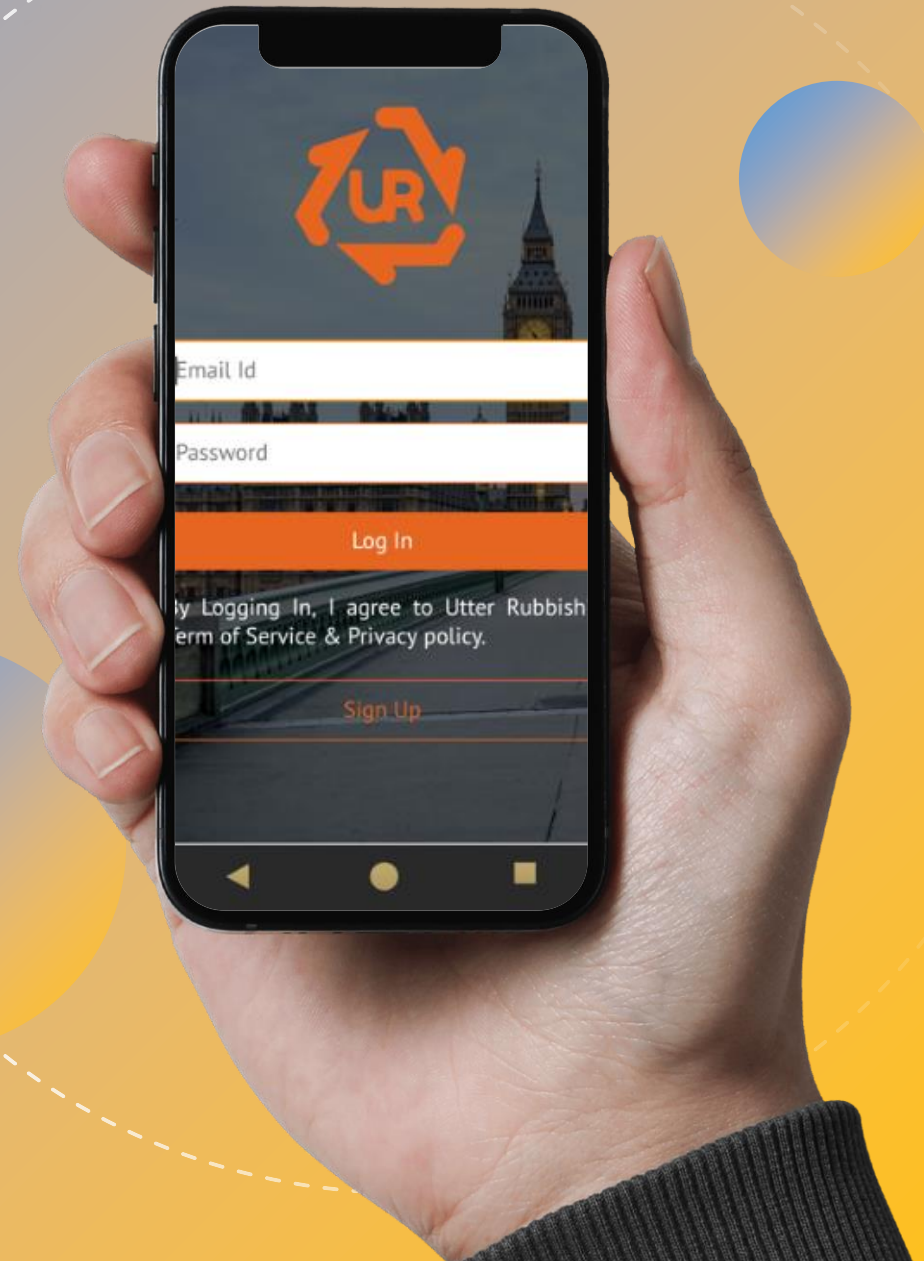
Ambassador
GEN UK



Researcher
Keele University

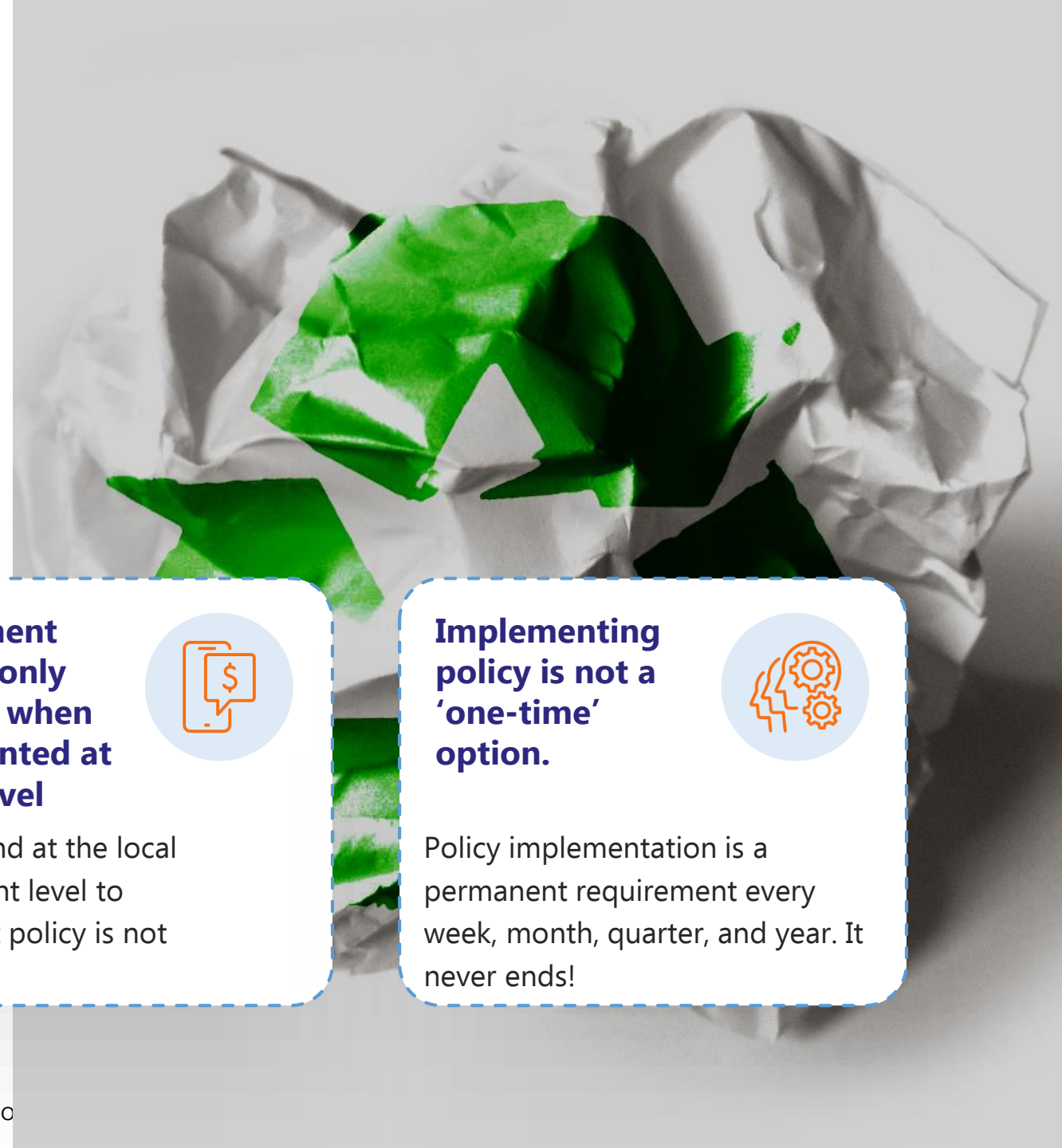
Changing how the government and citizen collaborate on waste disposal and recycling

June 2022



The Global Problem

Population growth and life expectancy have created a level of demand for consumer goods, which in turn has created a **waste disposal pandemic**.



