

2012 TPO NETWORK AWARDS

EXCELLENCE IN EXPORT DEVELOPMENT INITIATIVES

APPLICATION FORM AND GUIDELINES



TPO NETWORK AWARDS

INTRODUCTION

The purpose of the Trade Promotion Organization (TPO) Network Awards is to recognize institutional excellence and encourage the sharing of best practices among national export promotion agencies.

TPOs participate in the TPO Network Awards in categories defined according to the economic development status of the countries where their national headquarters are located. The submissions are reviewed against specific criteria by an Adjudicating Panel composed of distinguished TPO practitioners, including a senior representative from each TPO award winner of the previous round. The panel members, based on their experience and knowledge, rate the applications according to an evaluation metric to select the winners. The award winners are announced at the TPO Network World Conference, the biennial meeting where TPOs gather together to share experiences and discuss trade related issues.

AWARDS MODEL

To ensure a fair comparison of diverse TPO practices ITC has developed a standard approach for describing processes and procedures and the review of submissions. The TPO Network Awards are designed to consider three types of TPO initiatives and each year a specific type of initiative is selected for review. The three types of initiatives are:

- **Export promotion initiatives:** activities aimed at generating sustainable exports in a relatively short term;
- **Export development initiatives:** activities aimed at building the capacities of exporting enterprises in the medium and longer term;
- **Corporate social responsibility initiatives:** activities aimed at raising awareness on issues of general interest and contribute to the public good, for example, issues such as discrimination, the environment, etc.

AWARDS MODEL 2012

The 2012 TPO Network Awards will focus on outstanding performance of the TPOs processes and practices in providing excellence in **Export Development Initiatives**.

A key challenge faced by exporting SMEs is to compete effectively in international markets. Export development initiatives respond to the related needs of these SMEs by building their competencies to be enduring, competitive international players in today's volatile economic trade environment. Furthermore, TPOs must demonstrate value for money through their initiatives to ensure their own sustainability. TPOs measure and report the success of their export development initiatives through the positive changes experienced by their clients. Establishing and applying appropriate processes allow TPOs to measure such changes and the requisite outcomes.

The 2012 TPO Network Awards aim to identify and recognize those processes that have successfully contributed to strengthening the competitiveness of exporting enterprises or have made a significant and positive change towards reaching this objective.

Applicants for the 2012 TPO Network Awards will be asked to describe **one** specific export development initiative that illustrates how an individual or group of SMEs were assisted in strengthening their competitiveness and, as a result, entered or re-entered the global market as strong competitors.

There will be a maximum of three awards in each country classification 1st, 2nd and 3rd along with a Panel's special award to be drawn from the pool of applications.

FREQUENTLY ASKED QUESTIONS

WHICH INSTITUTIONS ARE ELIGIBLE TO APPLY FOR THE TPO NETWORK AWARDS?

ITC's TPO Network Awards are open to all trade support institutions that are officially recognized as the national organizations for trade promotion. These organizations are commonly known as Trade Promotion Organizations or TPOs.

WHAT ARE THE 2012 TPO NETWORK AWARDS CATEGORIES?

The TPO Network Awards will be granted to TPOs from four different country groupings. The countries, according to the United Nations classification system are grouped into:

- Least Developed Countries (LDCs);
- Developing Countries;
- Developed Countries;
- Small Island Developing States (SIDS).

WHAT ARE THE BENEFITS OF PARTICIPATION?

The benefits of participating in the TPO Network Awards include:

- News of your participation can be used for national public relations purposes, to demonstrate your effectiveness to policy-makers and increase your influence with stakeholders;
- Recognition by your peers;
- As a winner, you will be entitled to use the TPO Network Award winner logo on your corporate communications;
- As a winner, your TPO Network Award success will feature prominently on the TPO Network website (www.tponetwork.net) and in ITC's promotional activities.

WHAT IS THIS YEAR'S AWARD FOCUSING ON?

The 2012 TPO Network Awards – Excellence in Export Development Initiatives – focus on key processes required to offer an effective export development initiative and on the overall impact of the initiative. The award will be granted to the TPO that demonstrates outstanding performance in the use of innovative and efficient systems and procedures for an export development initiative that has produced a demonstrable impact on the competitiveness of enterprises and/or sustainable exports.

