

## ABOUT AL-INVEST Verde IPR

AL-INVEST Verde IPR is a component of the “Latin American Alliance for Sustainable Growth and Employment” program. This is an **international cooperation action on intellectual property** financed by the **European Union** and implemented by the **European Union Intellectual Property Office** (EUIPO).

It was created to **strengthen the intellectual property rights (IPR) environment in Latin America**, with the aim of expanding and improving the use of IPR to promote research cooperation opportunities and stimulate competitiveness and sustainable innovation.

## GOALS

- 01.** Achieve efficient and accessible IP institutions, strengthening IP capacity, to improve systems for the protection and enforcement of IPR.
- 02.** Contribute to making the productive sector innovative, sustainable and competent in terms of IPR, improving the capacities of the productive sector, particularly SMEs and the scientific/academic, technological and agricultural sector, in terms of IPR management to obtain value through innovation.
- 03.** Build IP networks and drive internationalisation by developing inter-institutional and transnational networks of actors to facilitate the adoption of IP best practices to promote innovation and artistic creation and align IP laws with international standards.

## WHAT IS INTELLECTUAL PROPERTY?

IP refers to **creations of the mind**, such as inventions, literary and artistic works, symbols, names, images and designs used in commerce.

IP is divided into two main categories: **industrial property**, which includes patents, trademarks, industrial designs and trade secrets; and **copyright**, which protects literary, musical and artistic works. These forms of IP give creators **exclusive rights to their creations for a specific period of time**, allowing them to control their use and distribution.

IP protection aims to promote an environment in which creativity and innovation can thrive. By ensuring that creators can monetise their inventions or ideas, investment in research and development (R&D) is encouraged. IP also plays a crucial role in technology collaboration and transfer, as it provides a legal framework that protects the interests of all parties involved, thereby promoting continued progress in various areas of the economy and society.

## WHY IS IP IMPORTANT?

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- 01. Protection of Innovations and Technological Developments:**  
in the bioeconomy, IP guarantees and protects innovations and technological advances, encouraging investment in R&D and guaranteeing business competitiveness.
- 02. Promotion of collaborations, alliances and the exchange of green technologies:**  
IP promotes collaboration in the bioeconomy through patents and the protection of plant varieties, driving innovation in sectors committed to reducing emissions and promoting the circular economy.
- 03. IP adds value:**  
in the bioeconomy, IP helps producers to stand out, differentiate themselves and add value, especially with brands and other instruments, such as designs.
- 04. Contributes to sustainability and ethics:**  
IP makes it possible to identify and safeguard ethical and sustainable production methods through collective or certification marks. This reflects the commitment of many producers to ecologically correct practices and ethical values.
- 05. Promotes sustainable local development:**  
some forms of IP, such as Geographical Indications (GIs), strengthen local development by protecting and highlighting the authenticity of regional products and promoting the local economy.

## THE GREEN POTENTIAL OF IP: an engine for a sustainable future

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IP is an engine of **creativity and innovation**, especially in areas such as green innovation. Protecting technologies through IP – imagine, for example, a water purification process using solar energy – not only values and protects, but also boosts the fight against pollution and promotes the circular economy. IP is essential in the international agenda against climate change, since it affects not only the economy, but also the sustainable future of our planet.

In a changing world, IP is related to human and environmental objectives. For example, ethical food brands or sustainable coffee GIs put the focus not only the economy, but also employment, well-being and clean energy. Therefore, IP is not simply a matter of law and business; it is a vital force that propels us towards a greener and more humane future.