

# WTPO AWARDS 2024

EXCELLENCE IN EXPORT DEVELOPMENT INITIATIVES

ENTRY GUIDE



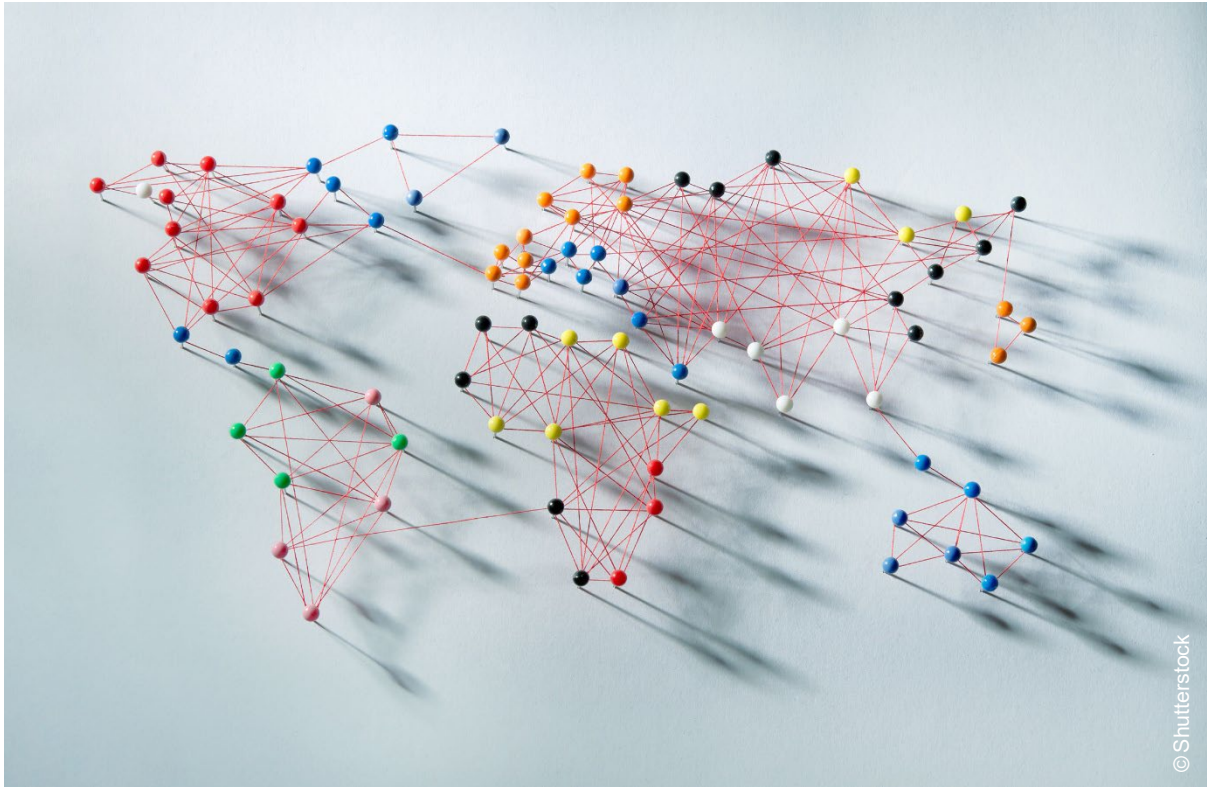
# Welcome to the WTPO Awards 2024

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There are over 150 trade and investment promotion organizations around the world creating programmes and initiatives to support their exporting communities.

Every two years, the International Trade Centre partners with a national Trade Promotion Organization to host the World Trade Promotion Organizations Conference (WTPO). This is when we get a chance to celebrate inspiring organizations creating trade impact for good.

## Let's get started

The WTPO Awards give your organization the opportunity to demonstrate excellence through sharing initiatives that have been successful in delivering trade development and impact.

Tip: Look out for the  throughout this guide for examples and tips. The  icon tells you what the judges are looking for. **Blue** text and icons are the instructions for entry submissions.

## Glossary

Here are the definitions of some terms used in this Guide.