Government and citizens are both the problem and solution



Citizens consume but the government must create policies to recycle waste

Government policy is only effective when implemented at a local level



The demand at the local government level to implement policy is not optional.

Implementing policy is not a 'one-time' option.

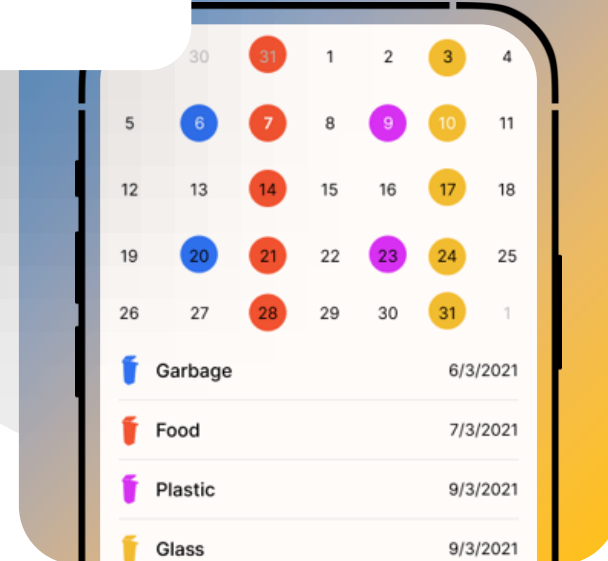
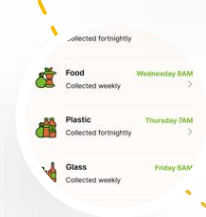
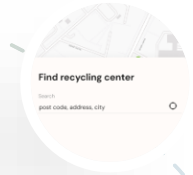


Policy implementation is a permanent requirement every week, month, quarter, and year. It never ends!

Mobile App that delivers a solution **to** **a problem** **today**



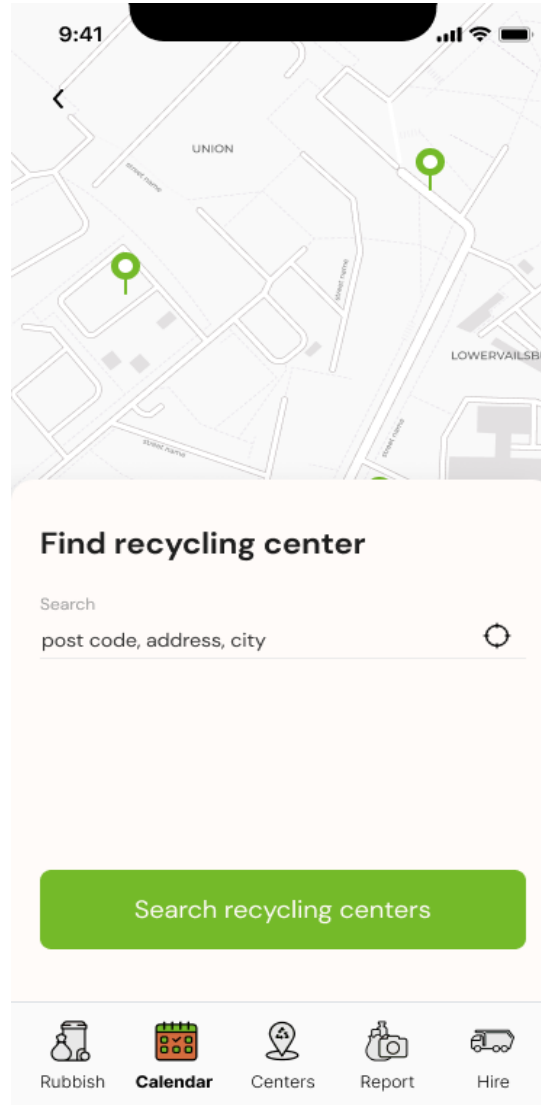
Proactive, real-time, fully integrated app that allows a municipal to save money



