

Summary of the National Intellectual Property (IP) Strategy Evaluation (2018-19 to 2022-23)

From: Innovation, Science and Economic Development Canada

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1.0 Overview

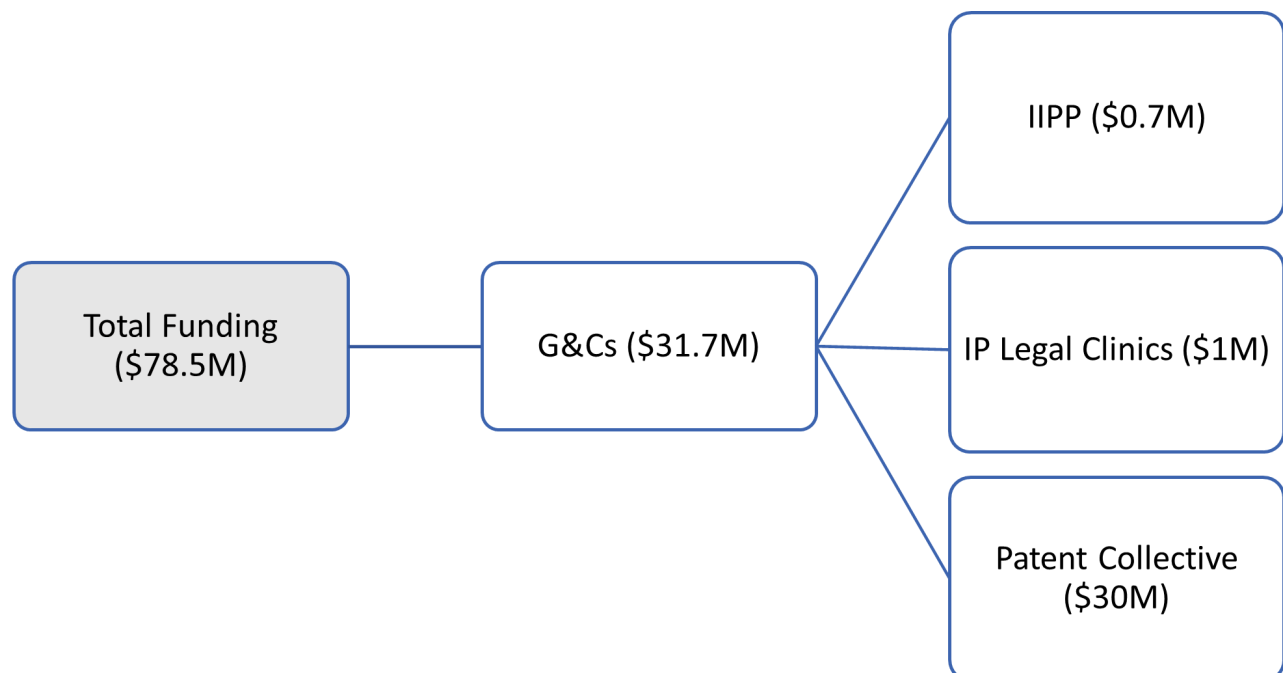
The IP Strategy is an Innovation, Science and Economic Development Canada-led (ISED) initiative that has the objective to help Canadian innovators and entrepreneurs better understand, protect, and monetize their IP. This evaluation covers the **five IP program** areas that are under ISED's management:

1. **IP Centre of Expertise (CoE)** includes IP experts who provide professional IP advice, deliver training, and facilitate collaboration to ensure that federal public servants have the IP resources necessary to carry out their duties and that IP is addressed and managed in a way that adds value for Canadian businesses and the Canadian public.
2. **Indigenous IP Program (IIPP)** supports Indigenous awareness, education, and participation in domestic and international discussions about the relationship between the IP system and the protection of indigenous knowledge and cultural expressions.

3. **IP Legal Clinics** encourages the establishment or enhancement of IP legal clinics within Canadian law schools to provide low cost IP information to businesses and individuals, and familiarizes students with IP-related issues.
4. **Patent Collective Pilot Program** brings together small to medium-sized firms through a membership model, the **Innovation Asset Collective (IAC)**, to facilitate better IP outcomes for collective members.
5. **ExploreIP (formerly, Canada's IP Marketplace)** is an online tool where businesses, entrepreneurs and innovators can find IP that is held by government, academia and other public sector institutions and is available for licensing and/or commercialization.

