

Accelerating the Sustainability Race:

Patent Analytics for Measuring Impact





Agenda

- **Meet Your Presenter: William Mansfield**
- **WIPO SDG Report: Who leads the charge for sustainable innovation?**
- **How patents are mapped to the UN Sustainable Development Goals**
- **How to track progress through sustainable innovation**
- **Q&A**

Today's Presenter:



William Mansfield is the Head of Consulting and Customer Success in the US + EMEA for LexisNexis Intellectual Property Solutions. Responsible for overseeing the negotiation, creation, and delivery of LexisNexis IP Solutions' global consulting work along with managing the Customer Success team. He works closely with numerous international and Fortune 500 companies and others to ensure the effective deployment of patent analysis for Business Strategy, M&A due diligence, Portfolio Management, and other cases. Will has a background in Economics and experience in Market and R&D strategy in the solar industry.



IP and the SDGs: Building our Common Future With Innovation and Creativity

The motto of World Intellectual Property Day April 26, 2024

Chris Harrison, Patent Analytics Manager and Project Lead at WIPO, mentioned in a webinar:

“Patents help fuel innovation and speed the innovation lifecycle. By analyzing patents, we can understand the level of progress made in sustainable innovation.”

For the analysis, we worked with LexisNexis and leveraged the extensive research they put into their SDG patent mapping methodology over the last three years. It is a very robust mapping methodology, and thus we used their worldwide patent data mapped to the SDGs as the basis for our analysis.”



Mapping Patents to the United Nations Sustainable Development Goals



Sustainable Development Goals



UN SDG Targets



Indicators ▶ Metadata ▶
Definitions & Concepts



Mapping Patents to the United Nations Sustainable Development Goals



Sustainable Development Goals



UN SDG Targets



Indicators ▶ Metadata ▶
Definitions & Concepts



LexisNexis PatentSight+

Competitive Impact
Individual strength
of a patent family



Patent
Asset
Index



Total strength
of a patent portfolio

LexisNexis Metrics



Technology	SDG01	SDG02	SDG03	SDG04	SDG05	SDG06	SDG07	SDG08	SDG09	SDG10	SDG11	SDG12	SDG13	SDG14	SDG15	SDG16	SDG17	
T001																		
T002																		
T003	*																	
T004	*																	
T005																		
T006					*													
T007	*																	
T008								*										
T009									*									
-																		

Transforming Metadata
into Technology Fields

Selected Analysis from the WIPO Report





WIPO Report: Tracking Innovation for the SDGs

Key Findings

Technology Development aligned with the SDGs

- Nearly 1/3 of active patent families worldwide relate to the SDGs
- Highest patent activity for SDG 9 (Industry, Innovation and Infrastructure)
- Increasing activity for SDG 13 (Climate Action) and SDG 7 (Affordable and Clean Energy)

Analyzing Innovation Trends for the SDGs

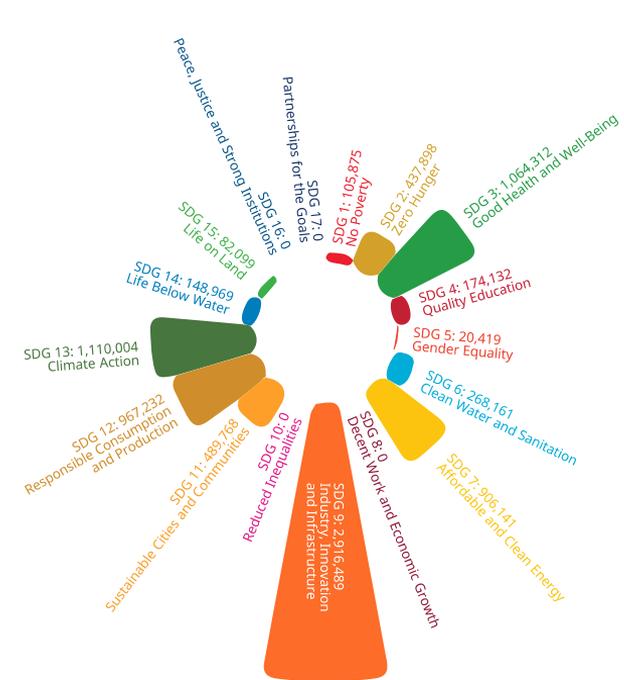
- Specific technologies align with certain SDGs (e.g., environmental technology with SDG 6 (Clean Water and Sanitation) and SDG 12 (Responsible Consumption and Production))
- Mapping patent activity to SDG technology areas

