



WORLD INTELLECTUAL PROPERTY DAY

26th April 2020

THEME: INNOVATIVE FOR A GREEN FUTURE

PRESS RELEASE

World Intellectual Property Day 2020 puts green innovations; and the IP rights that support it at the heart of efforts to create a green future. Why? Because the choices we make today will shape our tomorrow. The earth is our home and we need to care for it.



The Ministry of Commerce, Industry and Labour, and its partners “the National University of Samoa”, “the Ministry of Education, Sports and Culture”, “the Scientific Research Organisation” and the Private Sector will celebrate the World Intellectual Property Day through Green Technology measures that are now taking place through our Government initiative in this Pandemic. According to the World Intellectual Property Organisation Director General Francis Gurry statement “in recent months, the lives of billions of people around the globe have been radically disrupted. Yet we can draw inspiration from the unyielding human drive to overcome adversity and to find innovative solutions to complex global challenges. Every day, we see the emergence of encouraging initiatives as governments, industry and academia come together to support efforts to innovate our way out of the current crisis.

Our response to the current crisis demonstrates that we have the collective wisdom, the ingenuity and the creativity to rise to these challenges and to shape a future, one that is safe, sustainable and green. And, as we look to that future, we see that intellectual property (IP)- driven innovation and innovative thinking are central to solving our shared, global challenges.

Innovation provides options and is the key to unlocking the solutions and approaches we need to create a sustainable and green future.

But to achieve that goal, we need to act. We need to make environment sustainability a priority; it is the bedrock of our future well-being. We need to invest in national innovation ecosystems and enable broad access to effective national IP systems that support the development and



Ministry of Commerce, Industry and Labour
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deployment of the technologies, products and services we need for the transition to a brighter, greener, low-carbon future”.

The World Intellectual Property Day is therefore a day of celebration and let us we think of what we can do to promote green future and support humanity.