

Strategic Technology & Innovation Management Consortium**2021 Research Project Proposals****Intellectual property (IP) strategies for sustainable impact**Summary

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.

Background and Aims

Through this STIM project, we aim to test and refine a process for diagnosing IP strategies as currently researched for an ongoing project, IPACST, and move towards developing new processes that inform the development of IP strategy that support firms' business objectives, but also help them delivering increased social and environmental impact. Accordingly, the aim of this STIM project is two-fold:

- 1) To diagnose the evolution of IP strategies over time and its links to company's business model and sustainable impact
- 2) To develop IP strategies for sustainable impact

We use an interactive, workshop-based approach using visual maps for diagnosing and developing IP strategies. The visual maps are collectively developed with the IPACST project partner teams from Germany, Sweden, and India (see www.ip4sustainability.org).

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 the 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.

