

# Green Innovation Report

## Mazda Motor Corporation - 2024

**ISIN:** JP3868400007, **Ticker:** 7261, **Country:** JP, **Sector:** Automobile Manufacturers

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)

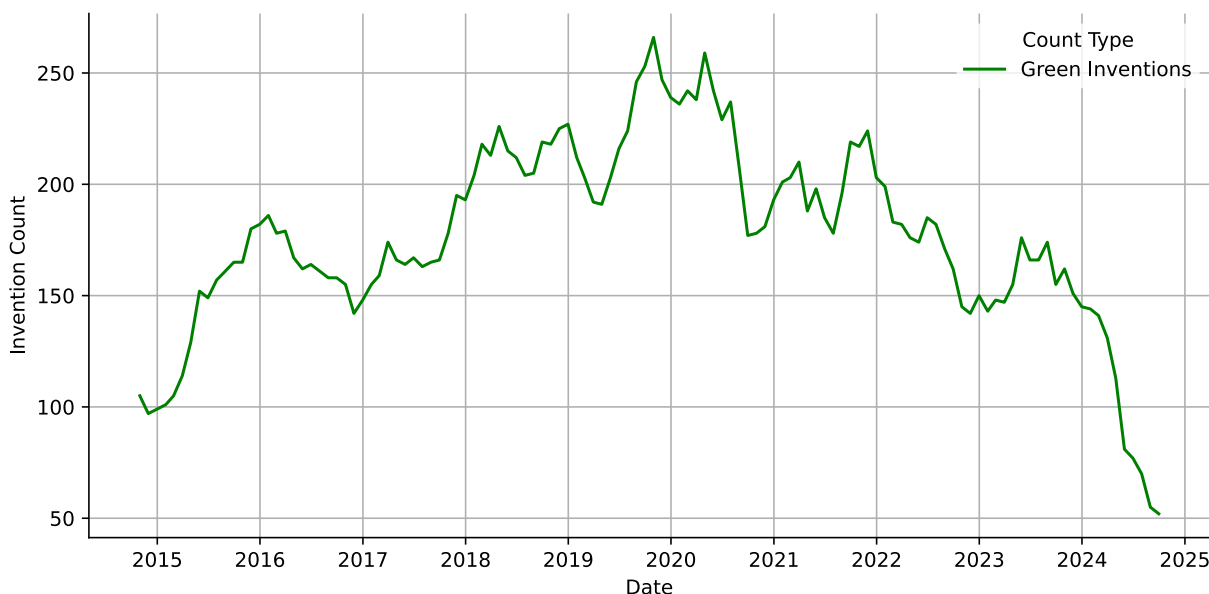
206 Inventions

### Green Invention Count (last 12 months)

52 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.

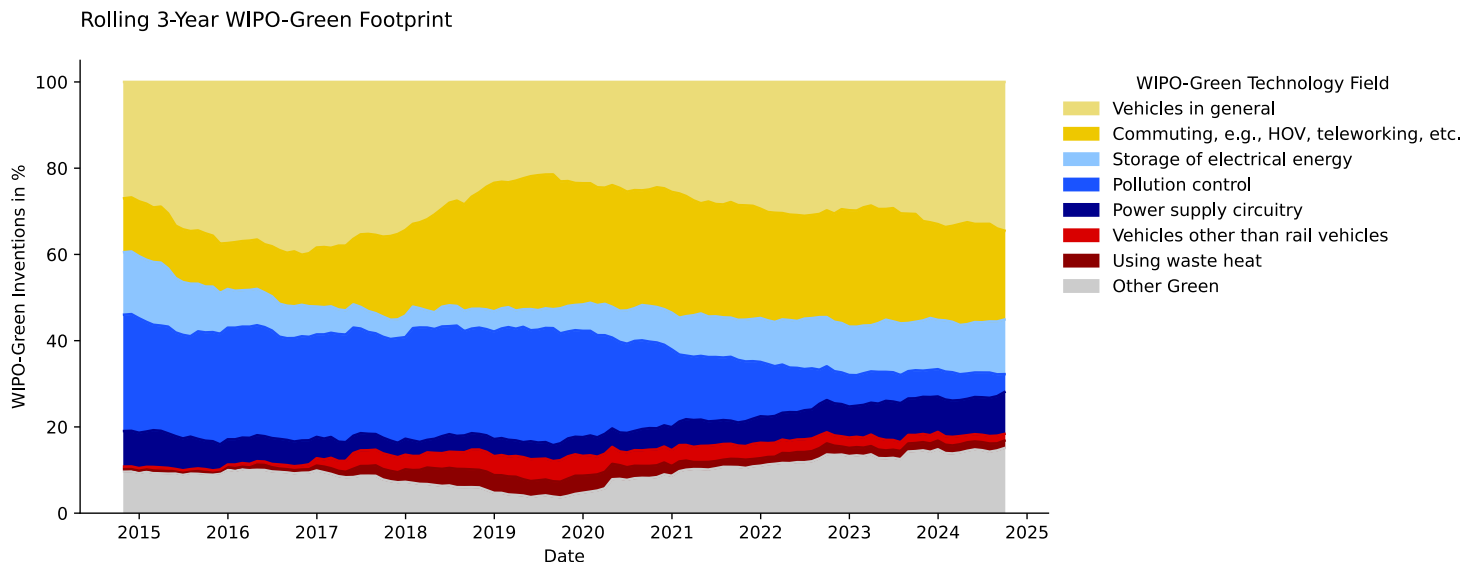
Rolling 1-Year Invention Count



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)
Vehicles in general	199	34.5%	hybrid vehicle, electric vehicle, vehicle body structure, power supply, steering wheel
Communing, e.g., HOV, teleworking, etc.	119	20.6%	vehicle control, driver state determination, computer program, travel route generation, driver state estimating
Storage of electrical energy	73	12.7%	battery unit, film forming, battery unit control, battery film, vehicle battery unit
Power supply circuitry	56	9.7%	wireless electric power, vehicle wireless electric, electric power feeding, center console structure, vehicle arithmetic
Pollution control	24	4.2%	exhaust emission control, catalyst diagnosis, scale remover, rotary piston engine, particulate matter combustion
Using waste heat	10	1.7%	vehicle air conditioning, computer program product, vehicular air conditioning
Vehicles other than rail vehicles	9	1.6%	vehicle body structure, low body structure, vehicle front structure, rear vehicle body, front vehicle body

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