

## Introducing SHARE

Friday 9<sup>th</sup> October 2020, at 13.00 – 14.00

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Interested in law and sustainability? Want to know more about the role of private law tools like intellectual property rights in promoting sustainability? Let us introduce you to the goals of the SHARE project!

The “Shaping, fixing and making markets via IPR: regulating sustainable innovation ecosystems (SHARE)” project is a consortium between the University of Helsinki/Faculty of Law (Prof. Taina Pihlajarinne/project PI and Prof. Jukka Mähönen/sub-project PI) and the University of Lapland/Faculty of Law (Associate Prof. Rosa Maria Ballardini), funded by the Academy of Finland (1.9.2020-31.8.2024).

*SHARE explores the emerging need for embedding ‘strong’ environmental sustainability in the IPR- and finance- related regulation of the innovation ecosystem of sustainable technologies, like climate change mitigation technologies. We critically assess the role of IP and finance laws in creating incentives for developing and promoting diffusion of sustainable innovations via closely looking into three main stages of the CCMTs’ innovation ecosystem: 1) financing (market shaping), 2) regulating the process (market fixing), and 3) sharing, licensing and transferring (market making) the innovations. Overall, Share will develop a comprehensive academic study, comprising also of concrete recommendations, for how Europe could lead the transformation towards a more sustainable market economy.*

#### Programme:

13.00 – 13.10 Introduction to the SHARE project/Prof. Taina Pihlajarinne, University of Helsinki, Prof. Jukka Mähönen, University of Helsinki and Associate Prof. Rosa Maria Ballardini

13.10 – 13.25 Market making – Financing Innovations Sustainably/Prof. Jukka Mähönen, University of Helsinki and University of Oslo

13.25 – 13.40 Market fixing – Regulating Innovations Sustainably//Prof. Taina Pihlajarinne, University of Helsinki

13.40 – 13.55 Market shaping – Sustainable IPR management/Associate Prof. Rosa Maria Ballardini, University of Lapland

Open Discussion!

**Join us into this informal dialogue about the goals and expected outcome of SHARE!**