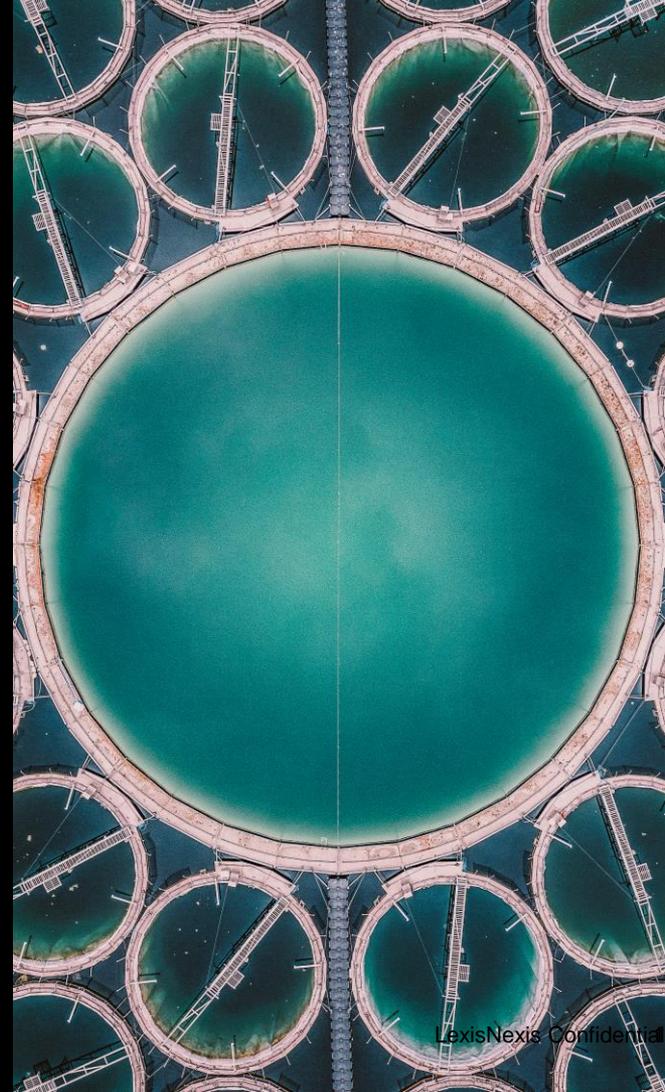




# Sustainability & Innovation: The Crucial Role of the IP Department

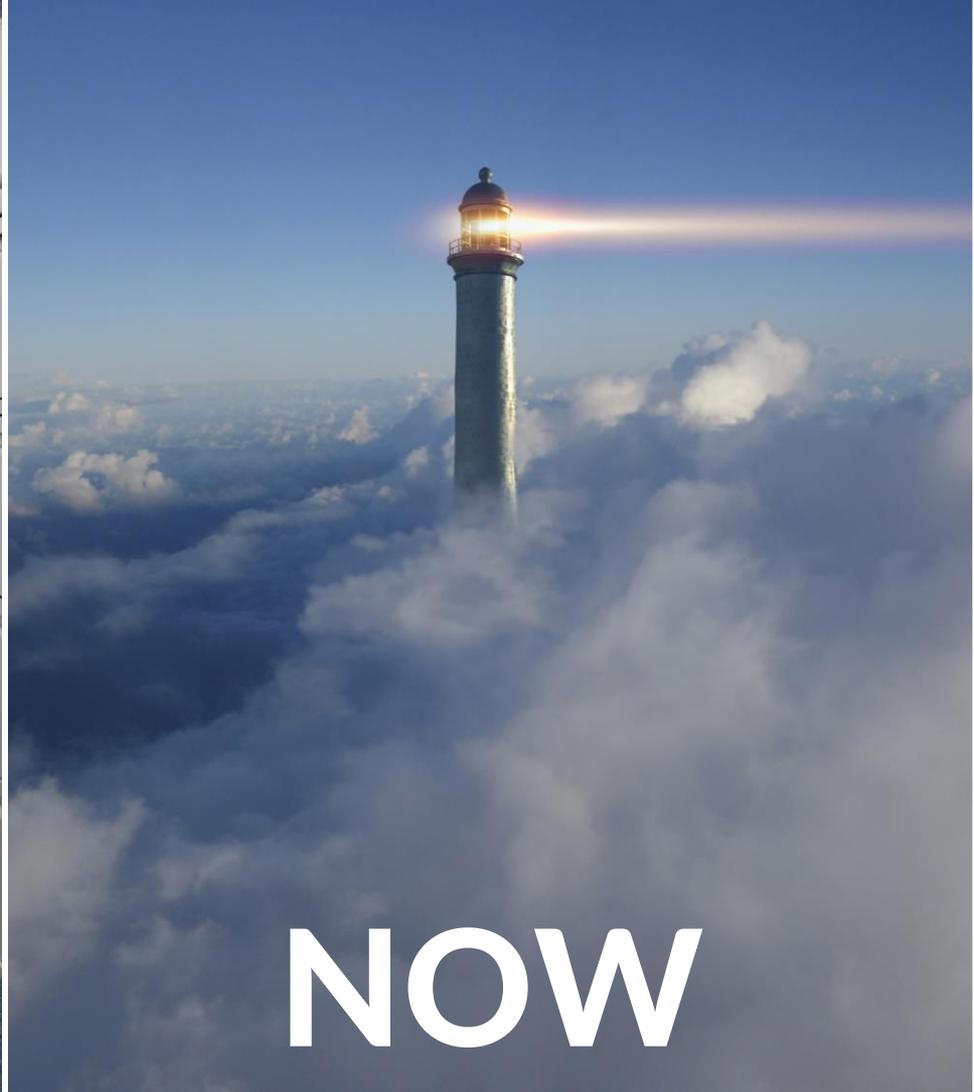
William Mansfield

LexisNexis Intellectual Property Solutions





**THEN**



**NOW**

Emissions  
need to be  
reduced by

