



# WIPO's ROLE IN GREEN TECHNOLOGY

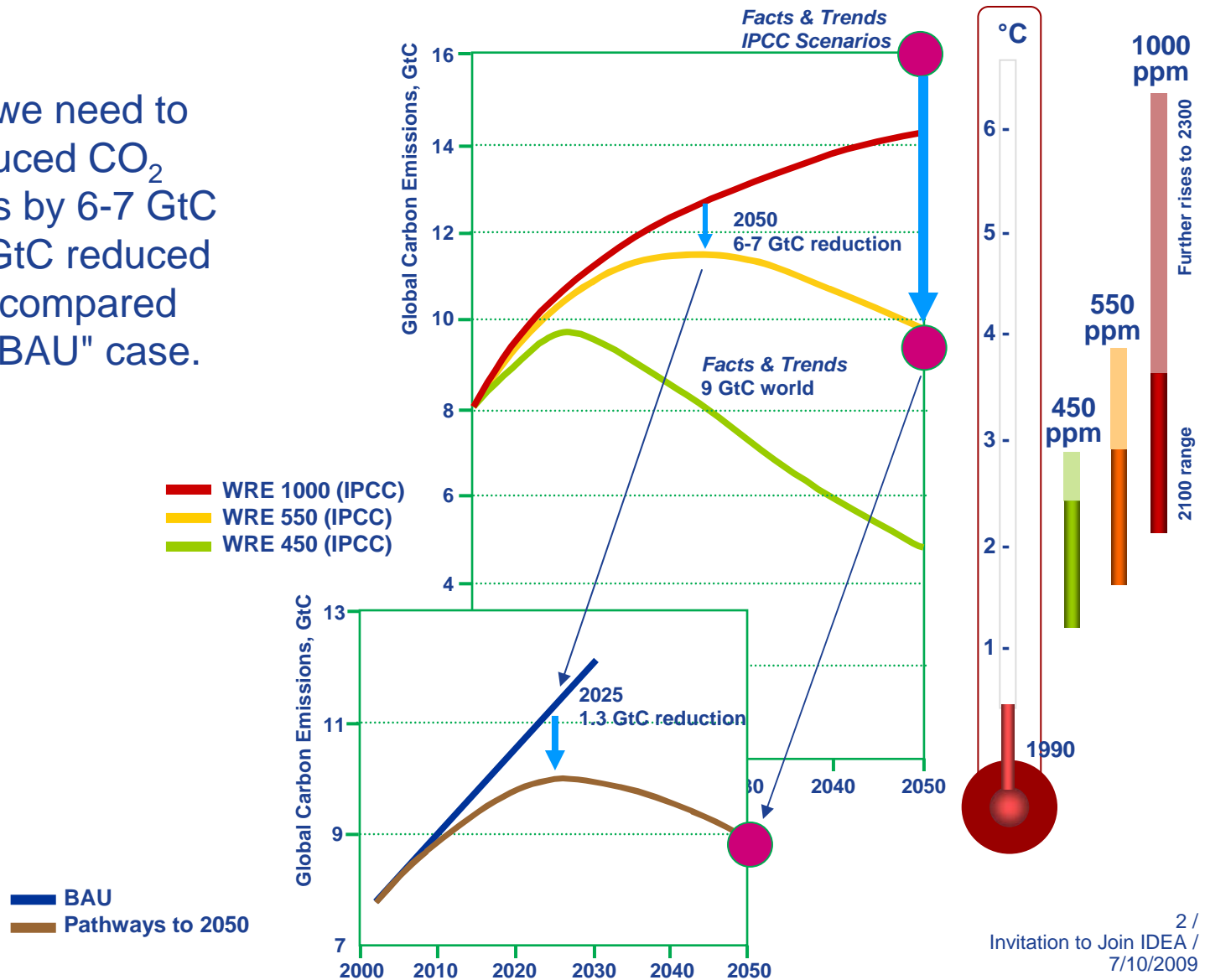


Carl B Horton

Chief IP Counsel, General Electric Company

# The Problem... CO<sub>2</sub> Emissions

By 2050 we need to have reduced CO<sub>2</sub> emissions by 6-7 GtC with 1.3 GtC reduced by 2025, compared with the "BAU" case.





