

## 2020 Strategic Technology & Innovation Management Programme



### Intellectual property (IP) strategies for sustainable impact

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#### Industrial / managerial need addressed

Developing an IP strategy that aligns well with a company's business model but also considers the company's sustainable (social and environmental) impact is important but challenging due to lack of proven approaches. While companies often operate implicit IP strategies, a first step towards developing a more powerful IP strategy is to diagnose what the actual strategy is. This project focuses on helping STIM members to diagnose their IP strategies, but also aims at further developing our approach for developing IP strategies, particularly with an emphasis on integrating thinking that considers sustainable impact into IP strategies.

#### Expected deliverables

Visual maps for diagnosing the IP strategy and impact over time with potential usage beyond the interview process (e.g. for internal discussions and as marketing material).

#### Engagement opportunities

- Participation of relevant company personnel in two rounds of guided workshops
- Participating companies may choose to get involved in the IP strategy diagnosis part or the IP strategy development part or both. This is to be arranged during project scoping stage.
- Participation benefit: Opportunity for the participating company to revisit the company's changes in their IP strategies over time in order to reflect on what has worked (or not) in enhancing the sustainable contributions of the company.

#### Approach

We use an interactive, workshop based approach using visual maps for diagnosing and developing IP strategies. The visual maps used in the diagnosis part (see figure) are collectively developed with the IPACST project partner teams from Germany, Sweden, and India (see [www.ip4sustainability.org](http://www.ip4sustainability.org)).

#### Project team:

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