**45%**  
by 2030

& reach net

**ZERO**

by 2050

**Every government,  
company, and  
shareholder must  
confront climate change.**



*At its core, innovation is  
based on change.  
We are agents of change.*

Michael Sartori,  
Partner, Baker Botts

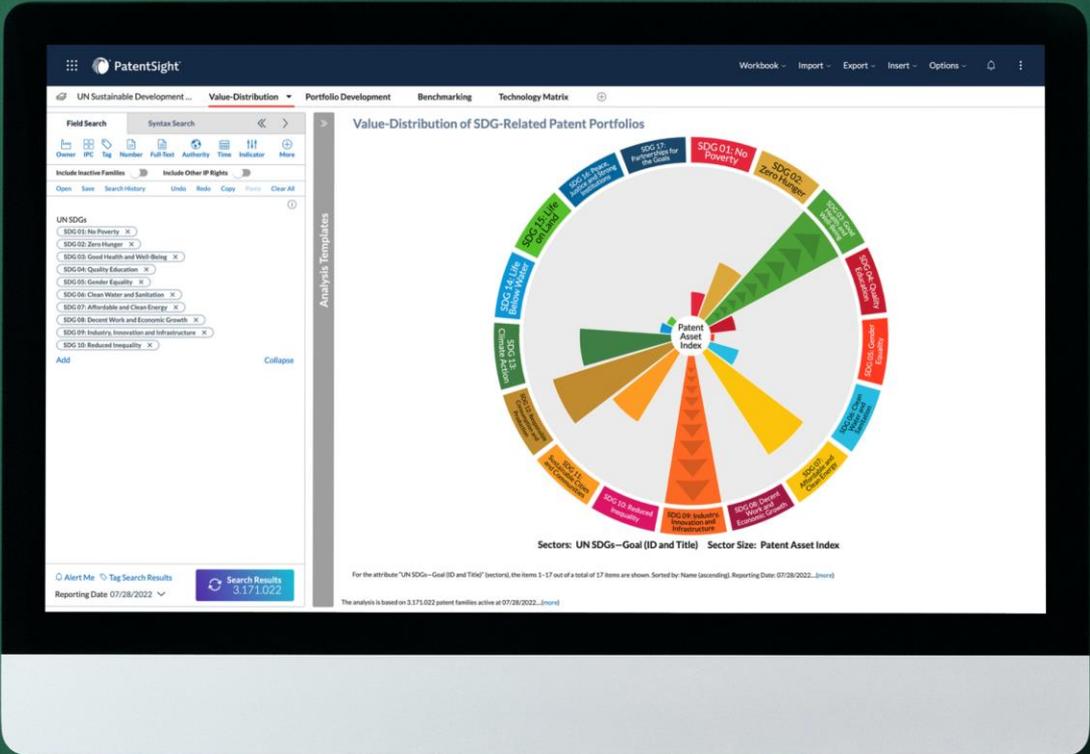