The key areas assessed are:

- Determining the need/demand for the export development initiative;
- Confirming the consistency and compatibility of the export development initiative with the overall strategy of the TPO;
- The demonstrated effectiveness of the initiative;
- Performance monitoring of the initiative.

Part 3 of the application form and guidelines, GUIDELINES FOR CREATING YOUR SUBMISSION, provides detailed information on the areas under assessment and the evaluation criteria for each area. All candidates are advised to carefully review this section before finalising and submitting their application.

HOW MANY AWARDS CAN AN INSTITUTION APPLY FOR?

TPOs may only submit one application in the country category in which they belong: Least Developed Countries (LDCs), Developing Countries, Developed Countries and Small Island Developing States.

MAY A TPO RE-SUBMIT THEIR 2010 APPLICATION?

A TPO may re-submit their 2010 application provided that the initiative is still current. It should be noted that the guidelines and review criteria change. Therefore the updated application must also comply with the instructions in the 2012 application form and guidelines to be considered by the Adjudicating Panel.

HOW DOES THE APPLICATION PROCESS WORK?

TPOs that wish to participate in the awards competition must submit their applications no later than **15 June, 2012** in accordance with the application guidelines provided. Applications are to be sent by email to wtpo-awards@intracen.org. Full details for submitting an application are provided in the application guidelines (pages 4-12). Applications are forwarded to the Adjudicating Panel for evaluation soon after the closing date.

The Application Form and Guidelines can be downloaded from the TPO Network website, <http://www.tponetwork.net>, or obtained in hard copy from: ITC, Trade Support Institutions Strengthening Section, International Trade Centre, 54-56 Rue de Montbrillant, Geneva 1202, Switzerland.

WHEN ARE THE RESULTS ANNOUNCED?

The awards ceremony will take place during a gala dinner at the 9th TPO Network World Conference. Further details will be forthcoming.

SUBMITTING YOUR APPLICATION

Please read the application guidelines and complete your application according to the instructions provided on pages 4-11. The application consists of three parts:

- PART 1:** [TPO CONTACT INFORMATION \(page 5\)](#)
This form is also available for download at <http://www.tponetwork.net>
- PART 2:** [THE CERTIFICATE \(page 6\)](#)
This form is also available for download at <http://www.tponetwork.net> . It must be signed by the CEO or duly designated official, scanned and emailed with the rest of the application as a PDF document.
- PART 3:** [GUIDELINES FOR CREATING YOUR SUBMISSION \(pages 7--11\)](#)
Applications **must not** exceed **7 double-sided pages** (a total of 13 pages). The 7 double sided pages must include a 1-page executive summary and all other material (pictures, tables, supporting evidence and testimonials from clients etc.). Submissions will be accepted in either PDF or Word formats.

Your submission must be written in English and formatted according to the following guidelines:

Font: Arial, 11, Black;

Titles in document: Bold;

Main titles/headers: Arial 12, bold;

Line Spacing: 1.5;

Margins, all: 2.54 cm;

Length: 7 pages double-sided maximum (**applications exceeding 13 sides will be disqualified.**)

NOTE: The Adjudicating Panel reserves the right to request further documentation to assist them in their decision-making. The request should be made through ITC and forwarded directly to the Adjudicating Panel.

SUBMISSION & DEADLINE

The deadline for submitting the full application is **15 June, 2012**. The full application must be submitted, in English,¹ by e-mail (with attachments in Word or PDF format):

International Trade Centre
World TPO Awards 2010
Palais des Nations
1211 Geneva 10, Switzerland
Email: wtpo-awards@intracen.org
Fax: +41 22 730 0576

Contact person: Ann Penistan
Tel: +41 22 730 0247

CONFIDENTIALITY

All information provided to the Adjudicating Panel will be treated in strictest confidence and used only for their consideration. ITC may, with prior approval of the applicant, publicize the awards and successes of the applicants. In the spirit of the awards, ITC may use specific information concerning applicants' best practices for capacity-building purposes.

¹ Please note that English usage will not be evaluated.

