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Green Innovation Report

Apple Inc. - 2024

ISIN: US0378331005, **Ticker:** AAPL, **Country:** US, **Sector:** Technology Hardware, Storage & Peripherals

This report evaluates the green innovation activities of the company over the past decade, based on inventions published in green technology areas defined by the IPC Green Inventory. This inventory, established by the World Intellectual Property Organization, identifies technologies aligned with the United Nations' definition of Environmentally Sound Technologies. These innovations contribute to mitigating humanity's impact on climate change in support of the Sustainable Development Goals.

Innovation Metrics

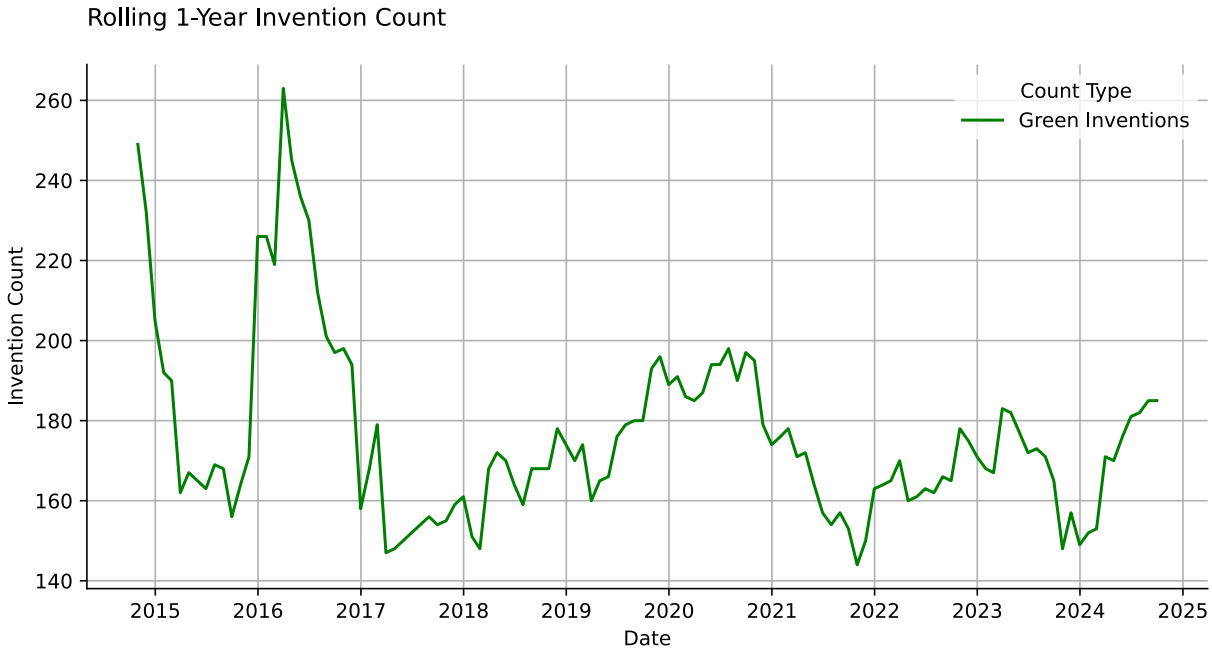
Invention Count (last 12 months)

3215 Inventions

Green Invention Count (last 12 months)