# Reveal invention



# Get exclusivity







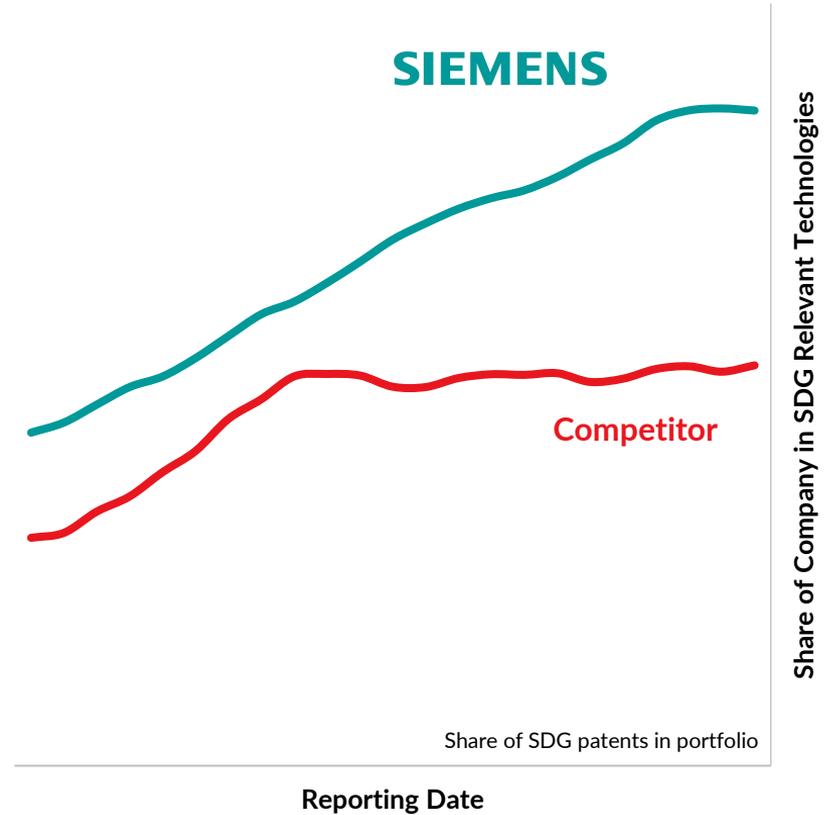
*“We deliver **sustainable value**, and we want to maintain an **attractive financial profile** while assessing and considering the **ESG impact** of our growth ambition.”*

