IPACST – Intellectual Property Models to accelerate Sustainability Transitions

An Analysis of Sustainable Business Models for High Impact Areas including Clean Energy and the Circular Economy

Presentation at the T2S Workshop June 3rd 2020
IPACST – Setting and Assumptions

• Transition to Sustainability
  • New technologies, business models, services, organizational forms required to transform industry sectors towards „sustainable“ economies Source: Hargroves et al (2005)
  • Intellectual Property (IP) and Intellectual Property Rights a key component of innovation
  • Shift from neo-classical economics to ecological economics
    • From growth to development Source: Le Blanc et al. (2012), Constanza et al (2012)
    • Questioning „trickle down“ assumption
    • Quest for balancing property rights
  • Open vs. closed debate:
    • Sharing IP beyond organizational boundaries to accelerate innovation
    • IP and IPR to attract investments and gain competitive advantage Source: e.g. Wiens (2014), Vimalnath et al. (2019)

Source: Geels and Schott 2007
IPACST – Objectives

• **Evidence-based view** on different IP models and the circumstances under which they successfully **accelerate** or **delay the development and diffusion of sustainable business models**, innovations, technologies and products more broadly

• **Interdisciplinary**: **Create a bridge** for sustainability research and IP research

• **Transdisciplinary**: **Help stakeholders**, such as inventors, business leaders, funding agencies and policymakers choose **appropriate IP models that accelerate sustainability transitions**
IPACST – Methodology and Workplan

• Case studies with sustainable businesses and businesses in the transition towards sustainability

• Framework development: Based on empirical evidence with theory guidance
  • IP Model Typology
  • Sustainable Business Model Typology
  • Framework Conditions – How to achieve Sustainability Impact with what

• Framework evaluation

• Transdisciplinary Development of Dissemination Tools (for different stakeholder groups)
Exciting Learnings (and Questions)

• Sustainability? Bridging different perspectives on transformation and sustainability

• Explicating context and conditions: Providing a more nuanced view to the open vs. closed debate (what works when for whom)

• Change vs transition: How to find evidence and measure effects when transition has not been accomplished?

• Change and impact rather than transition

• Joint interdisciplinary qualitative research

• Transdiciplinary: Learning and Sharing
Opportunities and Challenges

• Practical Challenge: Time, Access to cases, building trust in „virtual“ world
• Methodological Question: how to account for unfolding global economic consequences
  • increase in risk aversion among investors (Reinhart, 2020)
  • Crash in oil price – clean energy returns & investments?
  • Crash in commodity prices – export of emerging markets?
  • Financial support by governments and China’s role as manufacturing bench?
  • China’s role as lender to developing countries (Horn et al., 2019)
• Opportunity: Increased stakeholder awareness regarding importance of IP (sharing)
• Opportunity: New approaches for sharing and technology transfer
• Opportunity: Novel case research approaches
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References