OFFICIAL APPLICATION FORM

2012 TPO NETWORK AWARDS

PART 1: TPO CONTACT INFORMATION

PLEASE COMPLETE THE TABLE BELOW AND SUBMIT TO ITC WITH PARTS 1 AND 3 OF THE APPLICATION

Name of TPO:	
Name of CEO:	
Address:	
Email:	
Telephone:	
Fax:	
Website:	
Year founded:	
Contact person, Name and position in TPO:	
Contact person, email:	

PLEASE INDICATE YOUR COUNTRY CATEGORY BY CHECKING ONE OF THE BOXES BELOW.

<input type="checkbox"/>	TPO from a Least Developed Country
<input type="checkbox"/>	TPO from a Developing Country
<input type="checkbox"/>	TPO from a Developed Country
<input type="checkbox"/>	TPO from Small Island Developing States

OFFICIAL APPLICATION FORM

2012 TPO NETWORK AWARDS

PART 2: THE CERTIFICATE

THE CEO OR DESIGNATED OFFICIAL MUST SIGN, DATE AND SUBMIT THE FOLLOWING STATEMENT WITH PARTS 1 AND 3 OF THE APPLICATION

International Trade Centre

Geneva, Switzerland

On behalf of (TPO), I hereby confirm to the best of my knowledge that the information provided in this application is complete and accurate. I certify that I have familiarized myself with the eligibility criteria, guidelines and instructions for participating in the 2012 TPO Network Awards and I will comply with these. I also certify that the information contained in this application does not violate the intellectual property rights of third parties and that acknowledgement is provided concerning all references and reference material.

I understand that the information provided in this application will be used by the Adjudicating Panel in selecting winners for the 2012 TPO Network Awards. I consent to its use for that purpose and for publication, as appropriate, in a booklet on the awards winners, on the TPO Network website and in ITC's promotional material and activities.

Name (Please print)

Signature

Position

Date

PART 3: GUIDELINES FOR CREATING YOUR SUBMISSION

The 2012 TPO Network Awards aim to recognize outstanding performance in the use of TPO processes and practices.

This year the awards focus on describing, recording and reporting the effectiveness of **Export Development Initiatives** demonstrating value for money (efficiency). The objective of these types of initiatives is to build the export competitiveness of enterprises. While recognizing that some organizations offer mainly export promotion initiatives, many such initiatives also include activities aimed at developing the export capacities of enterprises. Lobbying and advocacy initiatives also play a crucial role in the development of countries' exports. These development initiatives that supplement promotional activities will also be accepted within the definition of export development initiatives for the purposes of the TPO Network Awards.

The applicant is invited to select **one Export Development Initiative**, offered in response to an identified need within the past two years and to highlight its achievement in the effective and efficient use of the relevant processes.

Beginning with the overview of the initiative (page 8) and finishing with the effectiveness of the initiative, the applicant is requested to complete all areas described in Part 3 of these application guidelines (pages 8-11).

The Adjudicating Panel will look for exceptional performance in the use of innovative systems and procedures in the following key areas:

- Determining the need for the initiative (page 8);
- Confirming the consistency and compatibility of the Export Development Initiative with the overall strategy of the TPO (page 9);
- The demonstrated effectiveness of the initiative (page 10);
- Performance monitoring of the initiative (page 10).

When selecting the Export Development Initiative for submission, the applicant should consider the following:

- An initiative that aims to build the effective export competitiveness of SMEs; and/or
- An initiative that contributes to broader changes which lead to sustained export competitiveness such as: raised awareness, attitude change and/or changes in managerial practices.

The submission must include a brief executive summary of 1 page or less, supporting documents and testimonials from clients confirming the outcome and impact claimed.

OVERVIEW OF THE INITIATIVE

Please name the Export Development Initiative for which you seek an award and provide an overall description of the initiative to provide a context for the Adjudicating Panel to make their assessment. Your overview should provide brief answers to the following questions:

1. **Aim of the initiative:** Why did you launch the initiative? What was its purpose?
2. **Features of the initiative:** What are the main and distinguishing features concerning its scope, nature (training, consulting, counselling) and level of sophistication, etc.?
3. **The specific export development objectives:** What specifically did you want to change? That is, what does the initiative expect to achieve? For example: creating awareness, attitude change, changing a specific managerial behaviour, improving competitiveness, sustaining competitiveness and/or sustainability of exports,
4. **Target clientele of the initiative:** What are the characteristics of the target clientele (user profile, size)? What prompted you to select this target group for the initiative? How were they identified, surveyed and reached?
5. **Procedures used for the design, development and delivery of the initiative:** Why was the initiative designed and developed the way it was – the aim, target clientele, accessibility, cost, etc.? How does this design help to achieve the objectives sought? How is the initiative delivered, for example on/offline, one on one counselling, workshops, etc.?