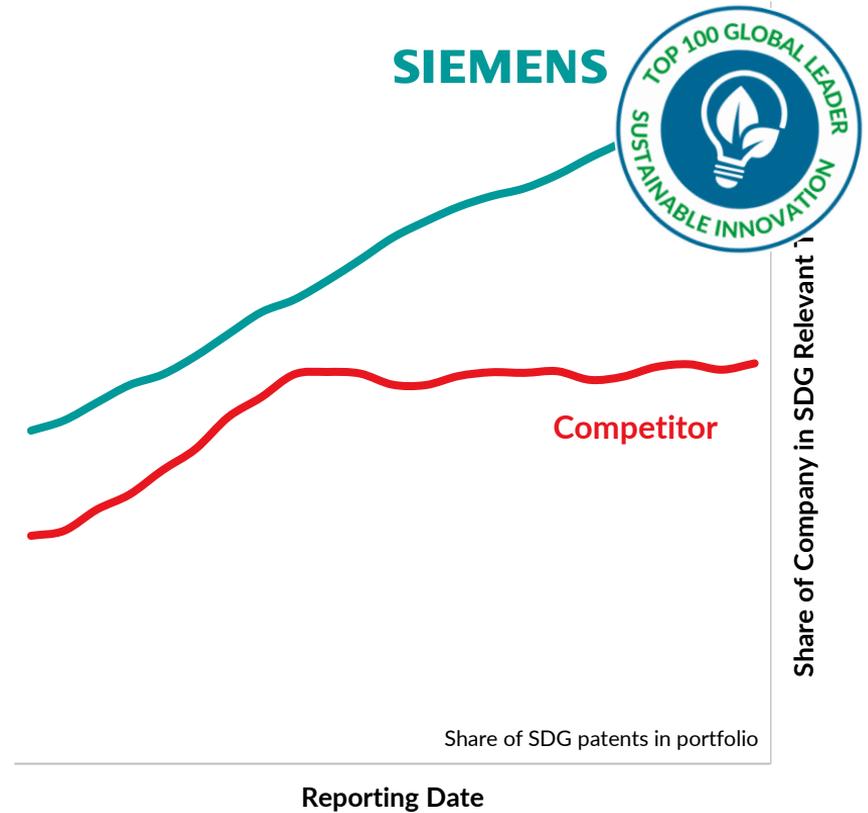
*“We deliver sustainable value, and we want to maintain an attractive financial profile while assessing and considering the ESG impact of our growth ambition.”*

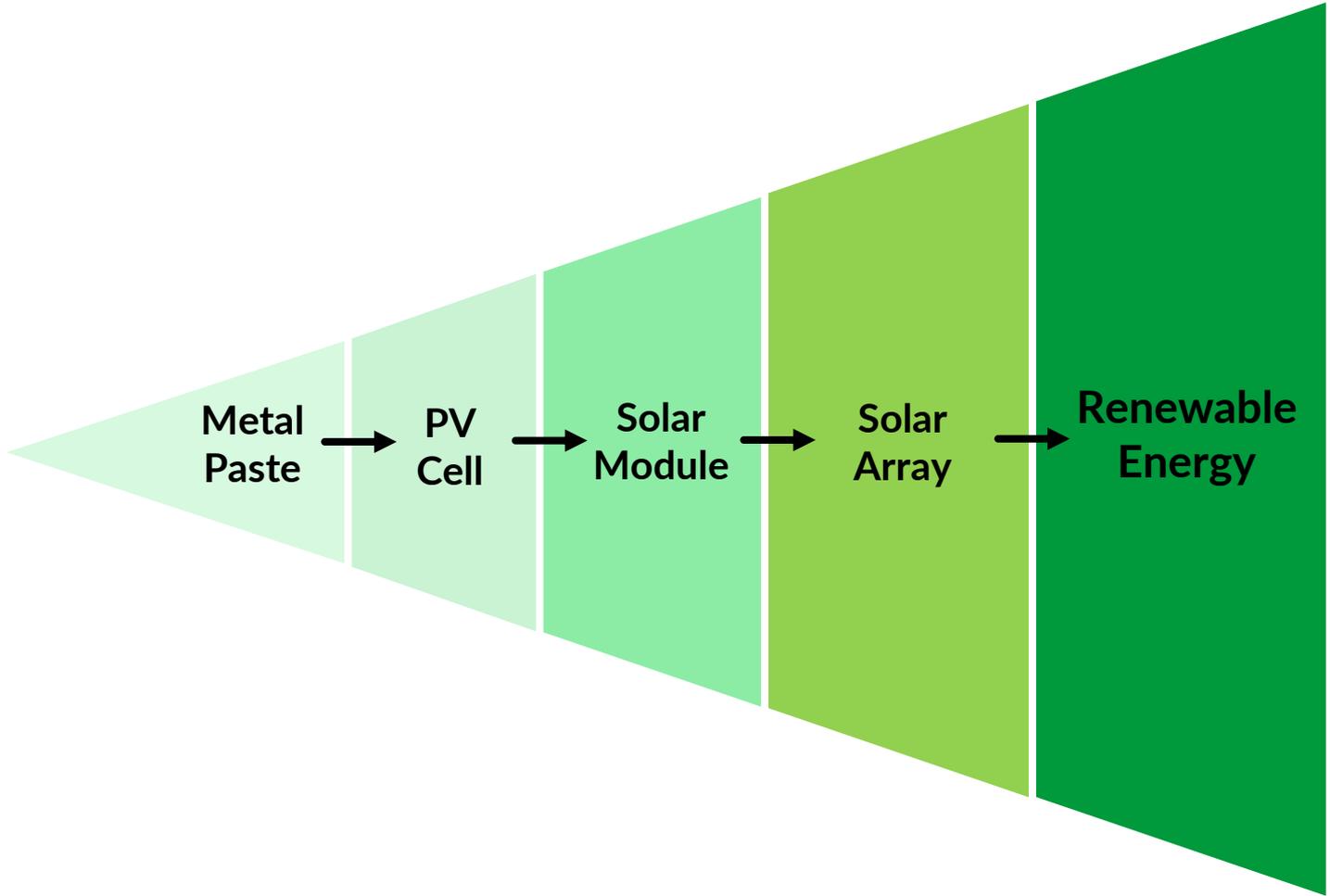
*“...we partnered with LexisNexis PatentSight to assess the sustainability impact of our intellectual property...”*