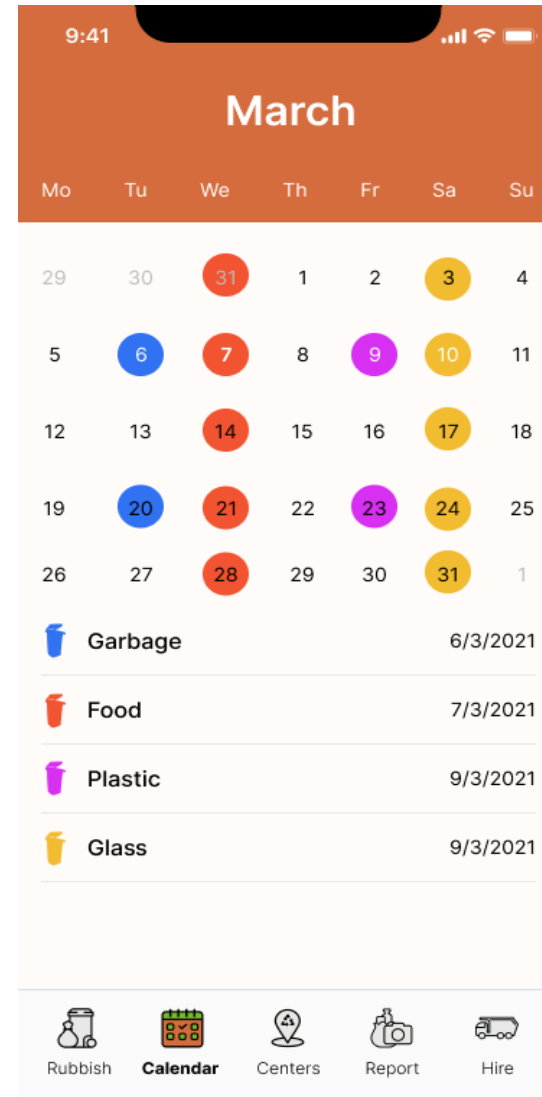
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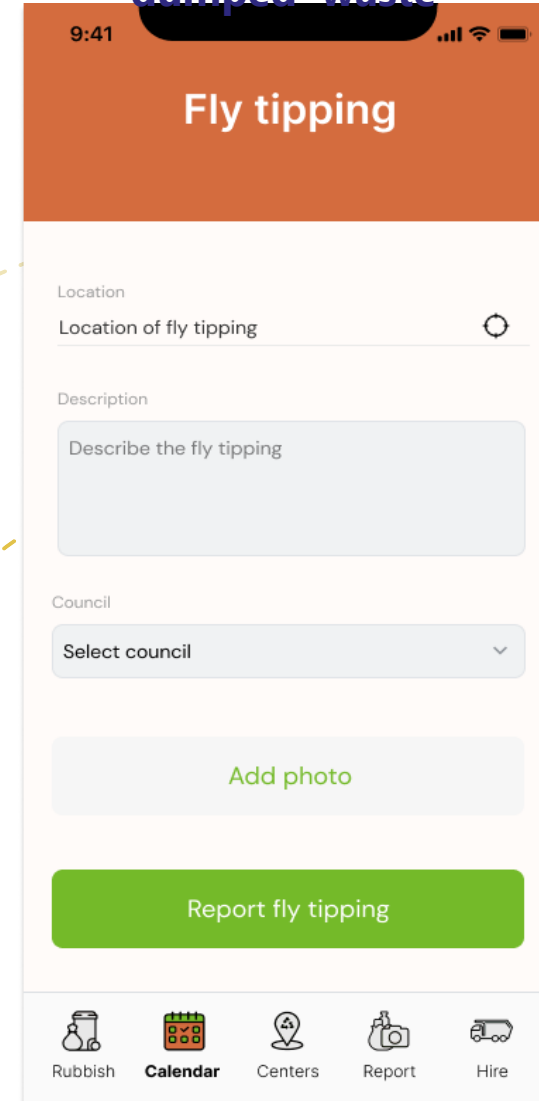
Large one-off waste disposal centres



