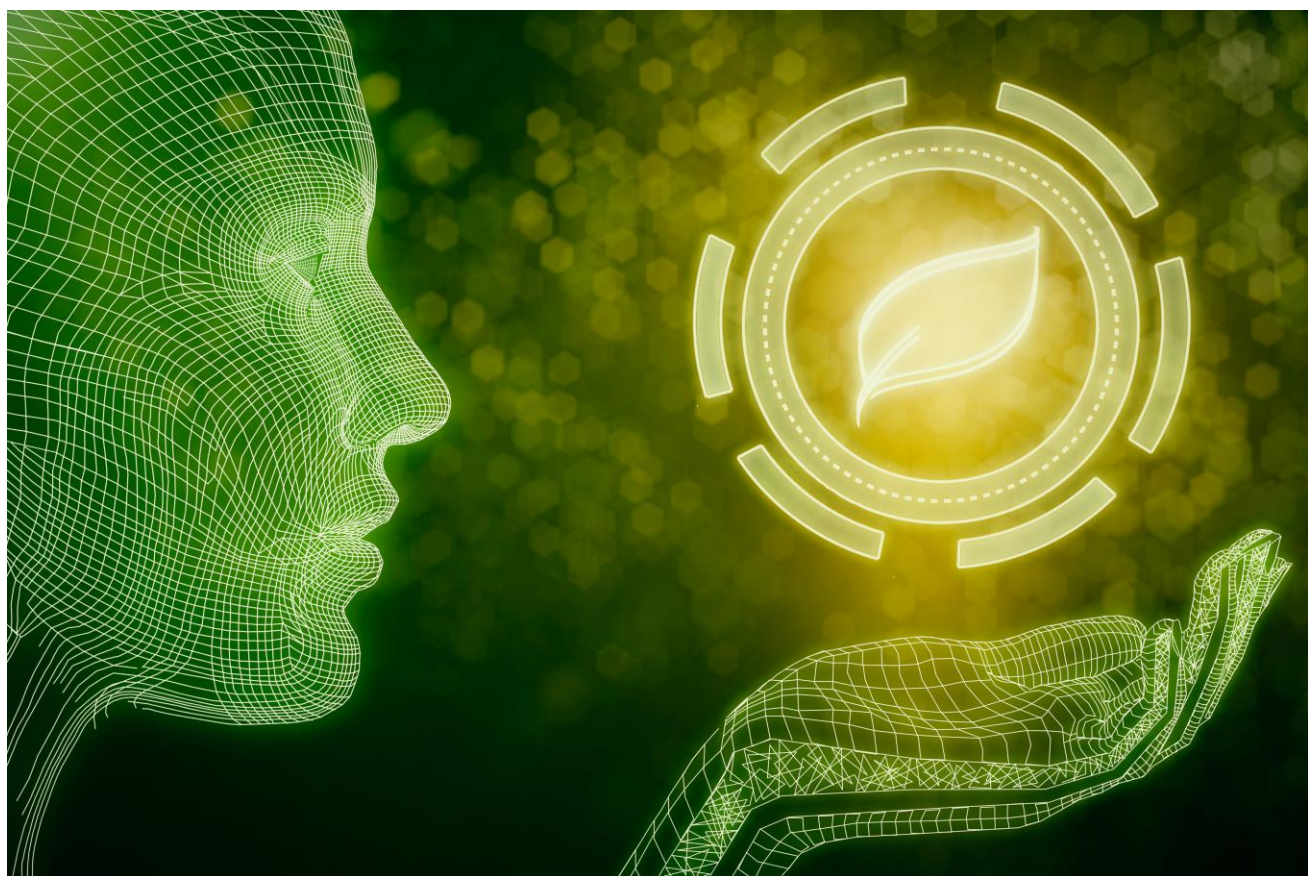


# Green EU trade marks – 2022 update

Analysis of goods and services specifications, 1996-2021



# Executive summary

In this study, the G&S descriptions in the more than 2 million EUTM applications filed at the EUIPO since it began operations in 1996 are analysed for the presence of terms related to environmental protection and sustainability. Examples of these terms include 'photovoltaic', 'solar heating', 'wind energy', and 'recycling'. Using the EUIPO's Harmonised Database<sup>(1)</sup> as the source, approximately 900 such terms have been identified as 'green'; these terms have in turn been classified in 35 categories, which are further organised into 9 groups.