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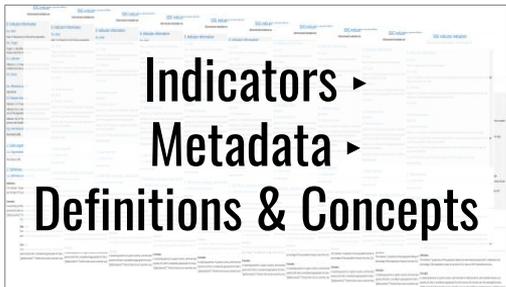
## **PatentSight and the Sustainable Development Goals**



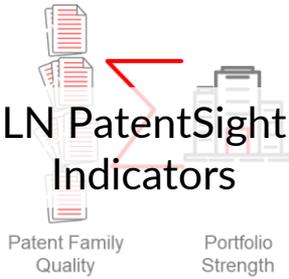
## UN SDG Goals



## UN SDG Targets



## LN PatentSight



## LN PatentSight Indicators

Patent Family Quality      Portfolio Strength



## Transforming Metadata into Technology Fields



Search

Goal 3

Select Target

Filter Clear Back

### Goal 3. Ensure healthy lives and promote well-being for all at all ages

Target 3.1: By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births

- **Indicator 3.1.1:** Maternal mortality ratio  
See Metadata: [D](#) [W](#)
- **Indicator 3.1.2:** Proportion of births attended by skilled health personnel  
See Metadata: [D](#) [W](#)

Target 3.2: By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births

- **Indicator 3.2.1:** Under-5 mortality rate  
See Metadata: [D](#) [W](#)
- **Indicator 3.2.2:** Neonatal mortality rate  
See Metadata: [D](#) [W](#)

Target 3.3: By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases

- **Indicator 3.3.1:** Number of new HIV infections per 1,000 uninfected population, by sex, age and key populations  
See Metadata: [D](#) [W](#)
- **Indicator 3.3.2:** Tuberculosis incidence per 100,000 population  
See Metadata: [D](#) [W](#)
- **Indicator 3.3.3:** Malaria incidence per 1,000 population  
See Metadata: [D](#) [W](#)
- **Indicator 3.3.4:** Hepatitis B incidence per 100,000 population  
See Metadata: [D](#) [W](#)
- **Indicator 3.3.5:** Number of people requiring interventions against neglected tropical diseases  
See Metadata: [D](#) [W](#)

Target 3.4: By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

- **Indicator 3.4.1:** Mortality rate attributed to cardiovascular disease, cancer, diabetes or chronic respiratory disease



PatentSight®



## Search Topic: Water-Borne Diseases

Patent Mapping to United Nations Sustainable Development Goals (UN SDGs) Targets and Indicators in LexisNexis® PatentSight®

### General Scope

Therapeutic treatments, assessment and monitoring for the diseases, and the patients suffering from the disease are covered.

