

# Does your innovation contribute to a more sustainable future?

## Maximise its benefits for your business

Intellectual property (IP) is an integral part of transforming to a more sustainable future and driving commercial success



Increasingly conscious of climate change and resources, society strives for a sustainable future.



The life cycle of products and services is being valued, including yours.



IP supports the green transition to a more sustainable future.



Today's economy extends beyond profit-making. It also seeks to deliver environmental and social value.



A sustainable business community is rising, with European innovative industries leading the way in green technologies and products.



IP protects your contribution to innovation and sustainability, allowing your business to reach its full potential.



The European Union Intellectual Property Office (EUIPO)'s report *Green EU trade marks* shows that SMEs play a vital role in introducing eco-friendly goods and services to the EU market. SMEs file more green EU trade marks than large companies. This emphasises their importance in the EU economy and green transformation.\*



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\* The EUIPO report *Green EU trade marks* <https://www.euipo.europa.eu/en/publications/green-eu-trade-marks-2023-update>. The report defines green EU trade marks as applications that contain at least one 'green' term in their goods and services descriptions. Green terms are expressions related to the protection of the environment and to sustainable development.

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## 8 reasons why IP registration can help your business achieve its goals



member of



### Boost your financing options

Public funding and investors' interest in sustainable portfolios aimed at long-term returns is growing.



### Facilitate connections with like-minded stakeholders in your value chain

Attract investors, producers and customers with a shared interest in sustainability.



### Help customers make better choices

Satisfy customer demand with eco-conscious products, services and catering while contributing to a better, more sustainable world.



### Increase revenue generation

Your IP can be a source of income, by licencing your sustainable innovation or as an intangible asset in your balance sheet.



### Protect your sustainable innovation

Give your business a unique edge in the marketplace. Increase your advantage and stay ahead of your competitors.



### Improve your reputation and build trust

Your sustainable innovation benefits society and customers, demonstrating your commitment towards a more sustainable future.



### Ensure compliance

Legislation is focusing on a sustainable green future, and appropriate branding in this field. IP protection for sustainable innovations allows you to thrive in this changing landscape.



### Increase market access

Some public authorities offer incentives for companies with sustainable innovations and business models. Protect your IP to secure your innovation and access new markets.

Get started now and register your IP!



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