

## **Evaluation Seminar Series**

### **Learning from Existing Evaluation Practices on the Impacts and Effects of Intellectual Property on Development**

**Geneva, 6 and 7 October, 2011**

BACKGROUND INFORMATION ON THE PRESENTATION  
BENCHMARKING AND EVALUATING INTELLECTUAL PROPERTY RIGHTS  
SUPPORT SERVICES FOR SMALL AND MEDIUM ENTERPRISES

*prepared by the Secretariat*

### **Alfred Radauer**

*Alfred Radauer holds the position of a senior consultant at Technopolis Group, a consultancy firm with nine offices in Europe specialised in evaluations and evaluation-related analyses in the field of R&D and innovation policy. Alfred Radauer has a proven track record of more than 12 years of conducting evaluations and innovation-related studies, particularly and foremost in the area of Intellectual Property Rights (IPR), but also in the specific industry fields (Information and Communications Technology (ICT), the Creative Industries (CI), Biotechnology) and evaluations and analyses of SME support programs, institutions and policies.*

*Noteworthy in the context of IPR are foremost the studies "Benchmarking national and regional support services in the field of Industrial and Intellectual Property for SMEs", on behalf of the European Commission, DG Enterprise and Industry and an assessment of the IPR support service system in Switzerland ("IPR support services in Switzerland - A Review"), on behalf of the Swiss Federal Institute of Intellectual Property. Alfred also worked on a study of EU and US policies to combat counterfeiting and improve transatlantic collaboration ("Transatlantic IPR", partner in a consortium led by the Austrian funding agency aws (Austria Wirtschaftsservice) and funded by the European Commission, DG Relex). Currently, Alfred Radauer heads the Technopolis team within a consortium for a study on patents and licensing behaviour and the analysis of knowledge flows, recently commissioned by the European Commission, DG Research. Alfred Radauer is also a frequently invited expert in workshops, roundtables and conferences organised by the EPO or WIPO.*

The presentation outlines a methodology to comparatively benchmark and in this sense evaluate business support services that aim to assist small and medium-sized enterprises (SMEs) in the field of intellectual and industrial property rights. The methodology was developed first time for a corresponding benchmarking study of the European Commission, DG Enterprise as part of its PRO Inno Europe initiative. The study asked to map all available support services in the EU, the U.S., Canada, Japan and Australia, benchmark their performance and identify best practices. We used a three stage approach: In a first stage, we applied desk research with a semi-standardised identification guideline to identify relevant services and enter key data in a database. In the second stage, we used an expanded semi-standardised benchmarking guideline and had interviews (self assessments) with representatives of offerings that were promising enough to be potential good practices. In a third stage, we analysed the 15 most promising services in greater detail, with a standardised survey among 630 SME users and additional open interviews with stakeholders and IP experts.

The overall result is that despite of having singled out 279 support services, good or even best practices were hard to spot. Key challenges encountered were, amongst others, a lack of evaluation culture especially among patent offices as main institutions providing services to SMEs, a high focus on patents (where it would have been desirable to instead focus on broader management of IP rights), a lack of collaboration between patent offices and other type of organisations active in national innovation systems and – more generally – a bottleneck regarding IP expertise on relevant labour markets. The recommendations were able to focus on a set of elements of good practice which are sufficiently generic to be considered in the design of such services. However, in practice, hardly any service was able to showcase all desirable good practice elements in one offering. The methodology was developed further and applied to other national and international assessments of IPR support services for SMEs.