An algorithm was developed to search through nearly 70 million terms contained in the EUTM applications filed over the years in order to identify applications that contain at least one 'green' term<sup>(2)</sup>. The purpose is to examine whether the increased concern among the public and policymakers over climate change and environmental degradation is reflected in the EUTM applications.

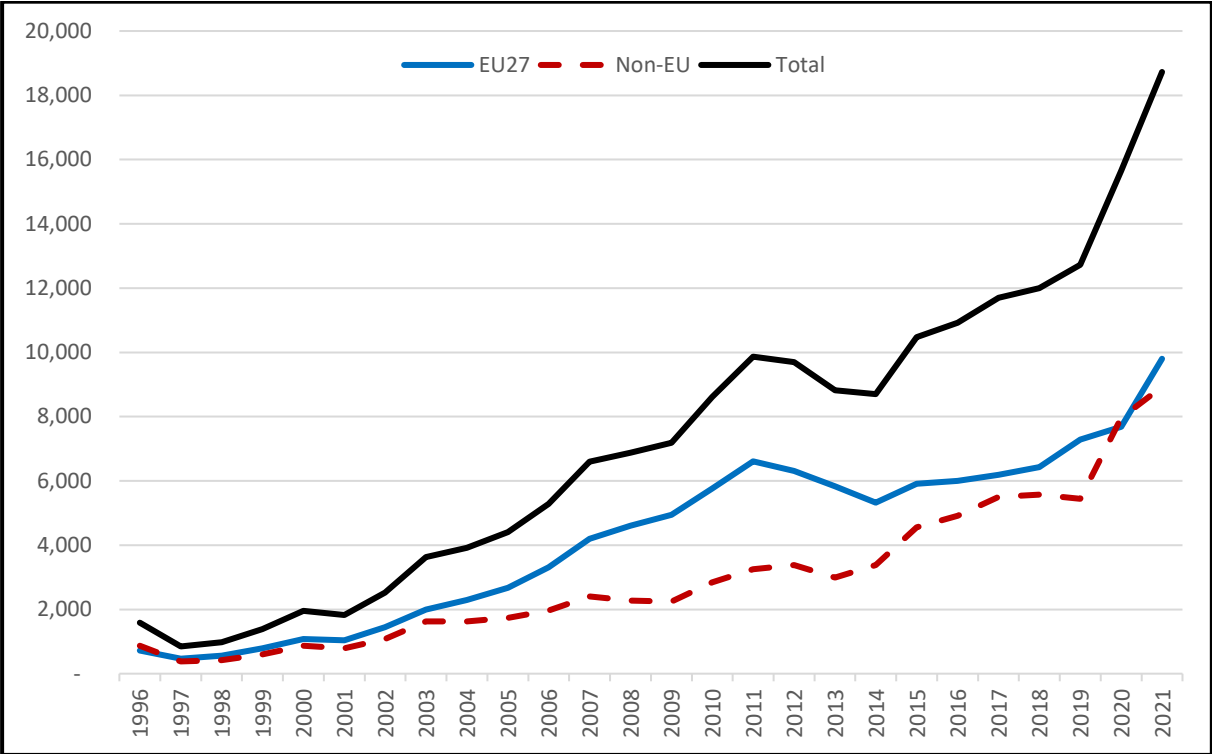
The main finding of the study is that growing interest in sustainability is indeed reflected in the EUTMs filed at the EUIPO. As seen in the graphs below, the absolute number of green EUTMs has increased significantly since 1996, as has the share of green EUTMs, although the latter has oscillated between 10 % and 12 % during the past decade.