A. DETERMINING THE NEED/DEMAND FOR THE INITIATIVE

Who needs the initiative and how do you know this?

Please describe the processes you used to determine the “needs and wants” of your clientele. This description should provide good reason for the export development initiative to be offered.

The Adjudicating Panel will consider the answers to the following questions:

- **Competitive or complementary initiatives:** What processes did you use to gather information on existing initiatives available in both the public and private sector?
- **Market usage and client satisfaction:** What processes did you use to assess the use and satisfaction of the initiatives available in the market for the same clientele?
- **Need/demand assessment:** What processes did you use to identify the needs of the target clientele that were not being fully met by existing initiatives? What processes did you use to verify the demand for the initiative?

NOTE: Scoring for this section of your application will be done on the basis of:

- The depth and clarity of the description of the process demonstrating that it is innovative and well designed;
- How the results of the process were used to identify an unmet need and want of the target clientele;

- Whether the process is used systematically and periodically to verify and ensure that the initiative continues to meet the specified need over time.

A note on innovation: Innovation will be assessed in terms of what is new about the process and if the process achieves its purpose, for example, its effectiveness to achieve what it was designed to accomplish.

The panel will consider what, specifically, is different about the process or procedure compared to how other TPOs conduct the same activity, as well as how your TPO has introduced changes in its existing activities. When considering the innovativeness of the process, you are also encouraged to demonstrate its efficiency.

B. CONFIRMING THE CONSISTENCY AND COMPATIBILITY OF THE EXPORT DEVELOPMENT INITIATIVE WITH THE OVERALL STRATEGY OF THE TPO

Was the initiative drawn pro-actively from your strategy or is it offered as a response to an ad-hoc need?

The results of each service in the TPO's service portfolio aim to contribute to the overall strategic goals set for the organization. TPOs need to establish processes and procedures to determine the service portfolio to be offered and the expected outcomes and impact of the strategy.

To provide background for this area under assessment by the Adjudicating Panel, please provide a brief description of the overall strategy of your TPO and the expected outcomes and impact. For brevity, this should consist of a general description of the TPO's segmentation and positioning of its services and the expected outcomes and impact the TPO is aiming for. Examples include export development, export promotion and corporate social responsibility purposes, as well as any specific changes expected such as: creating awareness, changing attitudes or specific managerial behaviour, improving competitiveness, sustainability of exports, and/or increasing exports).

Following this, please describe how the export development initiative you are submitting for evaluation aligns with the overall strategy you have described.

The Adjudicating Panel will consider the answers to the following questions:

- **Communicating the strategy:** What processes did the senior management use to communicate the overall strategy and goals to those responsible for the design, development and delivery of the initiative?
- **Targeted markets/segments:** What processes were used to verify that the selected target market/segments for the initiative align with the segmentation decisions of the overall strategy?
- **Positioning:** What processes were used to verify that the features of the initiative have been designed in line with the positioning of the overall strategy (content, delivery method, etc.)?
- **Monitoring:** What processes did you use to ensure that all stages for creating the initiative (design, production, marketing and delivery) were aligned with the strategy?

Note: Scoring for this section of your application will be done on the basis of:

- The depth and clarity of the description of the process demonstrating that it is innovative and well designed;
- Whether the process is used systematically and periodically to verify that the initiative is compatible with the overall strategy, especially following any upgrades that have been made to improve the effectiveness or efficiency of the service;
- Whether the goals designed for this export development initiative are aligned with the overall goals of the strategy.

C. EFFECTIVENESS OF THE INITIATIVE

What objectives did you target and to what degree was that target achieved?

Export Development Initiatives aim to build the effective export competitiveness of SMEs or contribute to changes in attitude and/or managerial practices. Please provide evidence that shows the relevance of the change(s) that took place and, if possible, the degree of the change(s) that took place due to the initiative.