### References

- Waterborne diseases, by definition, are those that are transmitted by ingestion of contaminated water. Important waterborne diseases include diarrhoeal diseases, cholera, shigella, typhoid, hepatitis A and E, and polio/meliosis. Source: [WHO](#)
- Waterborne disease have been referred to in UN World Water Development Report 2019. Source: [reliefweb.org](#)
- Waterborne diseases are referred to in **UN SDG Target 3.3**.

| UN SDG                             | UN SDG Targets  | UN SDG Indicators |
|------------------------------------|---|-------------------|
| Goal 3: Good Health and Well-being | 3.3 By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases. |                   |

### Keywords used independently

- The major keywords are "water borne, water contamination" in the proximity of "bacteria, virus, disease, illness, infection, transmitting, communicable, spreading, cholera, diarrhea, salmonella, hepatitis, shigella, entero-bacteria, scabies, trachoma".  
The major keywords in the proximity of "vaccine, immunization, booster".
- The major keywords in the proximity of "oral, re-hydration" in the proximity of "salt, solution, mixture, formulation, procedure, therapy".
- The major keywords in the proximity of "screening, identification, diagnosis, test, treatment, control, mitigation, eradication" and in the proximity of "device, apparatus, equipment, process, algorithm, computer implementation".
- The major keywords in the proximity of "diagnosis, prognosis, screening" and in the proximity of "assay, analysis, bio-chip, polymerase chain reaction, stool culture".
- "water borne, water contamination" in the proximity of "cholera, diarrhea, schistosomiasis, gastroenteritis, hepatitis a, polio" in the proximity of "nutrition, health, diet" in the proximity of "composition, formulation, supplements".

SDG Number: 07/2019/300

0. Indicator

0.a. Goal

Goal 3: Ensure

0.b. Target

Target 3.3: By combat hep

0.c. Indicator

Indicator 3.3.3

0.d. Series

Not applicable

0.e. Metadata

2022-03-31

0.f. Related

0.g. Interna

Global Malaria

opical diseases and

Field Search Syntax Search

Owner IPC Tag Number Full-Text Authority Time Indicator More

Include Inactive Families Include Other IP Rights

Folder Refresh Save Delete

Owner RELX Add

Reporting Date 2022-11-24

Search Results 220

Analysis Templates



Expand

- SDG 09: Industry, Innovation and I...  

Portfolio Size: 76

- Add to Search Query
- Drill Down to New Sheet
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- Change Color
- Filter and Sort Attribute



### Measurability

Patent data is an important source to measure a company's contribution to a sustainable world. Innovation has been identified a key contributor to more sustainability.\*



### Transparency

Including patent data to the SDG evaluation process helps to shed more light to the effort company's put into becoming SDG compliant and avoids "green washing."



### Valuation

Patent data in combination with the Patent Asset Index reveals real champions and allows stakeholders as well as shareholders a better decision-making process.



### Accessibility

PatentSight has mapped its global patent data base to SDG related tech-fields. This enables non patent experts to easily access their field of interest and gain valuable insights for their analysis.

\*Boons, F.; Luedeke-Freund, F. Business models for sustainable innovation: State-of-the-art and steps towards a research agenda. J. Clean. Prod. 2013, 45, 9–19.

**17** PARTNERSHIPS  
FOR THE GOALS





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## Thank You

**William Mansfield**  
**Head of Customer Success (US+EMEA)**

[William.Mansfield@lexisnexus.com](mailto:William.Mansfield@lexisnexus.com)

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