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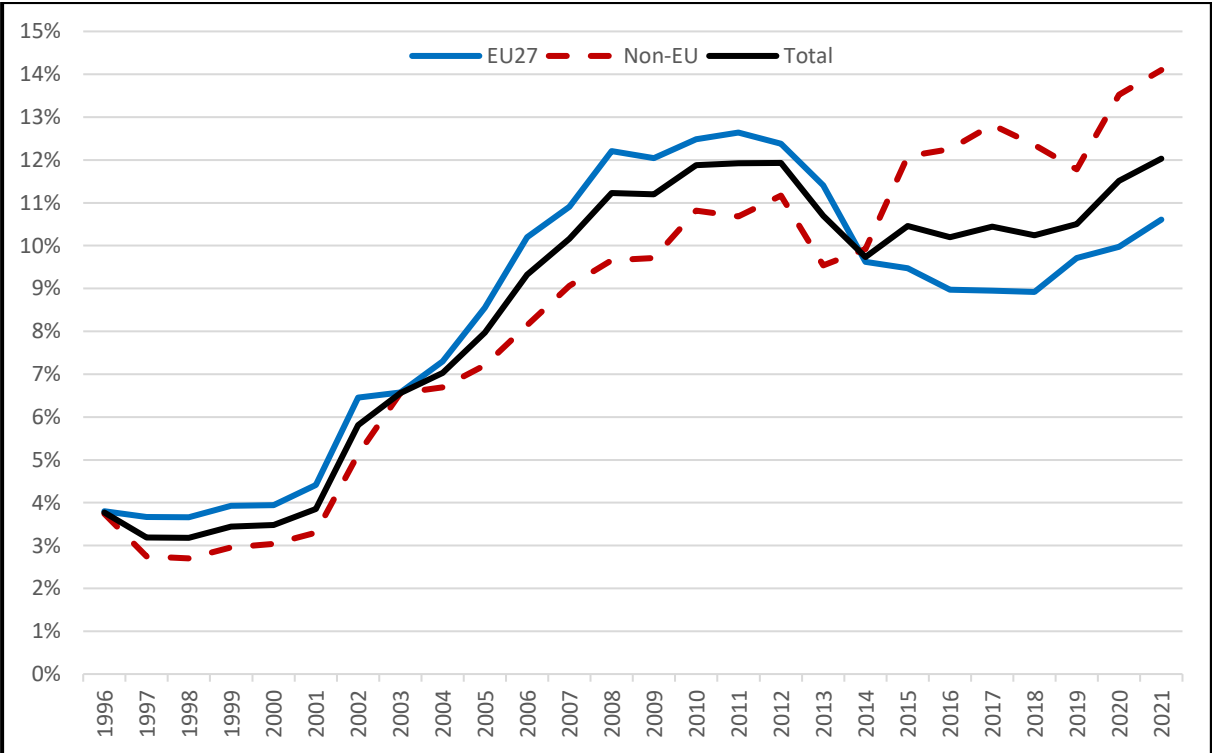
<sup>(1)</sup> The Harmonised Database (HDB) is a database of approximately 85 000 G&S terms available to EUTM applicants. These terms have been translated into all EU languages and have already been accepted by all IP offices in the EU as well as in some third countries.

<sup>(2)</sup> These EUTMs are referred to as 'green EUTMs' in this report.

