



The European Green Deal What's in for Intellectual Property Policy?

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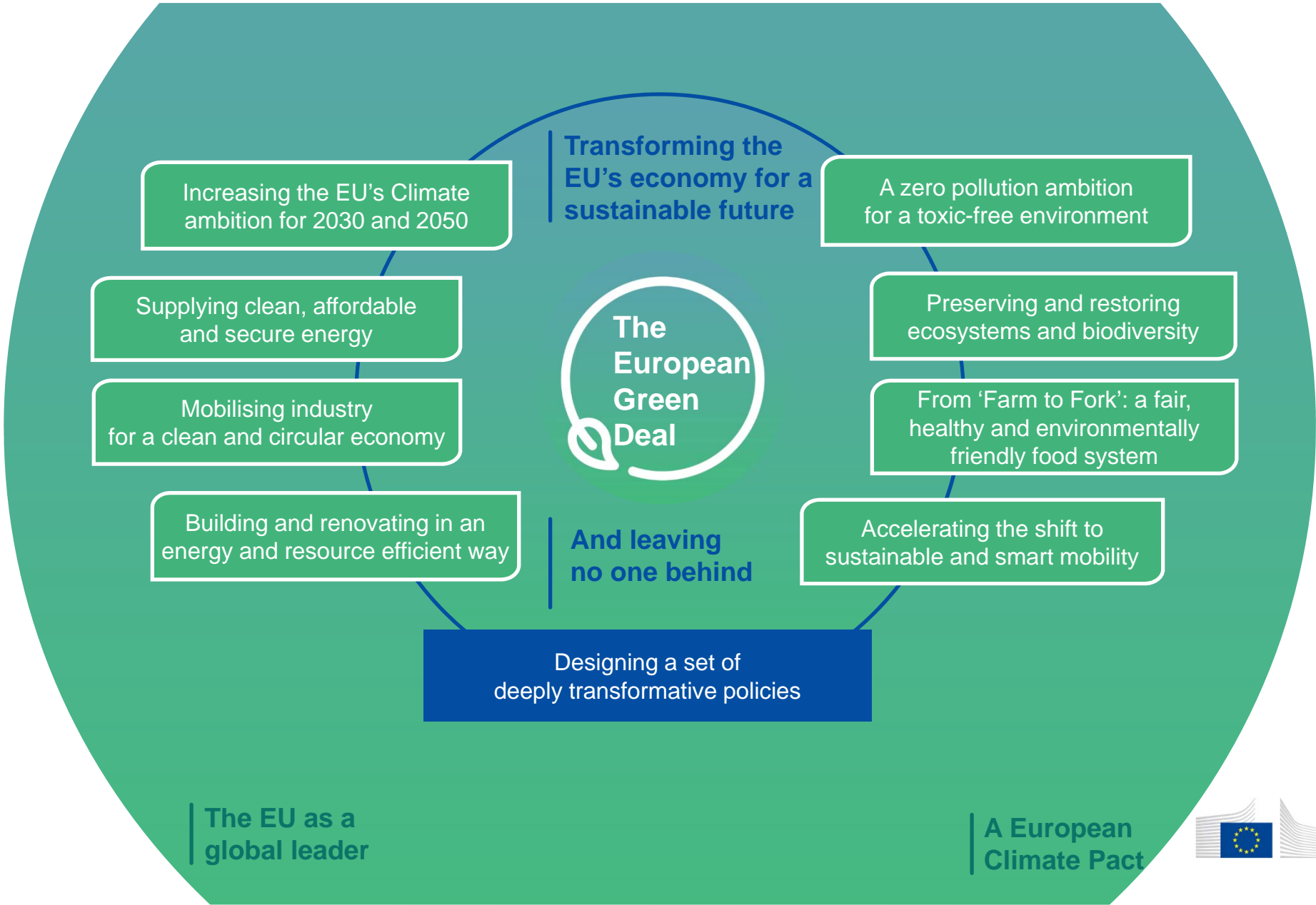
Croatian Presidency Conference

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*« The European Green Deal is our new growth strategy.
It will help us cut emissions while creating jobs. »*

