

Intellectual Property Strategy for Sector Transitions: A Change Agent for building Sustainable Value Chains

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About Case Company Change Agent for Sustainable Value Chains and Products



IPACST

Intellectual Property Models for
Accelerating Sustainability Transitions

www.ip4sustainability.org

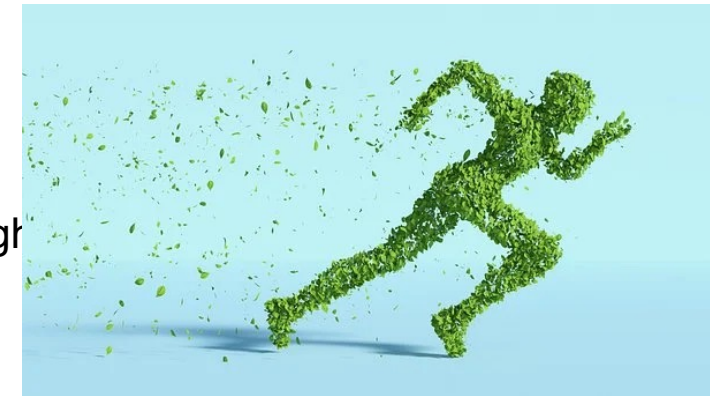
The business is a social enterprise that acts as a change agent in the consumer electronic/ manufacturing sector. It was founded around 2010 with a strong environmental and social sustainability mission and grew over the last decade into a large enterprise.

Main company offerings: change agent – towards sustainable, traceable ingredients and an environmentally friendly consumer product with a modular design for reparability and longevity.

Sustainability focus: environmentally and social sustainable value chains, product: longevity, reparability and recyclability

Sustainable business model: Adopt a stewardship role and inclusive value creation

The unique aspect of the business model is a two-sided value proposition addressing social and environmental sustainability in the B2B market through setting up fair and environmentally friendly value chains and through fair sourced ingredients, longevity and reparability in the B2C markets. Value delivery: B2B – setting up a large network of various stakeholders including businesses, governmental and nongovernmental organizations to build large scale collaboration for transition in sector. B2C – increasing value delivery and reaching customers through providing a sustainable alternative, supplying spare parts and supporting repair communities.



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Received amongst numerous national sustainability awards the **UN Global Climate Action/ Momentum for Change Award** and was listed by Greenpeace as the most environmentally friendly solution of all major suppliers in its market.

Change Agent for Sustainable Value Chains and Products IP asset portfolio



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Patent portfolio

Only few patent families filed in main market countries

Copyright portfolio

Several software components



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Trademark portfolio and branding

Trademarks registered in several countries where product is sold for the business name, the key product, and product versions filed



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Know-how

Technical and economic know-how: Critical product ingredients, ingredient manufacturing practices, and supply chain structures,
Technical know-how related to software, hardware, product assembling, life cycle of materials

