

# Optimizing the Function of IP Academies: Building training Institutions that Respond to Actual Needs - the example of the European Patent Academy

Harald Pichlhöfer

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## We stick to our Mandate

- Promote and support patent-related IP training
- Remain sensitive to the training needs of the various target groups
  - by exploring innovative ways of delivery!



### **Routine established**

- Over the past five years we established a positive working routine
- We perform needs assessment with partners
- We set clear learning goals for each training activity
- We established a network of officially nominated contact persons at national offices of the Organisation's member states



### **Synergy sought**

- We involve stakeholders and partners at an early stage of planning
- We look increasingly for co-operation partners in implementing training
- We offer to discuss training results with participants and partners
- We aim to empower others to become trainers, e.g. with the ip4inno training material, or the Patent Teaching Kit



### **Master increasing training demand**

- In getting the know-how to the target group, we constantly explore new ways of teaching, e.g. by use of e-learning or blended learning and new media
- We support trainers/tutors/experts to get acquainted with learning styles and cultures specific to the respective target audiences
- We co-ordinate internally triggered initiatives on training with a view to ensure economic use of resources



### **Flexibility**

The Academy strives to retain a high degree of flexibility, in particular with a view to:

- Use of new media to adapt to new learning behaviours of particular target groups
- Adaptation to new learning styles and cultures
- The need to remain open to change: both structurally with a view to allowing for more synergy amongst the units and on the delivery format of particular training content



## Systematic Reporting and Feedback

- The opinion of the Academy's Supervisory Board is sought and taken into account on planning as well as on comprehensive reporting on activities
- Members of the Academic Advisory Board are also consulted individually for their advice on implementing specific parts of training activities
- The Academy systematically collect feedback and evaluate results
- Whenever possible, learning assessment is performed and fed back to trainers



## Return on investment (RoI)

Optimizing the function can mean various things:

- Does it mean to deliver more - if possible at less cost?
- Does it mean to deliver less - by constantly improving the quality of training?
- Does it mean to balance interests of those who offer and those who receive training?
- Is it about sustainability or fees: Who can/should pay for the training?

Your thoughts?



**Questions?**

Thank you for your attention!

Feedback to [academy@epo.org](mailto:academy@epo.org)