Ursula von der Leyen, President of the European Commission



Increasing the EU's Climate ambition for 2030 and 2050

Transforming the EU's economy for a sustainable future

A zero pollution ambition for a toxic-free environment

Supplying clean, affordable and secure energy

Preserving and restoring ecosystems and biodiversity

The European Green Deal

Mobilising industry for a clean and circular economy

From 'Farm to Fork': a fair, healthy and environmentally friendly food system

Building and renovating in an energy and resource efficient way

And leaving no one behind

Accelerating the shift to sustainable and smart mobility

Designing a set of deeply transformative policies

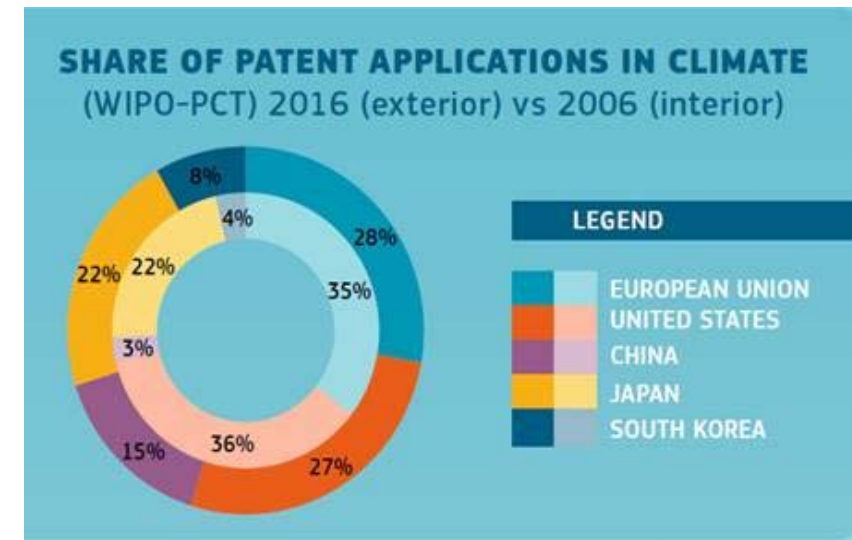
The EU as a global leader

A European Climate Pact



Promoting green tech & the green economy

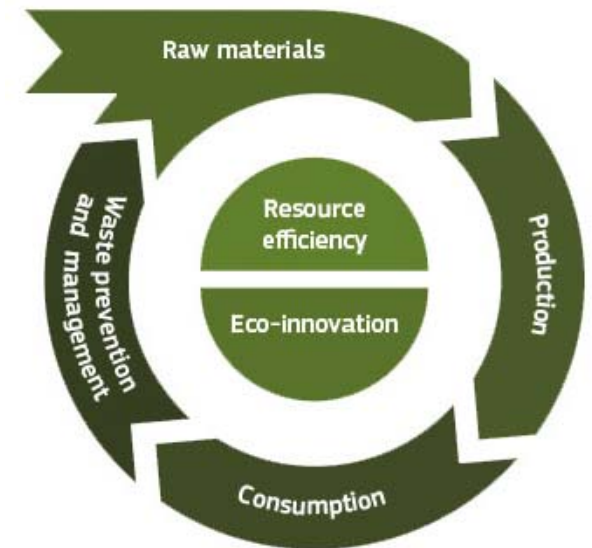
- European investors at the forefront worldwide (but share is diminishing)
- At least 35% of Horizon Europe funding for climate solutions
- Creation of industry alliances around strategic value chains (e.g., battery alliance)
- Smart IP policies needed to ensure fast commercialisation in Europe!



Promoting the circular economy

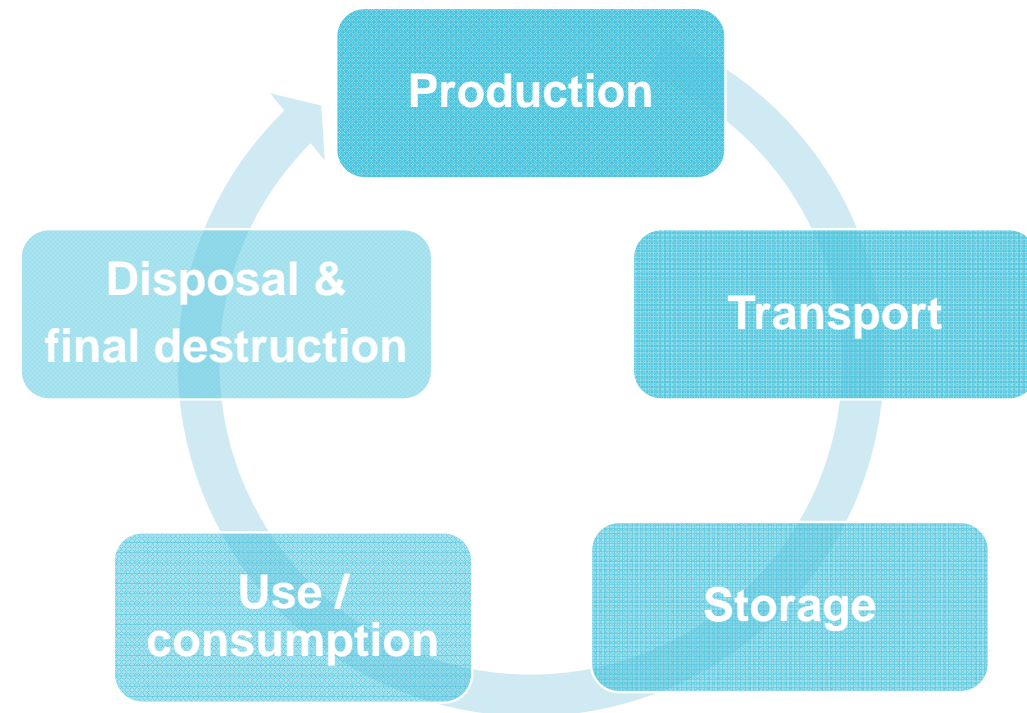
Facilitating repair & re-manufacturing:

- By revisiting the scope of IP protection (e.g., design protection for visible spare parts)
- By facilitating access to repair & maintenance information (e.g., Ecodesign directive requiring manufacturers to provide access against 'reasonable and proportionate fees')



Fighting counterfeit goods

- Counterfeit goods often entail environmental risks along the production-to-consumption chain
- Anti-counterfeiting efforts must be stepped up & appropriate responses required
- E.g., coordinated fight against illegal imports of refrigerant gasses



Thank you



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