

Evaluation Seminar Series

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

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BACKGROUND INFORMATION OF THE PRESENTATION
FAKES AND COUNTERFEITS: EVALUATION OF INFORMATION AND EDUCATION
PROBLEMS IN PHILIPPINES

prepared by the Secretariat

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Romeo Santos works both in Academe and Industry. He practices evaluation and research in socio-urban development, sustainable environment and building technology and industry, among other fields. In 2009, he was a Fulbright Scholar and Visiting Professor at Florida Atlantic University, USA. In 2008, through a World Bank Grant, he took an advanced study on International Development Evaluation in Carlton University, Canada. He also finished an advanced course on Shelter and Development in Lund University, Sweden in 2007, sponsored by Sida. Mr. Santos obtained his Master and Ph D degrees (Architectural Engineering: Project Management & Economics) in Japan in 1992 and 1995, respectively, under the Japanese Government Fellowship Grant. He is a member of various international development evaluation organizations, such as the International Development Evaluation Association (IDEAS), American Evaluation Association (AEA) and the Canadian Evaluation Society (CES). He is also a member of the Community of Practice in Evaluating Climate Change. Currently, he is President of the Pilipinas Monitoring and Evaluation Society and Executive Director of WorkLand M&E Institute, a research think tank that provides training on research, organizational development and M&E.

The Philippines is struggling hard to shake off a bad reputation for Intellectual Property Rights (IPR) violations. While recent studies show notable accomplishments in the country's legal, policy, and institutional initiatives, however, cases of piracy and counterfeiting, among many others, seem to remain serious. It appears that the programs in support of IPR hardly make a big dent in the deeply-rooted infringement culture.

This study explored theoretical and methodological directions in evaluating the IPR protection paradigm that the Philippines is known to employ in implementing the global IPR treaties, namely; the Public Information and Education, Legal and Policy, and Enforcement and Adjudication Programs. In assessing the performance of the Philippine initiatives, the study argued that the present gains on IPR protection do not depend largely on information and educational programs, and that this thrust does not accomplish much in the current efforts to raise the awareness level on IPR. The results appear to show that, indeed, it does not cause substantial rise of awareness on IPR in the country.

The Philippine IPR Protection Program is evidently based on the conventional method of designing an intervention. However, by applying Results-Based approach and recreating the Theory of Change, which served as the basis in formulating the main evaluation questions, a better perspective in evaluating the performance of the key thrusts of the IPR Program was established. The theoretical merits of this study may have far reaching significance to evaluators, program managers and policy-makers, alike. The evaluation design, approach and the lessons learned have significant implications on the evaluation of IPR protection programs in other countries.