Evaluation brief: Evaluation of the Berlin Innovation and Technology Support (Germany)

Key words: R&D support, market introduction support, individual projects, collaboration, inter-sectoral mobility, VC/financing, technology coaching

1. Introductory information

- This was an interim evaluation of five different and inter-related measures within the umbrella programme *Berlin Innovation and Technology Support*, aimed at a providing broad and complementary support for innovation actors in the region.
- The evaluation was commissioned by the Berlin Senate Administration for Economy, Technology and Women and carried out by PriceWaterhouseCoopers.
- The duration of the study was 18 months and it was published in 2010. The evaluation budget amounted to €229,000.

2. Summary

Overall, the umbrella programme seeks to utilise and improve the innovation potential of Berlin firms. The overarching goal is to better utilise the existing research capacity in Berlin for the Berlin economy, thus the measures that form part of the umbrella programme are oriented towards transfer and cooperation. The programme focuses on a range of specified competence areas.

The evaluation is an interim impact evaluation, assessing the impact of each measure individually and the effect of the overall package of measures. In assessing the impact of the measures, the evaluation distinguishes between (1) an analysis of the achievement of immediate results in terms of the funding provided based on a micro-economic analysis, and (2) a longer term, macro-economic analysis. It provides results on the level of individual measures and the programme overall.

The questions centred on the following:

- the acceptance of and demand for the measure, structure of the support payments (in terms of recipients);
- how and to what degree the measures support the structural goals of the regions and how budgets are allocated to competence areas;
- the interplay of measures within the programme and external to it (including national and EU measures);
- the way in which intermediary institutions manage the measures or take them into consideration in their own activities;
- a potential deadweight loss;
- a potential gap in the support system that could be covered by further measures;
- potential modifications to the schemes, especially as regards interplay of measures;
- comparison to other regional programmes and drawing of lessons;
- the suitability of the programme to achieve the goals of the master-plans;
- a potential strengthening of gender orientation.

The evaluation features a combination of *quantitative* (analysis of administrative data; an online survey of beneficiaries, econometric modelling) and *qualitative* (in-depth interviews; case studies).

Overall, the evaluation is generally very positive as to the demand for the support, as to the attempt for inter-regional coordination and as to the differentiation of measures to serve different kinds of needs. The individual measures are – all in all – assessed as showing good degrees of goal achievement and suitability for the context.

This case is a good example of a broad and thorough evaluation. One main lesson is the need to apply a multi-level approach whenever umbrella programmes of different, complementary kinds of measures are analysed. The evaluation provided a differentiated analysis by examining the effects of the measure at three levels – firm, competence field and macro-economy. Secondly, the case shows that it is important for the programme management to establish a thorough understanding of the intended effects at the various levels and of the potential evaluation methods to be used. This helps to ensure a common understanding of the concrete goals and limitations of the evaluation early on. A third lesson is that regular interaction between evaluators on the one hand, and programme owners, managers and stakeholders on the other hand is crucial, especially when different sub-programmes are evaluated together.

3. Further information

- The full case study can be found at: (url)
- Link to the evaluation study: http://www.berlin.de/imperia/md/content/sen-wirtschaft/pwc_31082010.pdf?start&ts=1283347955&file=pwc_31082010.pdf.
- Link to the Managing Authority that commissioned the evaluation: www.berlin.de/sen/wtf/.