Please note that the applicant should provide specific evidence of the following as appropriate to the objectives of the initiative (described in your response to number 3 in the Overview on page 8, specific export development objectives).

The increased competitiveness of the client companies as demonstrated by:

- The client enterprises negotiated better deals with their buyers to export, or export more, and more profitably by competing or by finding new markets where they are the most competitive player;
- The client enterprises successfully used features of their exports other than price, such as quality, timing, physical attributes (product specifications, colour material, shape, size, etc.), value added and quantity to win buyers over;
- The client enterprises improved their profit margins.

The relevance and degree of change that took place concerning:

- The changed managerial practices;
- The changed attitudes;
- The changed awareness.

NOTE: Scoring for the above is on the basis of the initiative and not the process. Assessment will be on the basis of:

- The evidence that the export development initiative helped the clients to become more competitive on the market;
- The evidence that the export development initiative significantly contributed to changes in the behaviour, awareness, and attitude change and/or management practices required to build export competitiveness.

If you believe that other measures of effectiveness are more appropriate to your initiative please provide any other evidence that demonstrates its effectiveness.

D. PERFORMANCE MONITORING OF THE INITIATIVE

How do you know that you have achieved your objectives?

Export Development Initiatives are designed to strengthen the skills and knowledge of SMEs to manage and run their businesses effectively and efficiently to improve their competitiveness. A TPO must know whether the initiative is working, which requires a monitoring process that goes beyond assessing clients' satisfaction. An effective monitoring system identifies and measures the outcomes and impact of the initiative. It also provides sufficient information on what is and is not working to enable the TPO to improve the design and delivery of the initiative to achieve the expected objectives.

The Adjudicating Panel will consider the answers to the following questions:

- **Monitoring the outcomes and impact:** What processes, methods and tools did you use for measuring the changes in awareness, attitudes and specific managerial behaviours vis-à-vis to the objectives of the initiative?

- **Competitiveness:** What processes did you use for measuring the changes in the competitiveness of the beneficiaries? For example “more and more profitable exports with more favourable negotiated deals” or the sustainability of their competitiveness.
- **Confirmation:** What processes did you use to record and analyze the data collected and to evaluate whether the changes observed align with the expected results?
- **Corrective action:** How did you use the results of the analyses to review and refine the initiative to optimize its results and impact?

NOTE: Answers to the questions above describe various processes. Responses to the first two sets of questions should be consistent with the objective(s) described in your response to number 3 in the Overview on page 8 (specific export development objectives). Scoring for this process will be done on the basis of:

- The depth and clarity of the description of the process demonstrating that it is innovative and well designed;
- How well the process provided useful information that could be used to improve effectiveness;
- Whether this process is used systematically and periodically to verify and ensure the initiative continues to meet the specified need over time.

This is the end of the application guidelines. Please read the instructions on the overleaf carefully before submitting your application to ITC.

CHECK LIST

Before submitting your application, please check to ensure that you have included the following:

Part 1: TPO contact information

Part 2: The certificate (signed and dated by the CEO or duly designated official and submitted in hard copy)

Part 3: The application must include a brief executive summary of no more than 1 page, documentation and supporting evidence with testimonials from clients confirming the outcome and impact claimed of the export development initiative. Part 3 of the application must be no longer than 7 pages, in total, double-sided.

NOTE: Applications exceeding 7 pages for Part 3 when printed double-sided will be disqualified. All three parts of the application must be submitted together, by email, to the address below. Partial submissions will not be accepted.

INSTRUCTIONS

Please complete all 3 parts of the application form and **email** it to wtpo-awards@intracen.org at the International Trade Centre (ITC) by **15 June, 2012**. Please note that the Certificate must be signed and dated by the Chief Executive Officer (CEO) or designated official of the participating TPO and a PDF version sent with your submission. Receipt of your application will be acknowledged by email.

If you would prefer to fax or post your completed application, please contact the awards organizers by email in advance.

Contact information for the TPO Network Awards:

International Trade Centre
World TPO Awards 2012
Palais des Nations
1211 Geneva
Switzerland

Contact person: Ann Penistan

Tel: +41 22 730 0247

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E-mail: wtpo-awards@intracen.org

FOR FURTHER INFORMATION, PLEASE CONTACT



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