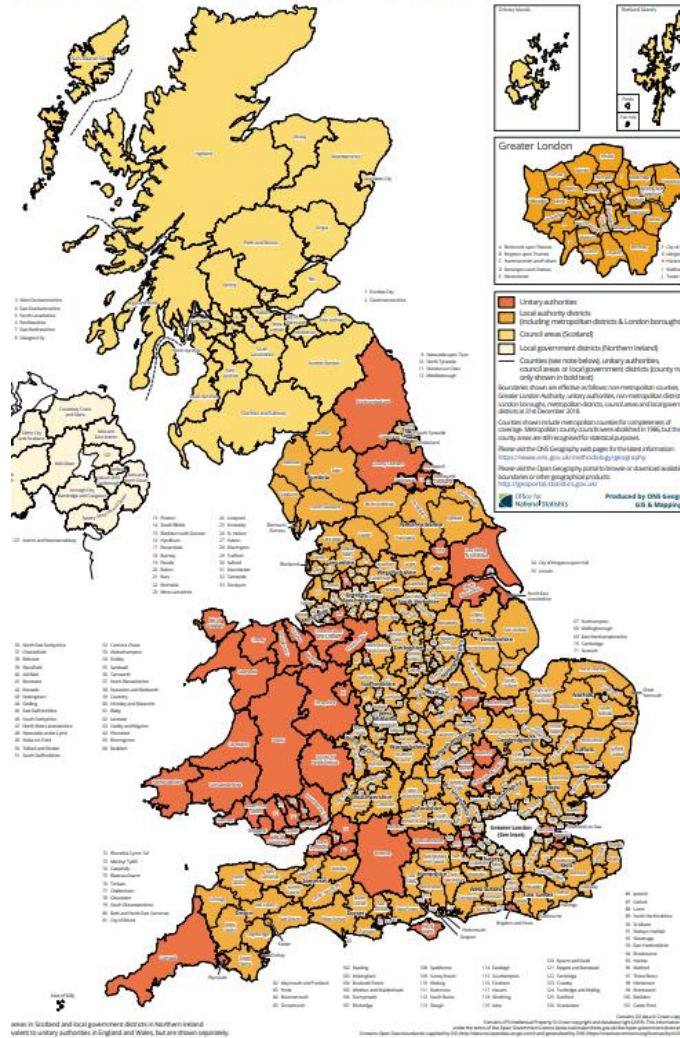
Collection Calendar (updated in real-time)



Geo-tagged reporting of 'dumped' waste



Local authority districts, counties and unitary authorities,¹ 2018



UK Market Segment



70%
Target Market

Local and County Councils



20%
Secondary target market

Social Housing Providers



10%
Partnerships

Waste supply-chain to both housing and businesses

Ecosystem Enablers.

The screenshot displays the GEN UK HUB Community interface. On the left is a navigation menu with options: Feed, About, Members, Marketplace, Opportunities, **Events**, Groups, Forum, Resources, and Support. The main content area features a 'Filter by' section with dropdown menus for Search, Date range, Category, Sector, Status, Subcategory, Location, and Organizer. Below the filters is a 'Share opportunity' button and a view toggle for 'Cards' and 'Calendar'. The feed contains three event cards:

- Event:** Should I quit my job to start a business? (Business & IP Centre)
- Event:** How to value your startup & retain control of your business (The Funding Game)
- Event:** Fundamentals of Finance & ... (GEN UK HUB)

Each card includes a title, date, organizer, location, and a category tag.



Top Tips.



Get the right team in place



File online as soon as possible



Include all your designs in one application



Boost market recognition



Double check the formal requirements



Command over the value chain





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