# The Role of IP in Climate Change

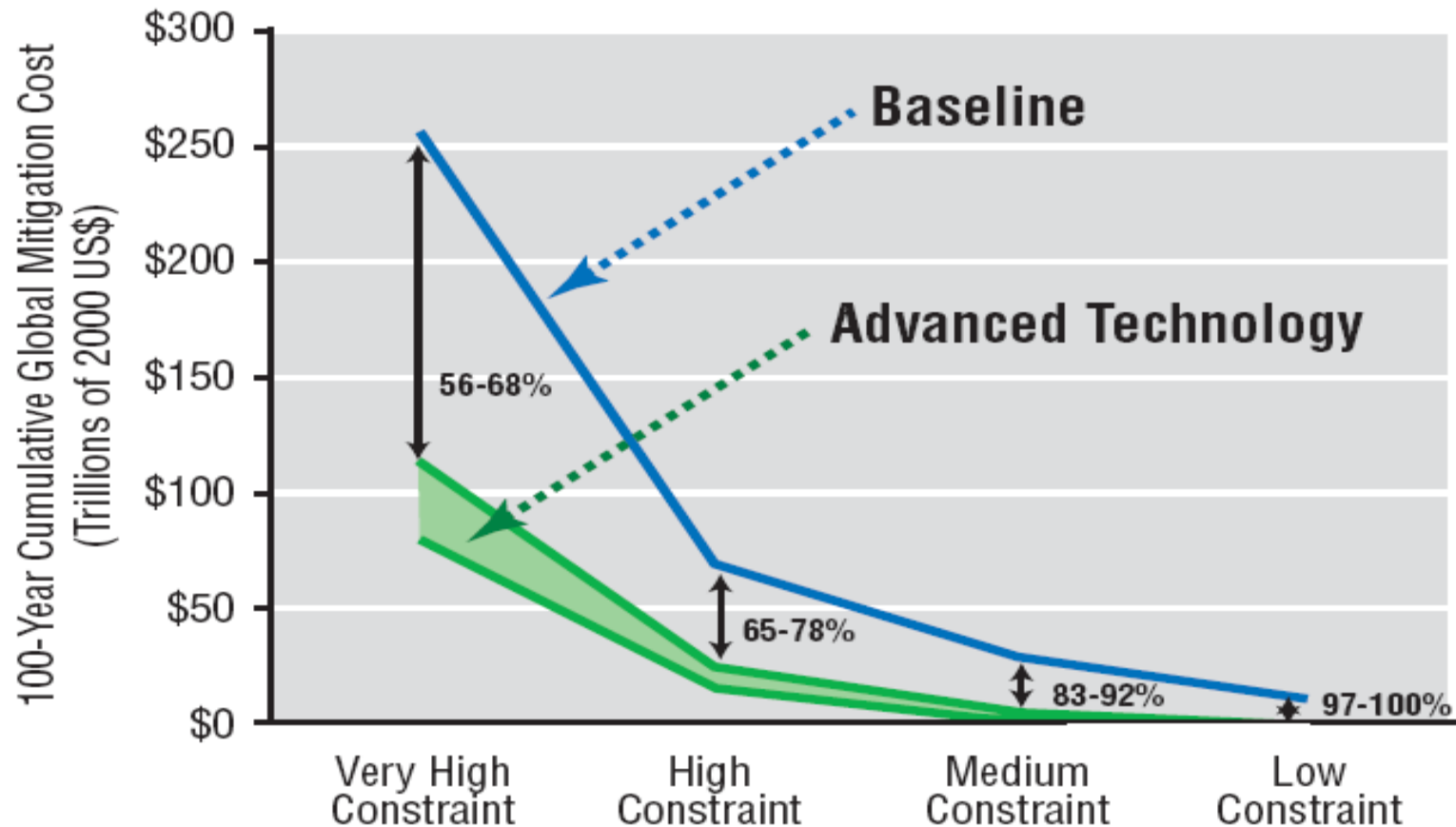
## Innovation is an Essential Part of the Cur

- Without technological innovation, the present value cost of climate change stabilization alone has been estimated to be as much as **\$20 trillion greater** than with expected developments in energy efficiency, hydrogen energy, advanced bio-energy, wind and solar.
- technology development offers the potential to dramatically reduce the costs of stabilization, with advanced technology scenarios reducing the cumulative costs of stabilization by 50 percent or more
- Authoritative studies from the IEA and others predict that clean technology innovation must increase by **100 to 1000 % (2-10X)**.

**Innovation Can Solve  
Climate Change. . .**

# Estimated 100-Year Potential Cost Reductions

Comparative analysis of estimated cumulative costs over the 21st century of GHG mitigation, with and without advanced technology, across a range of hypothesized GHG emissions constraints.





# The Role of IP in Climate Change

## 1. IP Drives Private Sector Innovation

- The Private Sector accounts for **60-80%** of all investment in clean technology Research and Development

## 2. IP Facilitates Technology Transfer

- Companies do NOT transact business unless they have confidence they can protect their investments.
- IP + market incentives lead to technology transfer!

**WIPO Can Ensure Both  
Creation & Dissemination**

# Other Functions WIPO Can Perform

- **Educate Decision Makers (UNFCCC & Others) on**
  1. The real role of IP in the area of clean technology
  2. The magnitude of benefits from IP re climate change
- **Insist upon High-Integrity IP Policy Making**
  1. Do not harm systems/models proven to be effective
  2. Add to those systems to address identified gaps
  3. Build policy upon data, not misinformation or hype
- **Provide Forum for Experts to Improve Systems/Processes**
  1. Special accommodations for green technology
  2. Facilitate problem solving for identified gaps
  3. Help **WIPO is THE Authority** on Clean Technology & IP by dissemination

**WIPO is THE Authority  
On Clean Technology & IP**

# Questions & Answers