Global Patenting Trends and IP Strategies for the SDGs

- Significance of international patent filings via WIPO's PCT
- Variations in patenting origins and strategies across regions
- Growing patent filings from China

Key Players Driving Sustainable Innovation

- Breakdown of top SDG patent owners by region (US, Europe, China, Japan, Korea)
- Role of academia and research institutions in supporting SDG innovation





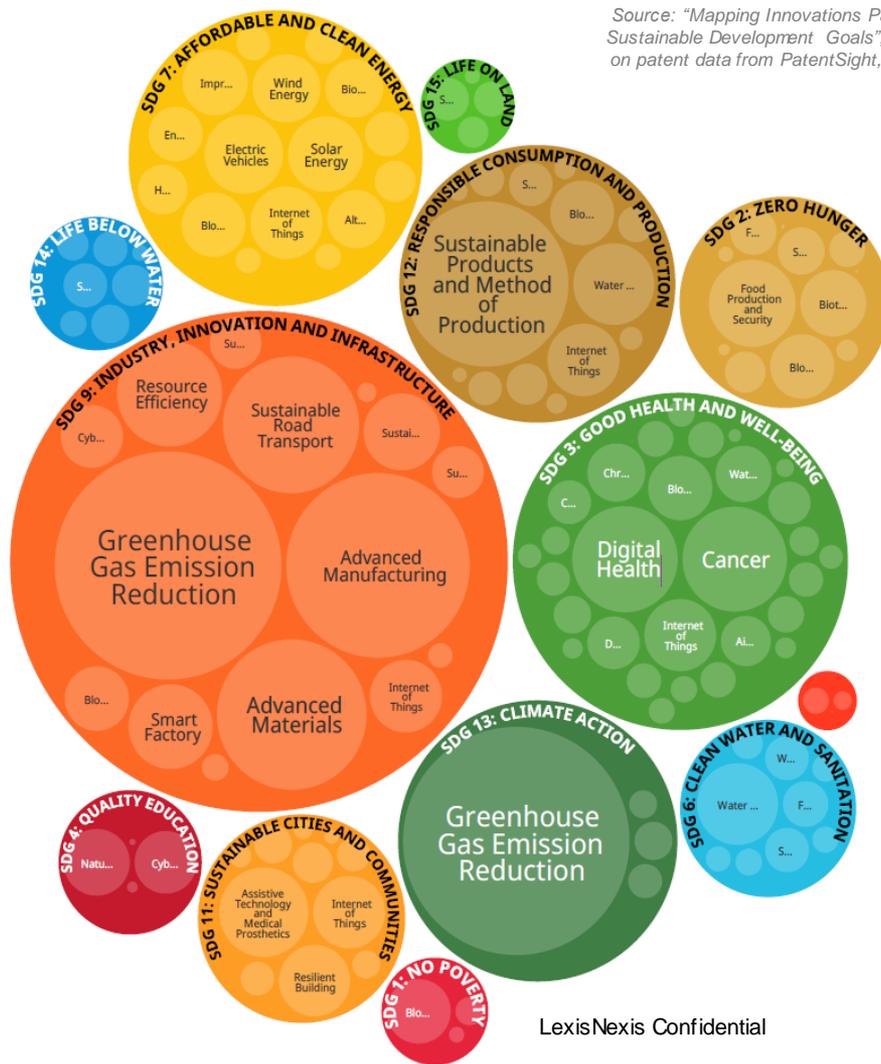
What's Included in the Report?

Source: "Mapping Innovations Patents and the Sustainable Development Goals", WIPO, based on patent data from PatentSight, January 2024

Figure 5

Exploring the 100 SDG-linked technologies

Each SDG encompasses a variety of technologies aimed at achieving the respective goal, although there is some overlap with, for example, "Greenhouse Gas Emission Reduction" appearing in both SDG 9, Industry, Innovation, and Infrastructure and SDG 13, Climate Action.



