

SUMMARY OF IMPORTANT TERMS FOR DA PROJECT DOCUMENTS

A

ACTIVITIES

Refer to the support provided by a DA project, which typically comprise services such as capacity building, training, sharing of expertise in various areas, etc. Sometimes activities may also include the procurement of goods (e.g., equipment, material).

A project activity is an element of work performed during a project to convert inputs into outputs. It normally has an expected duration, cost, and expected resource requirements.

ASSUMPTIONS

Examine where the achievement of project objectives (outcomes, impact) depends on external factors.

B

BASELINE

Value of a performance indicator before the implementation of a project. The baseline is followed by a target, which is the result expected within an explicit timeframe. Comparing the baseline to the target, measures the extent to which change has happened at each result level.

I

INDICATORS

Measures used to determine whether objectives have been achieved. Indicators must be “SMART”: specific, measurable, achievable, relevant, and time-bound (linked to a deadline).

IMPACT

Refers to the primary and secondary long-term effects of the project that often contribute to people’s lives. The impact may be positive or negative, direct or indirect, intended or unintended.

In addition to generating specific outputs, DA projects are expected to contribute to development outcomes and ultimately have a broader socio-economic impact. However, because of their short lifecycle, DA projects do not focus primarily on impact.

Examples of impact:

- IP aspects are incorporated in the design of other new national policies.
- The increased number of registered trademarks leads to a reduction in disputes on the use of trademarks.

INPUTS

Include personnel and non-personnel resources dedicated to the project.

INTERVENTION STRATEGY

Also called “intervention logic” or “theory of change”, it explains how activities generate outputs, how those contribute to outcomes, and how outcomes contribute to the expected impact. The delivery strategy presents the results chain (link between inputs, activities, outputs, outcomes, and impact in a logical sequence).

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L

LOGFRAME

A tool that presents the intervention strategy, assumptions, indicators (including baseline and targets), and means of verification.

M

MEANS OF VERIFICATION

Represent the tools used to measure an indicator, for example: surveys, publicly available data, studies etc.

O

OUTCOMES

Desired short-term or medium-term effects of project outputs. They define what success will look like, provide direction to the activities, and give a foundation for the performance measurement framework. They usually lead to institutional and/or behavioral changes.

Examples of outcomes (benefits generated by outputs) are:

- The new copyright law, drafted with the support of a DA project, is approved and implemented by a government.
- Thanks to the new trademark database established with WIPO's support, the number of trademarks processed by the IP Office increased.

OUTPUTS

Products, capital goods, and services that result from a project. They describe some operational changes, or changes in knowledge and skills. They focus on the deliverables rather than on the effect.

Examples of project outputs (deliverables):

- A draft copyright legislation.
- An online system for trademark registration.
- Studies, guides, teaching materials.
- An established IP advisory service by the IP Office for companies. Note that the regular provision of the IP advisory service after it has been prepared is no longer a project!

Outputs (deliverables) are generated through project activities, **for example:**

- Consultation workshops, expert's input to draft a new copyright law.
- Design of an online system for trademark registration, purchase of the software design, data migration to the new system. Determining the IP support companies need (interviews, surveys), defining the scope of IP support to be provided by the IP Office, pilot and launch the IP advisory service.

R

RISK ASSESSMENT

Identifies possible negative external events (threats), assesses their potential impact, and prepares mitigation strategies.