

26/04/2020

CELEBRATING

WORLD INTELLECTUAL PROPERTY DAY

Innovate for a Green Future



01

INNOVATE FOR A GREEN FUTURE

Many reasons drive the global push to "go green". While nature conservation is one of them, ensuring economic and social well-being, mental and physical health, and a sustainable future for humans are some other powerful incentives.

Many countries in Africa are wealthy in natural assets hence, there is the need to have specific policies to develop these assets in a more sustainable way.

SUSTAINABLE GREEN EARTH AND ITS FUTURE?

Synthetic products come from natural resources and this dependence on natural resources for material and energy requirement is becoming alarming and a major environmental and economic threat, lessening resources needed to power economies and lift people out of poverty. Since many of the resources are non-renewable, at current rates of use, the world will run out of many necessary materials in no time. These does not leave renewable resources out of risk as some need long periods to be replenished.

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The urgent need to sustain the world and make it habitable for future generations has come to play in minds of every individual and has beckoned on innovative and creative minds to work on new technologies, designs, and ideas, enhancing future developments around the green spaces.

Kristen Childs states in her article, Economics of Green Design. that sustainable designs:

- 1) are healthier for people and enhance productivity.*
- 2) can be built at market rate and cost much less to operate.*
- 3) use less fossil fuels, thus conserving energy and generating less global pollution.*
- 4) use less water.*
- 5) manage waste, reducing impacts on both developed and undeveloped land, and*
- 6) minimize use of materials and use materials with the lowest environmental impacts[1].*

The Paris-based Organisation for Economic Cooperation and Development (OECD) has said that “governments must look to the green economy to find new sources of growth and jobs” and that countries should “put in place policies that tap into the innovation, investment and entrepreneurship driving the shift towards a greener economy.[2]”

[1] <https://www.reesehackman.com/sustaining-a-green-future>. Accessed on the 8th of April. 2020

[2] <https://ourworld.unu.edu/en/africa-looks-to-a-green-future>. Accessed on the 8th of April. 2020

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"The miracle is not to walk on water. The miracle is to walk on the green earth, dwelling deeply in the present moment and feeling truly alive" -- Nhat Hanh[3].

26th of April, 2020 is World Intellectual Property Day 2020 with the theme: Innovate for a Green Future. The campaign puts innovation and the Intellectual Property rights that support it – at the heart of efforts to create a green future. World Intellectual Property Day is celebrated to learn about the role that intellectual property (IP) plays in encouraging innovation and creativity for a better Earth and its Sustainability[4].

The Earth is also considered as Green Planet due to the presence of life.

What is the essence of the earth if it endangers and threatens existence of humans causing them to live in fear?

The earth is our home, we need to care for it. Hence, the choices we make today shapes our tomorrow.

Nigeria as a country is endowed with abundance of renewable energy resources: solar radiation, wind turbine, hydropower, biomass, geothermal energy etc. which when consumed are replenished through natural processes within a short period of time.

[3] <https://www.optimize.me/quotes/thich-nhat-hanh/20715-the-miracle-is-not-to-walk-on-water-the/>. Accessed on the 7th of April, 2020

[4] <https://www.wipo.int/ip-outreach/en/ipday/>. Accessed on the 7th of April, 2020

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The campaign also celebrates many inspiring inventors and creators around the world who are betting on a green future – these innovative minds are working tirelessly to ensure cleaner alternatives to legacy fossil-fuel-based technologies for a better and more sustainable food and natural resource management systems, and they are using the IP system to support their work and its uptake and use in society[5].

A lot of countries are making efforts to go green. China for instance is constructing an entire eco-friendly city known as Tianjin (the entire city will be powered by solar and wind technologies as well as feature rainwater recycling, wastewater treatment, and desalination of seawater). Carbon emissions will be basically non-existent with 90% of traffic being public transportation[6].

To drive further the need to go green, there is currently a new trend in practical green technology known as the coating of roof tiles with titanium dioxide, which is useful in cleaning the air. Studies have shown that a thick coating of material on roof tiles reduces 97% of target greenhouse gases. One home could remove 21g of nitrogen oxide a day, which is the equivalent of what a car releases driving 18,000 km. Widespread application would allow every home in the world to become a mini-air purifier. The idea is still in the testing phase, but early results have been extremely promising[7].

[5] <https://www.wipo.int/ip-outreach/en/ipday/>. Accessed on the 7th of April, 2020

[6] <https://www.toptenz.net/10-amazing-new-green-technologies-works.php>. Accessed on the 23rd of April, 2020

[7] supra

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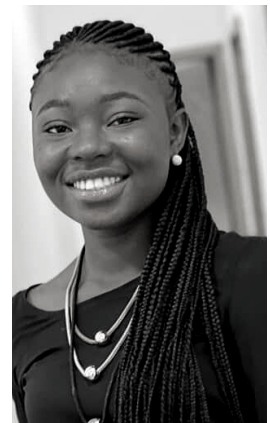
According to the Nigeria Energy Commission, there are a lack of technologies and professionals to achieve the goal of the green economy which is the adoption of sustainable consumption and production processes. It is high time we followed other countries in the drive to go Green. As earlier stated, Nigeria is blessed with abundance of renewable energy. Thus, there should be incentives which will promote technologies such as electric cars in place of fossil-fuel cars, solar panels, wind turbine, eco-concrete, air purifying roof tiles, cool pavement to encourage more innovations and usage of renewable energy.

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