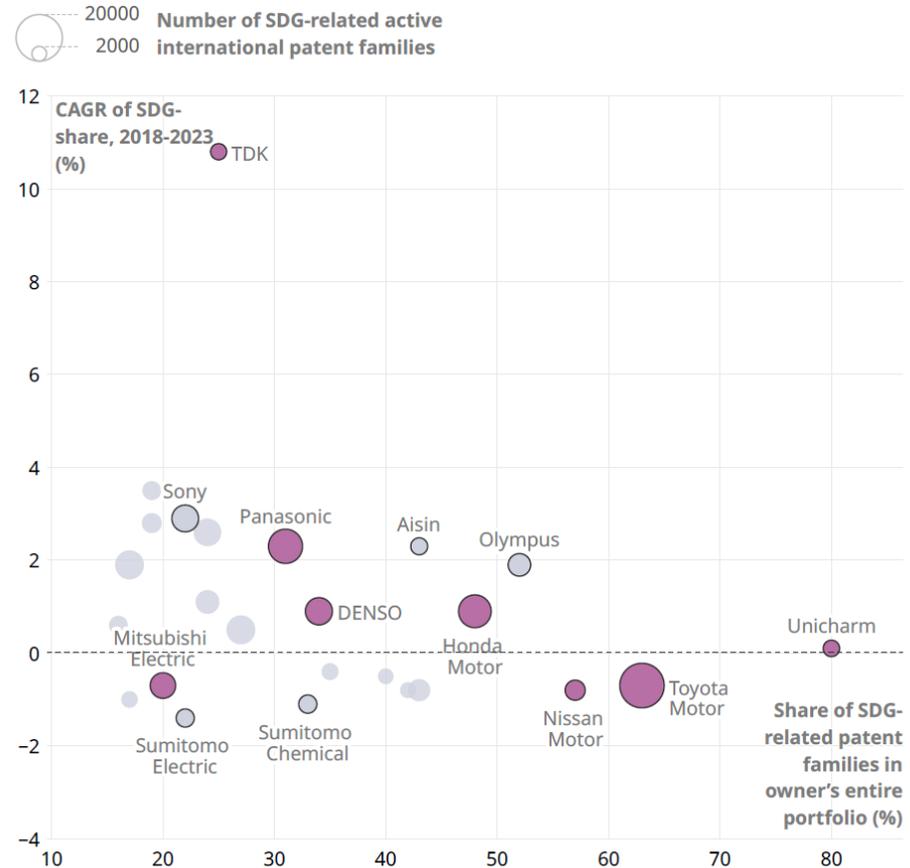


What's Included in the Report?

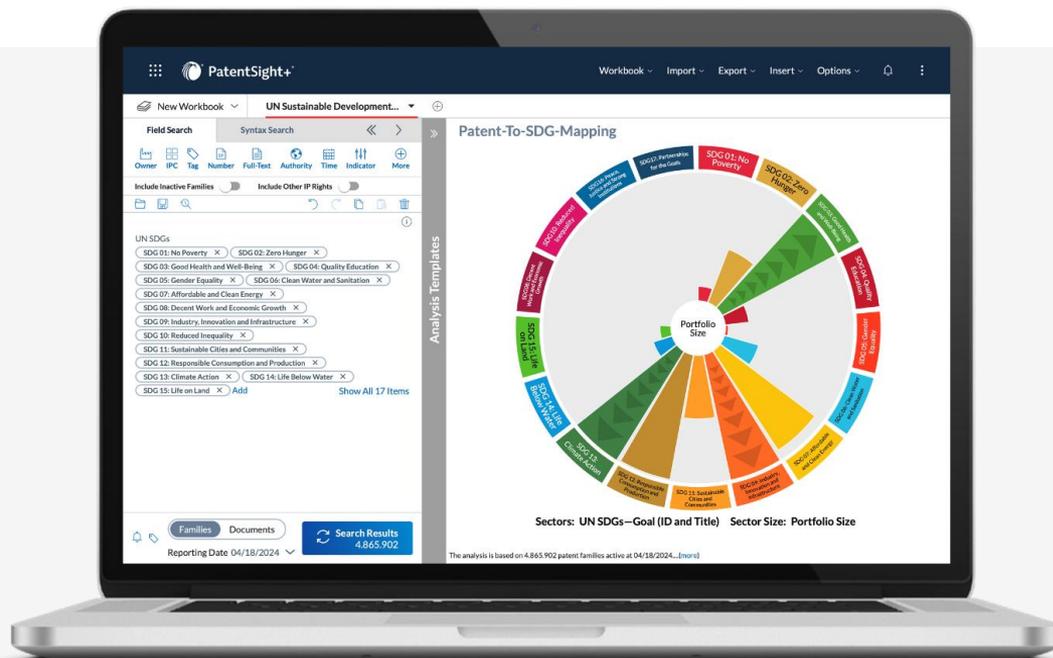
Figure 19

Top 25 patent owners from Japan based on the number of SDG-related active international patent families, 2000–2023

Toyota Motor demonstrates a sustained upward trend in the number of SDG-related active patent families, whereas Panasonic's patent growth has slowed over the past decade.



