

THE GREENXCHANGE



Differentiators

- The best way to stimulate innovation in sustainability is to stimulate open innovation as a business model.
- Open innovation:
 - Purposeful movement of knowledge
 - License, spin out, divest
 - Business model key to value creation and capture
 - Requires infrastructure and standards development as well as visionary companies
- The GX
 - Collaborative network for open innovation, launching in sustainability space



Website Design

GreenXchange

http://greenxchange.force.com/

GreenXchange

THEGREENXCHANGE
beta

ABOUT GX | SEARCH | BIG IDEAS | GX NEWS | MEMBERSHIP | CONTACT

SIGN IN

ENABLE THE SUSTAINABLE ECONOMY
Help bring the network efficiencies of open Innovation to solving global problems of sustainability. [▶ JOIN NOW](#)

REDUCE A HOME'S CARBON FOOTPRINT

USE A NEIGHBORHOOD APPROACH TO RENEWABLE ENERGY

BIG IDEAS
Above are just a few of the big Ideas with big Impact. Click on one for details, or there's plenty more inside. [SEE ALL THE IDEAS >>](#)

THE GREENXCHANGE IS AN INNOVATIVE REVOLUTIONARY PARTNERSHIP THAT BRINGS TOGETHER COMPANIES, PEOPLE, AND IDEAS TO CREATE SUSTAINABLE CHANGE THAT AFFECTS US ALL.

TRANSFORMATIONAL CHANGE HAPPENS WHEN INDIVIDUALS ARE WILLING TO SHARE IDEAS, WORK TOGETHER, AND SEEK SOLUTIONS THAT CREATE MORE EFFICIENT, MORE PROFITABLE, AND MORE MEANINGFUL BUSINESS OPPORTUNITIES/MODELS.

GX NEWS

- Quarry Rehabilitation for Ecosystems: How Companies are Restoring Ecosystems...
- Green patent survey to provide inputs for climate change conference
- Scheme to save forests holds promise, risks
- [More news...](#)

SEARCH

--None--

--None--

SEARCH

SEARCHES

- rubber...
- water...
- recycling...
- servers...

THE GREEN XCHANGE

UNCOMMON INSIGHTS FOR THE COMMON GOOD



Sustainable World

- Innovation
- Accelerated Innovation
- Move aside barriers
- Collaborate - no one can do it alone
- Leadership



Nike, Best Buy and Creative Commons Takes the Lead

- Mark, Hannah, SB&I Team
 - Form and lead a partnership
 - Create a way
 - Inspire the world
- Green Xchange = The Way
- On-Line System
- Patent Sharing
 - Knowledge Exchange
 - Collaboration Tool



GX - Patent Sharing

- **Research Non-Assertion Pledge**
 - **What if research on Nike's patented barrier material recycle, reuse, closed-loop**
- **Standard License**
 - **What if Nike's patented Green Rubber used in all athletic footwear and other products**
- **Standard License +**
 - **+ require fee or royalty, restrict field of use and licensee**
 - **What if Nike's barrier film patents licensed for profit outside Nike's business**



Nike Leads A Partnership

- Davos January 2009
 - Nike announces Green Xchange
- Davos January 2010
 - Nike hosts launch breakfast meeting
 - 21 international companies, Unilever, Nestle, S.C. Johnson & Son, Humana, Tajin, Tata
 - Over 400 Nike patents in research non-assertion pledge
 - 3 Nike patents in standard license
 - Nike Executive team creates buzz within W.E.F.
 - Nike GX team responds to buzz



GX Davos

- W.E.F attendees come to learn more
 - UN Officials
 - Publishers
 - Research Organizations
 - Harvard professor
 - J F Kennedy School of Government



THE GREEN XCHANGE

UNCOMMON INSIGHTS FOR THE COMMON GOOD



Next Steps – Growing the Foundation

- Building the base line technology
- Developing an independent GreenXchange operating structure
- Spreading the success through events and media



Next Steps – Sustainable Ecosystem

- Scaling existing efforts of founding partners
- Engaging and leveraging IP “brokers”
- Recruiting new industries

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