1.1 National IP Strategy Funding

The **combined budget** of the ISED IP Strategy initiatives was \$78.5M from 2018-19 to 2022-23. The funding for the IP Strategy also includes a total of \$31.7M in Grants and Contributions (G&Cs).



▼ Text version

Type of funding	Initiative	Funding (in millions)
G&Cs	Indigenous IP Program	\$0.7M
	IP Legal Clinics	\$1M
	Patent Collective	\$30M
G&Cs total funding		\$31.7M
Total funding		\$78.5M

The **scope of the evaluation** encompasses the period from April 1, 2018, to March 31, 2022, and was conducted using multiple methodologies to assess program relevance, performance, and efficiency.

2.0 Findings

2.1 Relevance

The evaluation found that the ISED-led initiatives were relevant in supporting a strong IP ecosystem and are in alignment with Government of Canada priorities. The ISED initiatives were:

- Addressing gaps in IP knowledge and access to IP services and supports
- Largely targeting specific aspects not addressed by other IP-related programs
- Supporting the IP objectives of the Innovation and Skills Plan

2.2 Performance

The ISED-led initiatives contributed to the achievement of their immediate outcomes over the evaluation period. They contributed to increased IP literacy and awareness (particularly for those with low IP knowledge), access

to IP supports and services, and collaboration among stakeholders to advance IP objectives. It was too early to assess the impacts on businesses' IP decision-making and performance data was limited for some of the initiatives.

- Most **IAC** members (77%) were satisfied with the frequency of learning events, and most (82%) found the topics to be relevant.
- 91% of members surveyed by the **IP CoE** reported that training improved their knowledge of IP topics.
- 82% of participants in an **IIPP** workshop reported increased understanding of IP, Indigenous Knowledge, and Cultural Expressions.
- Most students (97%) reported that the **UWindsor IP Legal Clinics** Training Program increased IP literacy, legal knowledge, and interest in the field.
- Participants in the **IP CoE's** Federal Intellectual Property Partnership said they shared information with their colleagues (86%) and made new contacts or connections (57%).
- **ExploreIP** facilitated 370 contact requests, had 62 IP holders sign-up, and 5,350 IP assets were uploaded.
- All of the **IP CoE** clients surveyed were satisfied and would recommend the advisory services, and 50% of the clients applied IP CoE information or materials to their work.
- 79% of **IAC** members were satisfied with the service objectives and offerings.

2.3 Efficiency

Implementation and Delivery

While ISED initiatives were delivered efficiently, it took longer than planned to initiate and implement some elements due to a lack of familiarity, expertise, resources, and challenges in negotiating a contribution agreement

for non-traditional activities and standing-up of a new third-party organization. There were also challenges aligning funding timeframes to meet recipient needs.

Equity, Diversity, and Inclusion

EDI, and regional representation and official languages, were incorporated into design and delivery to varying degrees, but there were some challenges with provision of services in both official languages and regional representation.

3.0 Conclusions

3.1 Opportunities for Improvement

The varied objectives of the initiatives and the availability of common results did not support strategy-specific recommendations, however 6 opportunities for improvements in specific program areas were identified:

1. Targeted support for **IIPP**'s Indigenous IP applications (e.g., patent, trademark, and copyright applications).
2. Increased outreach, engagement, and marketing with clients and targeted stakeholders, to increase the reach of programming and awareness of service offerings among stakeholders in **IP CoE, IIPP, IAC, and ExploreIP**.

In the **IP CoE and Patent Collective Pilot Program**:

3. More advanced and specialized IP training sessions and resources to meet the needs of clients that have more advanced IP competencies.
4. Increased coordination and collaboration with federal government programs in the provision of IP advisory and education services.

5. Additional tools and approaches to attract and retain IP experts, to ensure continuity of program delivery.
6. Additional flexibilities, tools, and/or approaches to facilitate timely initiation and implementation of contribution programs funding non-traditional activities and to ensure the timing of grant funding meets the needs of recipients in **IIPP, IP Legal Clinics, and Patent Collective Pilot Program.**

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