**Figure 1. Green EUTM filings, 1996-2021**



**Figure 2. Green EUTM filings as a share of all EUTM filings, 1996-2021**

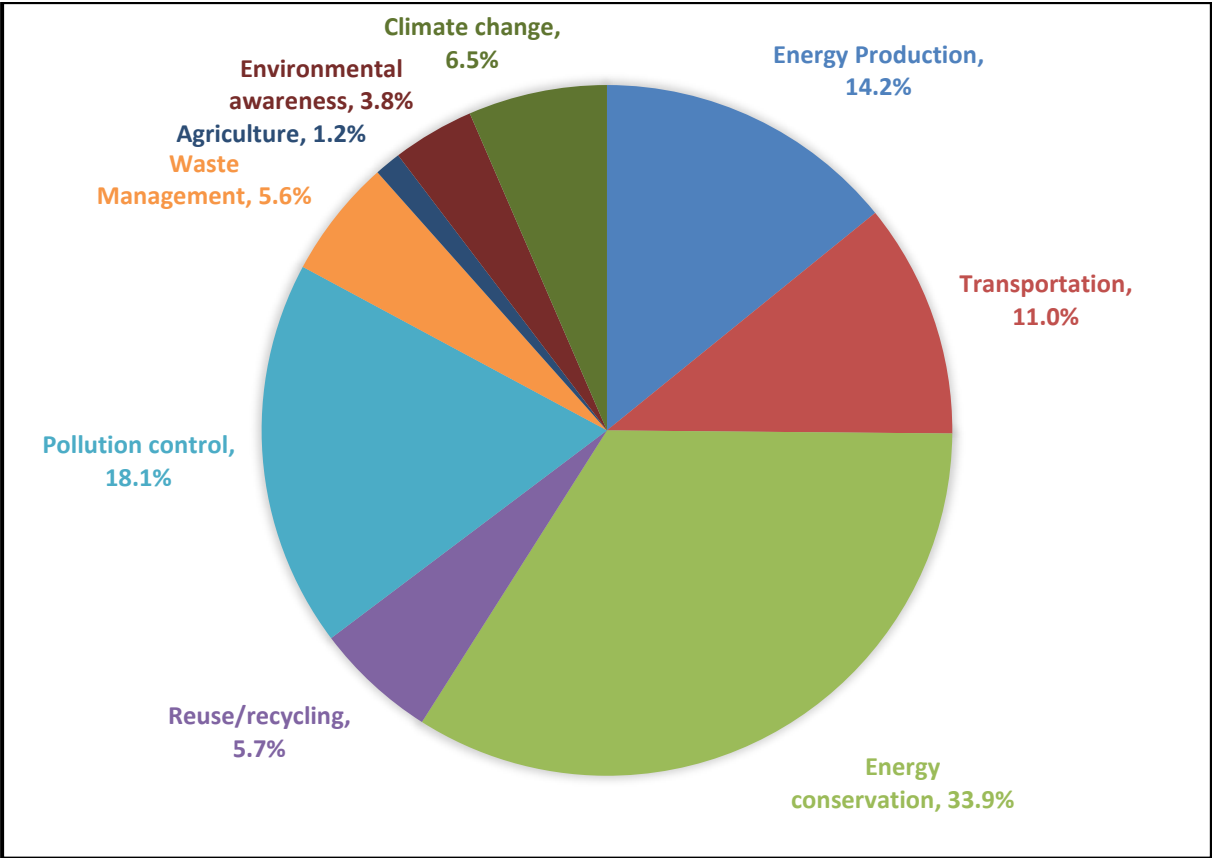


Both in absolute and relative terms, the importance of green EUTMs increased in 2021. In fact, the total number of green EUTMs in 2021 (18 726) and their share in overall EUTM filings in 2021 (12.0 %) are all-time highs.

A second trend that can be seen in the chart is the importance of green EUTM filings from outside the EU. While, in 2021, filings from EU-based applicants exceeded filings from outside the EU, the proportion of green EUTMs in all filings is higher for non-EU filers than for EU filers (14.1 % v 10.6 %). This mainly reflects filings from Chinese companies. Other non-EU countries with significant green EUTM activity in 2021 are South Korea, Switzerland, the United Kingdom and the United States. Among EU Member States, the top green EUTM filing countries in 2021 were Germany, Spain, France, Italy, the Netherlands, and Poland.

Figure 3 shows the distribution of green EUTMs filed since 2015 among the 9 main product groups. The dominant product groups are ‘Energy conservation’ and ‘Energy production’, which together account for more than 48 % of green EUTM filings, followed by ‘Pollution control’, with 18 % of filings, and ‘Transportation’ (11 %).

**Figure 3. Green EUTMs by main product group, 2015-2021**



Another interesting finding is that small and medium-sized enterprises (SMEs) are active in the sphere of green EUTMs, as shown in Table 1. The table shows the share of green EUTMs in the total EUTMs filed by companies of different sizes, both for the total period 2015-2021 and for 2021 separately.

**Table 1. Green EUTMs by size of applicant, 2015-2021 and 2021 separately**

<b>Firm size</b>	<b>Green TMs</b>	<b>Total TMs</b>	<b>Green %</b>	<b>Green % 2021</b>
Large	9 236	70 810	13.0 %	14.6 %
SME	14 284	142 194	10.0 %	11.2 %
medium	4 827	47 012	10.3 %	12.6 %
small	4 910	46 617	10.5 %	11.4 %
micro	4 547	48 565	9.4 %	10.3 %

For large companies in this sample, 13 % of EUTM filings are green. This percentage is somewhat lower for SMEs at 10 %, but even for the smallest companies in this group the share of green EUTM is more than 9 %. As shown in the last column, in 2021 all groups of companies increased their activity in the green EUTM space, with the percentage for large companies reaching 14.6 % and for SMEs 11.2 %.