185 Green Inventions

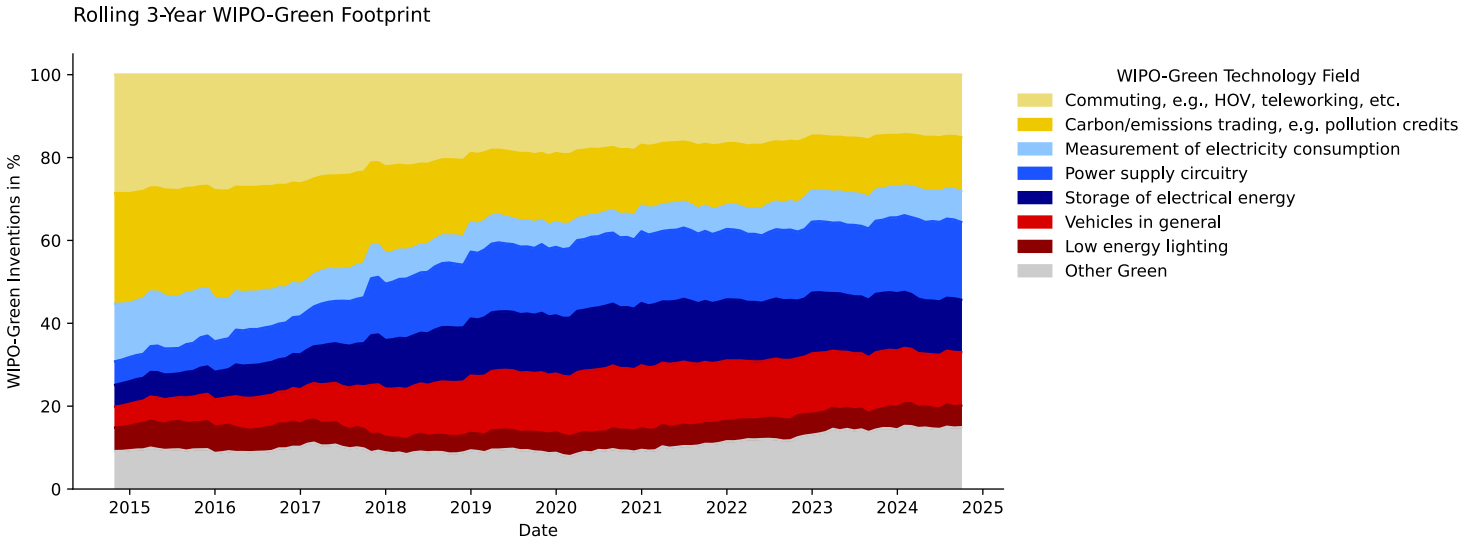
Each invention reflects a substantial investment of R&D and legal resources. Consequently, green inventions provide a reliable and high-integrity metric for measuring a company’s innovation efforts in green technologies and sustainability.



The graph above illustrates the number of green inventions published by the company over the past decade. Data is presented monthly, with each point representing the total green invention count for the preceding 12 months.

Green Technology Footprint

The graph below showcases the temporal distribution of the company's green innovation activity across technology fields listed in the IPC Green Inventory. This distribution highlights the green technology footprint and its evolution as part of the company’s innovation strategy.



The table below provides a quantitative analysis of the growth and significance of the company’s key green technology fields. For each field, the most frequently appearing keywords in recent inventions offer valuable insights into the company’s green innovation activities.

WIPO-Green Technology Field	Absolute Growth (3y)	Percentage of Green Inventions (3y)	Keywords (3y)
Power supply circuitry	175	18.8%	wireless power transfer, wireless power, wireless charging, wireless power transmission, dual frequency wireless
Commuting, e.g., HOV, teleworking, etc.	141	15.1%	user interface, mobile ecosystem, virtual terminal, virtual environment, graphical user interface
Carbon/emissions trading, e.g. pollution credits	122	13.1%	user interface, secure data transmission
Vehicles in general	120	12.9%	user interface, wireless accessory notification, voltage low voltage, voltage dc dc, untethered cable
Storage of electrical energy	118	12.6%	lithium ion battery, battery cell, usage history, temperature adaptive battery, propylene carbonate
Measurement of electricity consumption	69	7.4%	integrated circuit, radio frequency power, power detector, yoke structure, wireless circuitry desensitization
Low energy lighting	49	5.3%	pixel optical structure, passive matrix display, organic light, local passive matrix, flexible area