

IP & SMART CITIES

SHAPING THE FUTURE OF URBAN DEVELOPMENT

WHAT IS A SMART CITY?

Smart cities are cities able to integrate energy, transport and IT technologies strategically into their daily operations. By applying innovations to the challenges they face, the environmental impact is reduced and citizens can see an improvement in their living standards.

Source: European Commission

WHY COMMIT TO SMART CITIES?

If your company (alone or through strategic alliances with complementary market players) can embrace a wide range of sectors, products, and technologies of interest for Smart Cities, it's a win. You will be able to offer tailor-made solutions based on the city's key priority (smart transportation, energy or infrastructure).

Source: European Commission

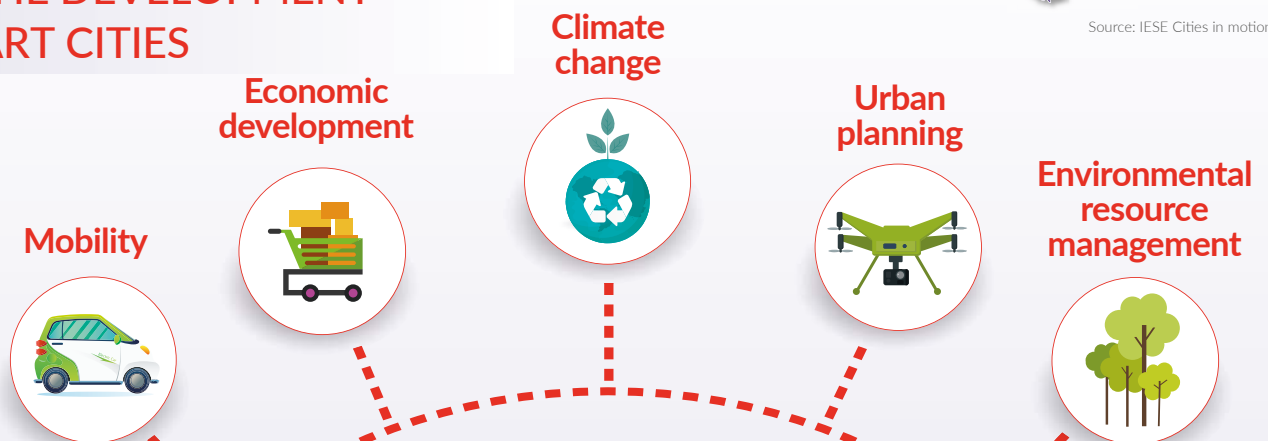


LATIN AMERICA TOP 5 SMART CITIES



Source: IESE Cities in motion 2019

CHALLENGES FACED BY LATIN AMERICA WITH THE DEVELOPMENT OF SMART CITIES



Source: European Commission

BUSINESS OPPORTUNITIES IN LATAM

- ✓ Creation of IT tools to enhance public transport, traffic monitoring, management and enforcement
- ✓ Creation of energy efficiency technologies
- ✓ Establishment of smart city's platform, intelligent city services and smart grids
- ✓ Improving waste management efficiency

BENEFITS OF USING IP

- ✓ Attract potential investors or financial institutions
- ✓ IPRs are part of a company's assets that can be used to create value for the company (Intangible assets can represent up to 50% of the value of an enterprise)
- ✓ Increase competitiveness of the company
- ✓ Improve future profitability
- ✓ Enhance the company's or city's image
- ✓ IPRs are created to solve a problem, find the solution and apply it

WHAT IPRs CAN YOU USE?



PATENT

For inventions (product or process). For example, a sensor capable of measuring soil moisture allowing to optimize the use of water.



TRADE SECRETS

Any confidential business information which provides an enterprise a competitive edge. For example, inventions with a short-life cycle or non-patentable.



TRADEMARKS

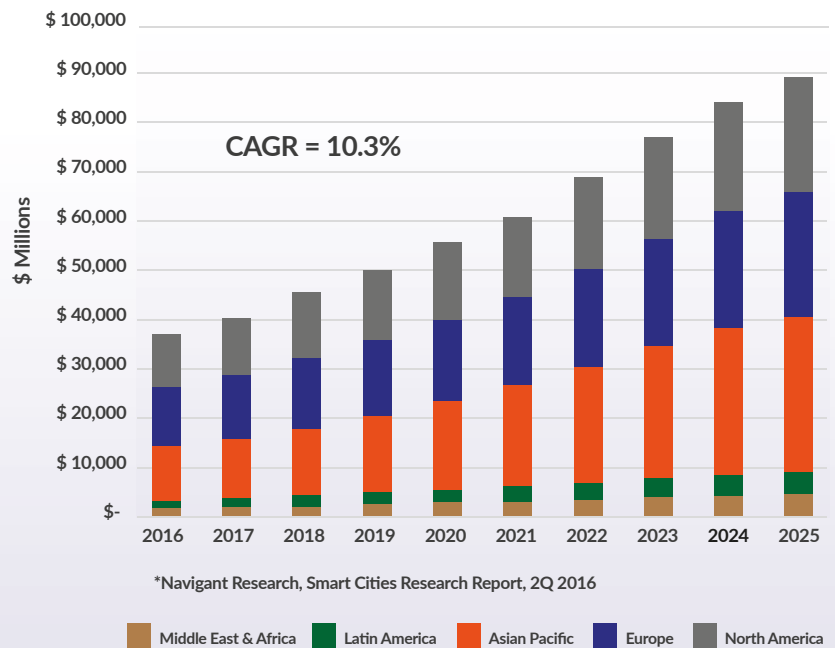
Signs capable of distinguishing the goods or services of one enterprise from those of other enterprises. This will allow your company's name to be identified as capable of providing sustainable solutions, being regarded as a key player in the sector.



COPYRIGHT

Protection of artistic and intellectual works. Copyright protection extends only to expressions, and not to ideas. For example, establishing a database structure capable of gathering all the data collected from different sources

SMART CITY TECHNOLOGIES ANNUAL REVENUE PER REGION



Source: Navigant research

Check out for more detailed information



helpline@latinamerica-ipr-helpdesk.eu



@latinamericaipr

www.latinamerica-ipr-helpdesk.eu

©European Union, 2019

Reuse is authorised provided the source is acknowledged.

The reuse policy of European Commission documents is regulated by Decision 2011/833/EU (OJ L 330, 14.12.2011, p.39).

The Latin America IPR SME Helpdesk is a free service for SMEs which provides practical, objective and factual information about Intellectual Property Rights in Latin America. The services are not of a legal or advisory nature and no responsibility is accepted for the results of any actions made on the basis of its services. The content and opinions expressed are those of the authors and do not necessarily represent the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises or any other body of the European Union.

Before taking specific actions in relation to IPR protection or enforcement all customers are advised to seek independent advice. Neither the European Commission nor the Agency may be held responsible for the use which may be made of the information contained herein.

EA-02-19-550-EN-C — ISBN 978-92-9202-567-0 — doi:10.2826/965898

EA-02-19-550-EN-N — ISBN 978-92-9202-566-3 — doi:10.2826/462836