



Capacity building: Training for trainers on IP enforcement support services

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Purpose

- To encourage NPOs to develop services within IPR enforcement
- Develop each NPO from their individual starting point
- Build capacity among individual participants to go back home and
 - better cope with internal and external constraints
 - be able to develop services on the basis of IPeuropAware
 - have a network of contacts in Europe
- We wanted people to have fun while doing it



Summary

- 4 trainings held
- 40 trained as "enforcement ambassadors" from 17 countries and EC
- Good evaluations (2,86 on average)
- 335 staff trained by trainers, 37 from intermediaries
- 17 new services
- 27 improved services





Background

CSES

Conducted training needs assessment

Produced handouts and e-learning

Creating Effective IPR Enforcement Support for SMEs

Enforcement Expert Group

Advised on program

Recommended pre-training package

Participated as trainers





Form

Interactive and case based

3 days

2 highly experienced trainers

Guest speakers from Scottish IA Centre, private advisers, NPOs

Participants prepared presentation in advance AND trained colleagues after the training





40 Enforcement Ambassadors

- 32 from NPOs
- 7 from intermediaries
- 1 from the European Commission

- 10 were examiners
- 15 originated from a department with information responsibilities
- 13 held managerial positions





Participants

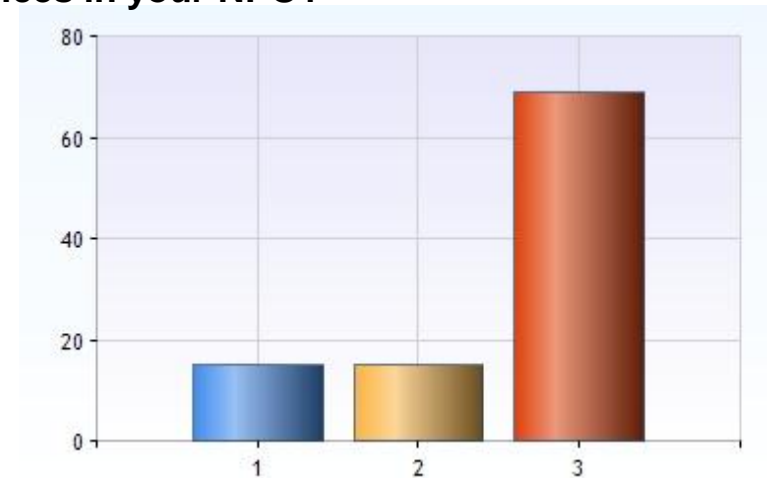
- Positive evaluations (average score: 2,86 out of possible 3)

•Consortium

- 14 “useful” or “very useful”, 1 not useful”

•12. Will one or more of the newly trained trainers in your organisation play a role in the future development of enforcement support services in your NPO?

1.Yes	2(15%)
2.No	2(15%)
3.Not yet decided	9(69%)



Challenges for SMEs - Conclusions

- Money
- Own management
- Lack of cooperation with external organisations
- Laws, political context
- SMEs' and NPOs' lack of action, time, human resources, “Resistance to change”
- SMEs' lack of knowledge of enforcement system, value of IP, assets
- No network in customs, in police etc.
- Intermediaries can improve their capacity within enforcement





Solutions for SMEs - conclusions

- Centred around the recommendations in the Catalogue of Enforcement Support Services
- Were inspired by guest lecturers
- Demonstrated that the training participants
 - Were well versed within the issues
 - Had creative ideas on how to address challenges





Self-study

Enforcement_support_services (00:01 / 05:58) ATTACHMENTS



Outline Thumbnails Notes Search

- 1. Enforcement Support Services- The key components
- 2. The SME Perspective
- 3. Where to turn ?
- 4. Basic Services
- 5. Diagnosis
- 6. More Advanced Services
- 7. General Services
- 8. Strategic Services
- 9. Enforcement Support Services- The end



Enforcement Support Services

The key components



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Dissemination

- Activity plans collected from all countries
- Main activity: To train colleagues
- Other activities also conducted



Category of service	No of activities	Activities conducted
1. Helpdesk information, initial signposting	22	Trainings of 335 internal and external staff
2. Tailored information provision	7	Creation of flyers, brochures, and information material – also web based. Establishing a case law database, a web page on counterfeiting, and improving signposting
5. Training	8	External training activities for SMEs, intermediaries, lawyers, business support organisation staff and for participants in a Master of IP class
6. Awareness raising	10	Participation in trade fairs, presentations at trade fairs, establishing a bank of experts
7. Access and co-ordination	9	Coordination meetings with intermediaries and government agencies, and mutual training with Customs
8. Quality and evaluation	1	Establishing one contact point for SMEs on IP



Best practice examples

Bulgaria

- BPO actually enforces IPR

Austria

- 1st round table with key stakeholders in enforcement held

Hungary

- Trade fair presence together with Customs on campaign: “Fake promises, real dangers”





Conclusions

- The training setup and method is highly recommended as a way of
 - Improving development of IP services for SMEs
 - Committing the trainees to drive change
- "Enforcement Ambassadors" are ready to address SMEs and business support organisations





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