



# PROTECTING YOUR IP IN THE RENEWABLE ENERGY

SECTOR [www.latinamerica-ipr-helpdesk.eu](http://www.latinamerica-ipr-helpdesk.eu)

## WATCH OUT

Green Technologies can benefit from special mechanisms that expedite the processing of applications. This means less time to obtain the patent and the opportunity to start selling/licensing your technology sooner.

"In 2017, Global Investment on Solar energy attracted €142,2 billion, while wind energy investment totalled €95,2 billion".



Latin America is de facto in a transition to renewable energies. In 2017, Mexico and Brazil invested 6 billion euros, ranking among the top 10 investing countries in renewable energy.

Source: Bloomberg New Energy Finance (BNEF)

Source: Frankfurt School-UNEP Centre/BNEF. 2018

## PATENTS

Obtain an exclusive right to exclude your competitors from commercially exploiting your invention. Protect a product or a process that provides a new way of doing something or offers a new technical solution to a technical problem.

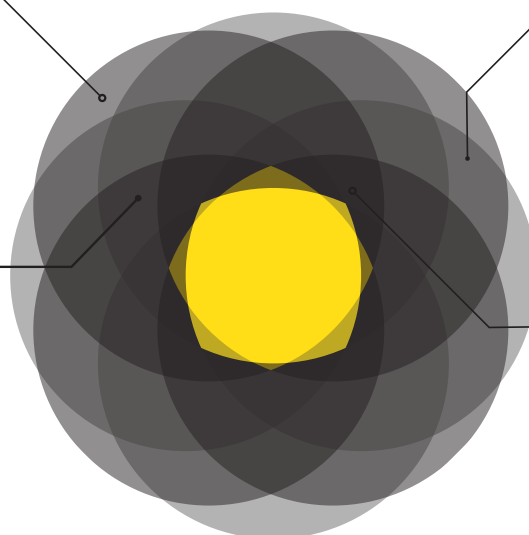
## How do I protect my IPRs?

## UTILITY MODELS

Particularly suited for SMEs since they protect "minor" improvements and adaptations of existing products. They are commonly used for mechanical innovations.

## TRADE SECRETS

Protect any confidential business information that provides you a competitive advantage by not disclosing it to the public. It is also a good choice for protecting non-patentable inventions.



## TRADEMARKS

Distinctive signs will allow your clients and potential business partners to differentiate your products and services from other competitors.

## Patent applications

Source: UN / Bloomberg

Brazil investment in renewable energy amounted to \$6 billion in 2016:

\$3,6 BN

Wind

\$2,1 BN

Solar

\$0,2 BN

Biofuels

\$0,1 BN

Small hydro

## Investment from other Latin American countries in 2017:

MEXICO	\$6 billion	(Growth of 810% compared to 2016)
ARGENTINA	\$1,8 billion	(Growth of 777% compared to 2016)
CHILE	\$1,5 billion	
PERU	\$0,3 billion	
COSTA RICA	\$0,3 billion	
EL SALVADOR	\$0,27 billion	
DOMINICAN REPUBLIC	\$0,26 billion	

Source: UN environment/ Bloomberg

## TARGETS

IRENA, 2016; and El Comercio Peru, 2018



**20%**

of electricity  
consumption by 2025



**86%**

of electricity  
generation by 2024



**20%**

of electricity consumption will come  
from renewable energy by 2025



**90%**

of energy demand will  
be covered by renewable  
energy by 2050



**35%**

Clean energy\* share  
of total electricity  
generation by 2024



**20%**

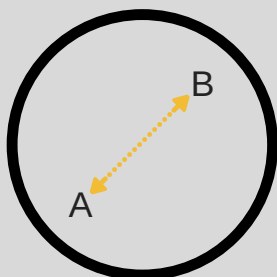
of electricity consumption will come  
from renewable energy by 2025

\* "Clean energy" includes renewables, co-generation, nuclear energy, fossil fuels with CCS and "other low-carbon technologies"



**3**

*Quick tips  
when doing  
business*

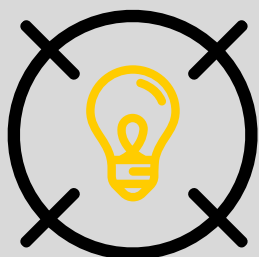


**1**

1. Take time to assess an entry strategy: either on your own or with local/foreign companies (by signing joint ventures, technology transfer agreements, etc).

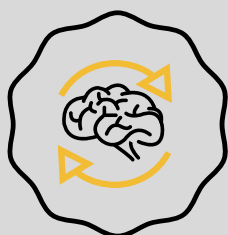
**2**

2. Identify and protect your creations/inventions properly: register your IPRs, carry out a "Freedom to Operate Analysis" and conclude confidential agreements (NDAs) when appropriate.



**3**

3. Always keep up to date regarding the IP legislation and policies of the countries you are interested in.



## MOST ATTRACTIVE COUNTRIES

*Latin  
America*

Source: BBVA



*To invest in  
2019 are:*

**Nº 1: Colombia**

Nº 2: Chile

Nº 3: Panama

Nº 4: Peru

Nº 5: Uruguay

Nº 6: Mexico