

Green Innovation Report

Mitsubishi Motors Corporation - 2024

ISIN: JP3899800001, **Ticker:** 7211, **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)

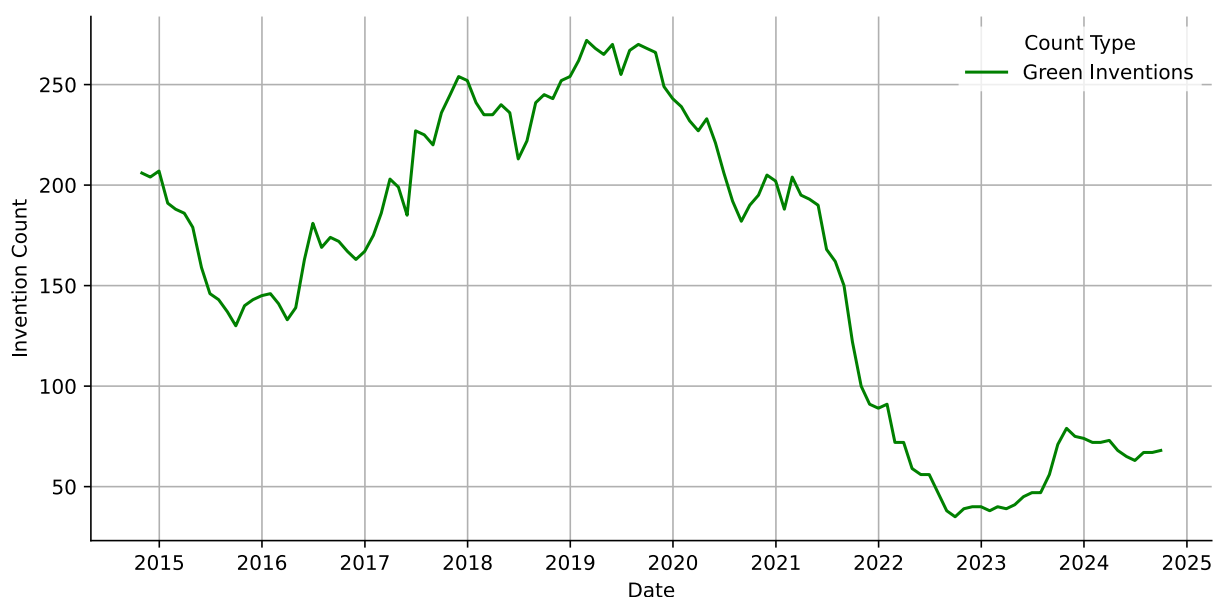
200 Inventions

Green Invention Count (last 12 months)

68 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.

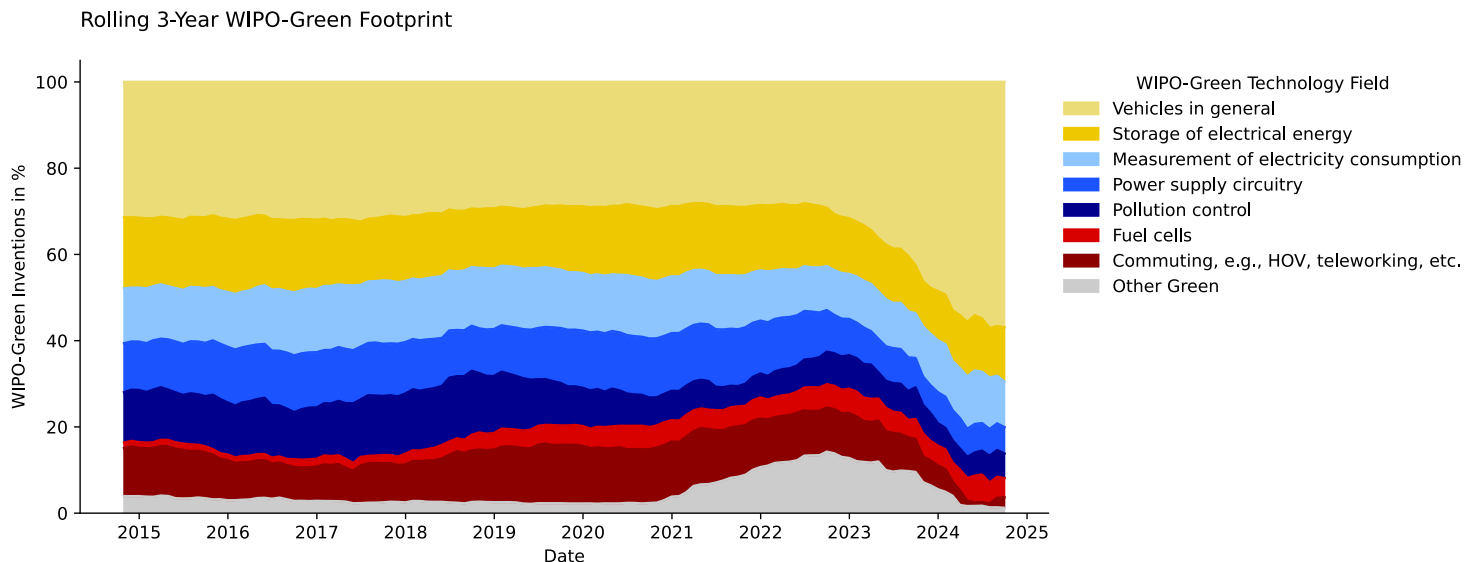
Rolling 1-Year Invention Count



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	140	56.9%	hybrid vehicle, electric vehicle, vehicle control, travel control, vehicle drive
Storage of electrical energy	31	12.6%	hybrid vehicle
Measurement of electricity consumption	26	10.6%	vehicle control, electric vehicle, drive power adjustment, vehicular motor, vehicular control
Power supply circuitry	15	6.1%	magnetic field control, synchronous machine
Pollution control	14	5.7%	internal combustion engine, tank support structure, exhaust emission control, attachment structure
Fuel cells	11	4.5%	fuel cell, electric vehicle, vehicle drive battery, internal resistance measurement, humidity management
Commuting, e.g., HOV, teleworking, etc.	6	2.4%	vehicle control, information management, water depth prediction, video chat, surface condition determination

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