How Companies use the Patent-to-SDG Mapping in PatentSight+



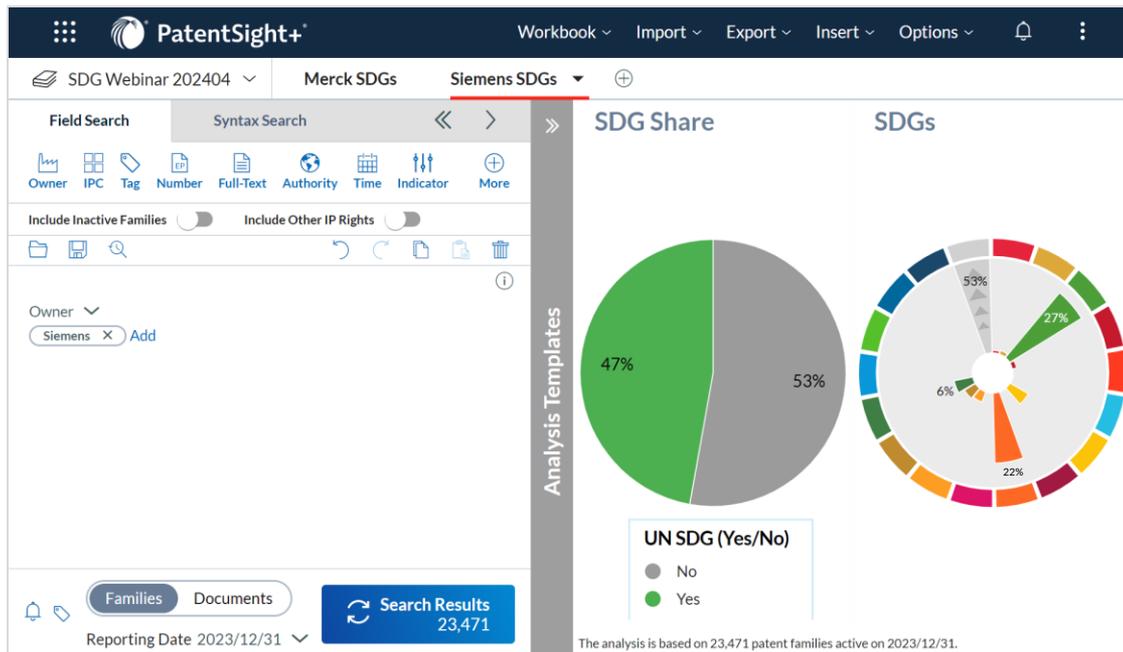


Tracking Progress Towards Sustainable Innovation



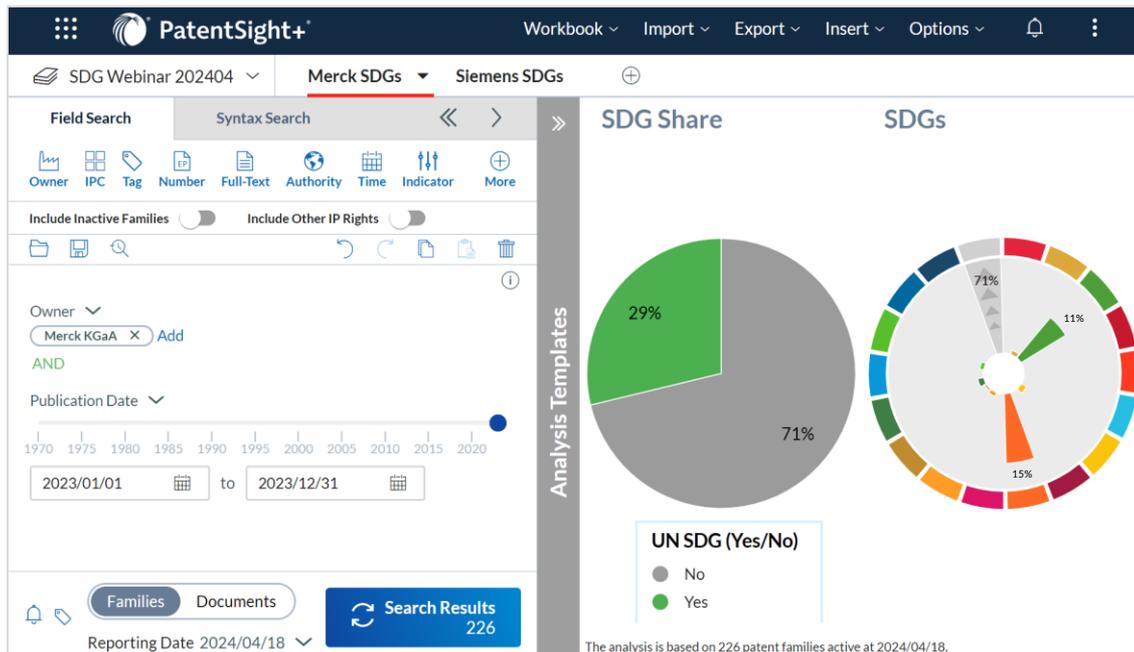
Siemens Sustainability Report

“Using the **LexisNexis PatentSight** patent information platform, we evaluate our sustainable innovations against the United Nations’ 17 defined Sustainable Development Goals (SDGs) and the corresponding 169 targets. **46.8% of the active patent families in Siemens’ patent portfolio relate to at least one SDG**”



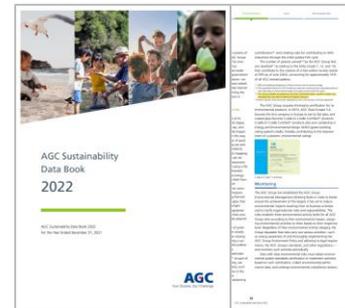
Merck Sustainability Report

“In 2023, we continued our partnership with the patent information platform **LexisNexis PatentSight** and evaluated the sustainability impact of our intellectual property. In the reporting year **29% ... of our patent families published had a positive sustainability impact.**”





Tracking Progress Towards Sustainable Innovation





2024 PatentSight+ Summit



Register at
[www.lexisnexisip.com/
patentsightplus-
summit-2024](http://www.lexisnexisip.com/patentsightplus-summit-2024)



The Intersection of Patents and the SDGs: A Synergistic Path

Chris Harrison
Patent Analytics Manager
World Intellectual Property Organization



2024 PatentSight+ Summit

Wednesday, June 5th 2024 | 8:15 AM - 6:00 PM CET
At Henkell Freixenet, Wiesbaden

SAVE YOUR SPOT



Additional Resources



Bringing Clarity to Sustainable Innovation

To inspire urgent action, we have developed an objective way to track and evaluate the most critical global initiative: Sustainability.

[NEWSLETTER SIGN-UP](#)

Find more about how insights into sustainable innovation support organisations at

