DIGI-GRENT Project

Good practice – patent office

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Authors

No.	Name and Surname
1.	Agata Bednarek
2.	Mikhail Ionov
3.	Łukasz Kielan
4.	Alina Krukouskaya
5.	Mateusz Ogrodniczak

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1 Introduction

1.1 Good practice definition

Good practice is a method or technique that has been generally accepted as superior to any alternatives. It has been proven to work well and produce good results[1].

1.2 Good practice criteria

The following set of criteria will help you to determine whether a practice Is a 'good practice':

- *Effective and successful*
  A good practice has proven its strategic relevance as the most effective way to achieve a specific objective; it has been successfully adopted and has had a positive impact on individuals and/or communities.

- *Digitally-driven or digitally-enabled*
  A good practice that uses technology (digital means) in order to ensure its operations, innovation or collaboration.

- *Environmentally, economically and socially sustainable*
  A good practice meets current needs, in particular the essential ones of the world's poorest, without compromising the ability to address future needs.

- *Technically feasible*
  Technical feasibility is the basis of a good practice. It must be easy to learn and implement.

- *Inherently participatory*
  Participatory approaches are essential, as they support a joint sense of ownership of decisions and actions.

- *Replicable and adaptable*
  A good practice should have the potential for replication and should therefore be adaptable to similar objectives in varying situations.

- *Reducing disaster/crisis risks, if applicable*
  A good practice contributes to disaster/crisis risk reduction for resilience.

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[1] Nash, J. and Ehrenfeld, J., (1997), "Codes of environmental management practice: assessing their potential as a tool for change." Annual Review of Energy and the Environment 22, pp. 487-535; Bretschneider, S., Marc-Aurele, F.J., Jr., and Wu, J. (2005), "Best Practices" Research: A methodological guide for the perplexed, Journal of Public Administration Research and Theory , (15) 2, pp. 307-323.

2 Good practice description

2.1 Objective

The area of selected practice is mainly to improve customer relationships. The new system enables the customer to check at what stage of the process its procedure exactly is.

A given good practice can be used in the services sector - any company whose services rely on long-term cooperation with the client can benefit from using similar systems.

2.2 Introduction

The implementation of good practice is not dependent on the company itself - it is influenced by several factors such as the time of processing the application for EU funding as well as the time of designing the program by an IT company.

Before the implementation of the program, the company was forced to keep all documentation on paper, which complicated the whole process.

Carrying out the described procedure will improve the work of the company, services will be performed in a shorter time than before and also provide greater security for the data that the company is obliged to keep during the service for each client.

2.3 Actors and Stakeholders

Additional funds are needed to implement this good practice, company is currently waiting for the EU to consider an application for a donation for the company. It is also important to choose the IT company that will write the program. The selection of an IT company will be based on feedback collected from other customers which already used the services of this company.

2.4 Methodological approach

To implement this, the company must first renew its IT infrastructure. Equipment that is currently available in a few years will no longer be sufficient to perform standard services. In addition, it will be necessary to train employees to use the program correctly.

To implement good practice, the company must first analyse the services offered by itself, and then make conclusions based on this analysis, which elements a new program should contain. In addition, the development of a document specifying which external and internal factors may affect the office in terms of the environment. Analysis of the technical condition of the current IT infrastructure and making appropriate decisions - using old equipment if possible.

2.5 Validation

The effectiveness of the project can be analysed on the basis of customer reviews and also on the basis of statistics - if the time needed to complete the service decreases, it means that the use of good practice made sense. Customers using the services of the company may also be asked to complete a short survey which will help company to obtain the conclusions.

2.6 Results/outputs

By implementing this good practice, the company will improve the process of performing the services it offers - for example, it will shorten their lead time. Also the use of this tool will provide greater comfort to the client - the new system will allow informing clients about the progress of the proceedings and significant changes through the website.

2.7 Impact

The use of good practice is designed to improve the company's work efficiency - this will increase the number of customers that the company can work with at the moment. It will probably also allow for further development of the company - it will be more recognizable among potential customers due to its effectiveness.

2.8 Success factors

For this good practice to be successful, the new program needs to be transparent and convenient, otherwise the company will not succeed because the implemented program will only slow down employees. Using this good practice will also reduce the use of paper needed for documentation.

2.9 Constraints

During the implementation of the good practice the company will face several problems. First of all - writing a system that will fully satisfy the company will be connected with high costs, and also later, employees will have to participate in training conducted by the employees of the company that wrote the system.

In addition, another obstacle may be the fact that customers are used to the old method - they can be sceptical about the program. It's hard to convince customers who just don't want to use new technologies.

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2.10 Lessons learned

First of all introducing this program into real life is going to reduce the time of operation for every single client. Secondly one can conclude that implementing such a good practice is connected with huge expenses associated with writing a program and trainings for employees.

2.11 Sustainability

By analysing data from previous years, the company can carefully develop an action plan for the coming years. Considering the fact that technology is constantly evolving, company should remember that it will probably need to update the software from time to time so that it will be always adapted to the needs of the company and customers. The environmental impact should be taken into account as well. Nowadays it is important to switch to digital solutions to reduce the use of resources and enhance work. This is crucial in the aspect of sustainable development.