Change Agent for Sustainable Value Chains and Products IP strategy

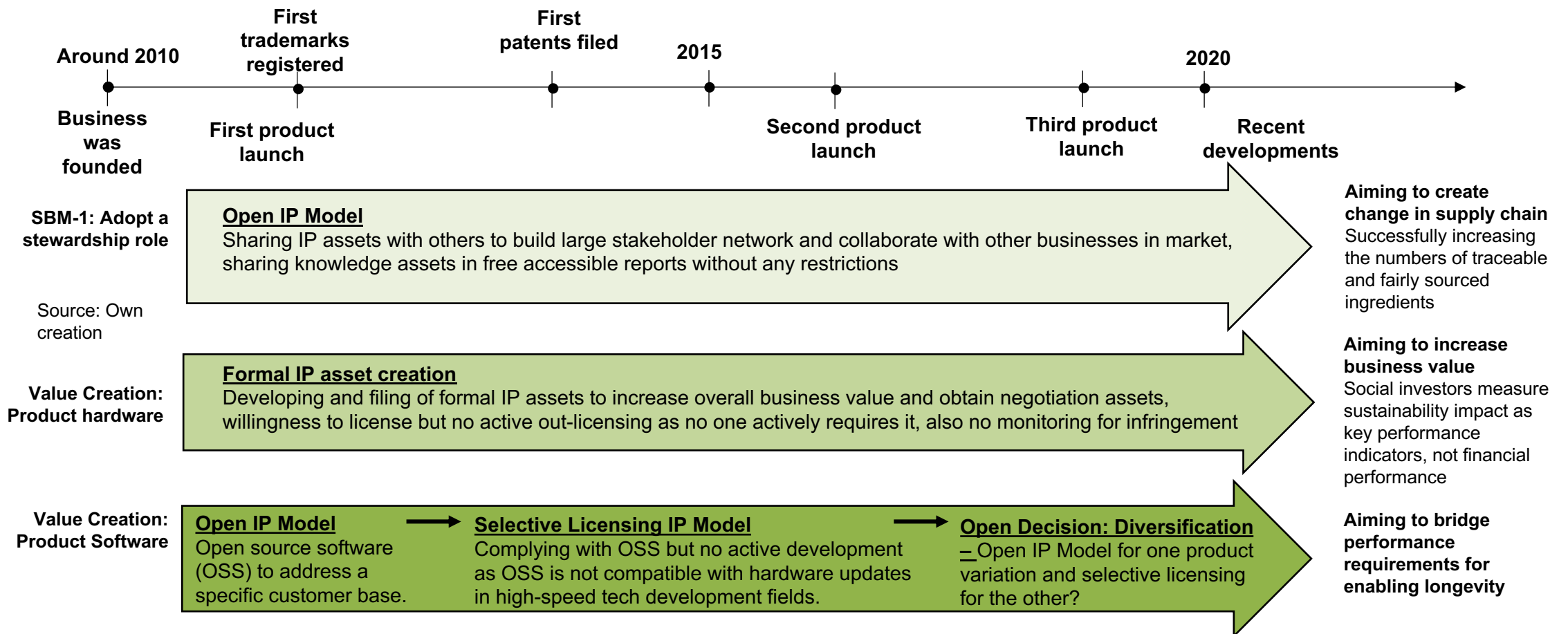


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Severe environmental impact of consumer products in the field, no sustainable alternatives available, sourcing of ingredients in low income countries mainly from informal labour practices with low or none environmental and occupational health and safety standards.

Environmental impact of consumer products in the field provided by other major firms still high but through the demonstration of the case business that the impact can be lower, pressure increases to provide more sustainable product.

Change Agent for Sustainable Value Chains and Products sustainability impact



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Social Impact



- The builds strong partnerships for fair and responsible labor in low income countries
- Creation of work legal and responsible opportunities in low income countries
- Reduction of child labor
- Negotiated improved work conditions (e.g. labor representatives) for suppliers in middle income countries

Environmental Impact



- Reduce pollution in supply chain
- Modular design of consumer product to enable repairability and longevity
- Increase recycling
- Trigger environmental initiatives by other businesses in the market

Economic Impact



- Founded as a sustainable business, all profits and sales are from a sustainable product
- Steady increase in traceable and sustainably sourced ingredients
- Full re-investment in sustainable technologies and actions
- Investment in sustainability-based training and development programs

Key learnings: IP strategies for Contributing to Sustainability Transition in Sector



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- To encourage transition of the sector: engage with other businesses as stakeholders instead of positioning them as competitors, amongst others through sharing IP and access to sustainable resources.
- Holistic approach: Setting up sustainable value chains including product output with a sustainable design to guarantee uptake of the responsibly sourced materials
- Driving change through demonstrating sustainable design of consumer products, including reparability and longevity.
- Focus of social business investors: IPR portfolio for sustainable impact more important than for technological and financial competitive advantage
- Importance of sharing informal IP for network building with businesses, governmental and non-governmental organizations but trademarks support significantly the diffusion of informal IP, as it promotes also IP to stakeholders and interested organizations.

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