www.lexisnexisip.com/sustainable-patent-innovations

What is Sustainable Innovation?

Sustainable innovation refers to the development of new products, processes, and practices that meet current needs without compromising the ability of future generations to meet theirs.



LexisNexis®

Evolving IP

Bringing Clarity to Innovation

Mario Richter
Francesca Lerner
Chris Harrison

LexisNexis

Featured Podcast

Listen to our latest episode *Innovations Supporting UNSDGs* that features **Chris Harrison, Patent Analytics Manager at the World Intellectual Property Organization**.

LexisNexis Evolving IP
Evolving IP
Evolving IP

Videos

Our patent experts have mapped 13 of the 17* SDGs to the LexisNexis® database of high-quality patent data from more than 95 patent authorities worldwide, analyzing over 147 million global patent documents behind 14 million active patent families. * (SDGs 8, 10, 16 and 17 are not technology-driven and are therefore not mappable to patents)

An Objective Way to Track and Measure Sustainability

Webinar on United Nations Sustainable Development Goals





Sustainable Innovation

Trends From the Top 100 Sustainable Innovators

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Sustainable Innovation

Innovation in the Chemicals and Materials Industry Powers the World

[Read more >](#)



Sustainable Innovation

The Green Race: Using Patent Data to Uncover Insights Into the Future of Automotive Sustainability

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Sustainable Innovation

The Global Hotspots of Sustainable Innovation: The Regions With the Most Sustainability Leaders

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Thank You

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