



KONICA MINOLTA

## News Release

### Konica Minolta Joins WIPO GREEN, the International Marketplace for Sustainable Technology, as a Partner Company

#### Working on SDGs in the Field of Intellectual Property

Tokyo (December 5, 2019) – Konica Minolta, Inc. (Konica Minolta) today announced that the company has joined WIPO GREEN, the Marketplace for Sustainable Technology operated by the World Intellectual Property Organization (WIPO) of the United Nations, as a partner company.

Environmental problems require immediate action globally, and cannot be solved by the efforts of a single company. Konica Minolta has a track record in making its proprietary know-how of environmental management, which contributes to reducing costs and increasing sales, available as an open resource to more than 1,000 companies.

Konica Minolta has joined WIPO GREEN, an international platform for technology transfer to achieve a sustainable society, as a partner as part of its efforts to promote the sustainable development goals (SDGs) in the intellectual property field. The corporate intellectual property division plays a key role in making patent rights, which are often considered as exclusive rights, openly available in specific fields, and helping achieve the SDGs by using Konica Minolta's proprietary environment-related technologies while seeking a model for the use of intellectual property in the new era.

Prior to participation as a partner, Konica Minolta has registered patents related to film mirrors for concentrating solar power generation and dye sensitized solar cells that can generate power even under low illuminance, which the company has been researching as next-generation types of energy, in WIPO GREEN.

Konica Minolta remains committed to solving social issues by utilizing intellectual property more broadly and actively.

#### **WIPO GREEN**

WIPO GREEN was established by the World Intellectual Property Organization (WIPO) in 2013. It consists of an online database and network and connects owners of new technologies with individuals or companies that are considering commercializing, licensing, or distributing green technologies to promote the innovation and spread of green technologies and contribute to efforts by developing countries to address climate change.

[www.wipo.int/green](http://www.wipo.int/green)

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Giving Shape to Ideas

