

## **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 OF THE PRESENTATION  
KEY LESSONS LEARNED FROM THE SELF- EVALUATION OF THE SWISS  
VIETNAMESE INTELLECTUAL PROPERTY PROJECT

*prepared by the Secretariat*

**Daniel Keller**

*Mr. Daniel Keller is the founder and President of Swiss Consulting Co, Ltd., a Hanoi-based provider of executive counseling services and venture opportunity screenings for Small and Medium Enterprises (SMEs). His company is also specialized in institutional assessments, evaluations and project management services in the field of development cooperation.*

*Mr. Keller has extensive experience in designing, managing and evaluating technical cooperation projects. He contributed to over 30 evaluations, covering a wide range of topics in the field of trade-related technical assistance, including in the area of intellectual property (IP). In the field of IP, Mr. Keller designed and evaluated technical cooperation projects for Vietnam, Egypt, Lao PDR, Azerbaijan, Ghana, Kenya, Indonesia, Bangladesh and ASEAN. He was an adviser to the Swiss-Vietnamese Intellectual Property Project (SVIP) for more than ten years. In 2010, the Government of Vietnam awarded him with a certificate of merit for his contributions.*

*Mr. Keller started his professional career in 1991 as a secretary in a District Court in Switzerland. Prior to establishing Swiss Consulting in 2001, he was the General Manager of Ringier – Thong Nhat Joint Venture Company, the first foreign-invested printing company in Vietnam. Mr. Keller has earned a Master's Degree in Law from the University of Zurich and an MBA of Rollins College, Florida (USA).*

*He is also President of Mekong Enterprise Fund (MEF) and serves on the Board of Vietnam Azalea Fund, two leading private equity funds in Vietnam. Besides this, he is a member of Mekong Enterprise Fund II's and Mekong Capital's investment committees.*

The presentation introduces the methodology applied as well as the key lessons learned from the facilitated self-evaluation of the Swiss-Vietnamese Intellectual Property Project (SVIP). We advocate for the use of facilitated self-evaluations as a tool of organizational learning in a more advanced development context, where project partners have a certain degree of experience and a successful track-record in technical cooperation. Self-evaluations respond well to the Paris Declaration on Aid Effectiveness, by increasing role (“ownership”) of partner countries, enhance “mutual accountability”, contributing to “managing towards results” and reducing transaction cost (“aid effectiveness”).

**The three key lessons learned drawn by the self-evaluation included:**

- Developing well-functioning IPR systems in developing countries calls for a comprehensive, coordinated support, addressing all subject matters in parallel and combining the strengthening of demand/supply side of IPRs in addition to the legal and regulatory framework.
- Sustainability of capacity building requires institutionalizing training functions rather than only “train-the-trainers”. Follow-up trainings organized by training divisions of local counterparts contributed to strengthening staff training within

institutions in a sustainable way. Projects should decisively shift away to provide direct training at the level of IPR users.

- Effective and efficient project management requires decentralizing day-to-day management to the field level, while strengthening financial and operational monitoring. Field presence of the executing agency is a crucial success factor.

Conducting facilitated self-evaluations might be an alternative for smaller WIPO-projects, for which the cost of an external evaluation would not be commensurate to the overall project budget. They could be used instead of mid-term evaluations or final evaluations of projects that subsequently undergo an impact assessment.