Award category	Three awards will be presented during this year's Awards Dinner – see <i>Award Categories</i> on page 5 for definitions
B2B	Business-to-business transactions
Entrant	The trade promotion organization applying for an award
Entry	Information submitted at Stage 1 or Stage 2 of the awards process
Initiative	The export development programme or service that has been researched, designed, delivered and monitored by the entrant
ITC	International Trade Centre
Jury	The group of adjudicators or judges evaluating entries and determining winners. See <i>Assessment &amp; Evaluation</i> on page 10 for representatives for this year's jury
Network	A group or system of interconnected people or organizations to exchange information and knowledge, develop professional contacts, and/or conduct joint-activities
Partnership	A relationship in which two or more people, organizations or countries work together as partners for a common purpose
Qualifier	Successful entrants confirmed to submit an application for Stage 2
SDG	Sustainable Development Goals. These are the goals set by the United Nations, a subset of which is of particular relevance to the work of ITC and TPOs
SMEs	Small or medium-sized enterprise
TPO	Trade Promotion Organization. A national organization mandated by the government to promote the country's national export strategy
TIPO	Trade and Investment Promotion Organization. A national organization mandated by the government to promote the country's national export strategy, which also engages in investment promotion
TISI	Trade and Investment Support Institution
UN	United Nations
Webinar	An online seminar/tutorial/meeting

## Why enter?

While winning an award is an important benefit, many former winners state that the process of entering is where the real value lies by encouraging deep analysis of process and the objective evaluation of outcomes against strategic goals.

Tangible benefits of participating in the WTPO Awards include:

- **Demonstrate impact:** Whether your organization wins an award or is nominated for the shortlist, this news can be used for public relations purposes to demonstrate your effectiveness to policymakers and increase your influence with stakeholders, helping to gain the resources and support you need;
- **Recognition:** The peer-reviewed process promotes recognition of your success among the TPO Network community and beyond;
- **Promotion:** Shortlisted nominees will have the opportunity to participate in social media/video training to showcase their project. The videos, produced by the nominees using smartphones, will be displayed during the conference and distributed on global social network channels;
- Winners will be entitled to use the WTPO Award winners logos on their corporate communications;
- ITC will develop and publish an E-publication of the Winners' Booklet with the respective winners
- **Feedback:** Entrants can receive feedback on their application after the close of the WTPO Awards 2024.

## Eligibility

The WTPO Awards are open to national trade promotion organizations (TPO) mandated by the government to promote the country's national export strategy. Some of these institutions also engage in investment promotion (TIPO) and tourism.

## Award categories

The three categories are:

### 1 Best use of partnerships

This award recognizes the successful use of integrated partnerships and networks to advance export development and impact. Examples may include sector or regional networks, private-public partnerships and "clustering to compete" initiatives, among others.

### 2 Best use of information technology

This award recognizes a digital innovation introduced by a TPO that improves productivity, efficiency, marketing or performance. Examples are digital marketing campaigns, use of online databases and statistics, online B2B marketplace initiatives, digital tools such as online toolkits, use of big data, e-learning platforms such as tutorials/videos or e-commerce support. Entrants are requested to demonstrate the improvements the digital innovation had on the management, service delivery, measurement and/or impact of the export development initiative described.

### 3 Best initiative to ensure that trade is inclusive and sustainable

This award focuses on initiatives that respond to at least one (and preferably more) of the United Nations Sustainable Development Goals (SDGs). Examples would be women's cooperatives, promotion and distribution of indigenous crafts, skills training, sustainable sourcing and distribution models, etc. The following list identifies the different aims of export development initiatives relevant for an award in this category:



Provide access to knowledge, markets and opportunities for value addition.  
(This activity aligns with Goal 2 – Zero Hunger)



Ensure youth and adults have relevant skills for employment, decent jobs and entrepreneurship.  
(Contributes to Goal 4 – Quality Education)



Ensure women's full and effective participation in business and trade and equal opportunities.  
Enhance use of enabling technology to promote the empowerment of women.  
(These initiatives contribute to Goal 5 – Gender Equality)



- Achieve higher levels of economic productivity through diversification technological upgrading and innovation.
- Promote policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation.
- Encourage formalization and growth of micro, small and medium-sized enterprises.

(These are key activities for many TIPOS. The outcomes and impact of these types of initiatives contribute to Goal 8 – Decent Work and Economic Growth)



Ensure a conducive policy environment for industrial diversification and value addition.  
Increase access of SMEs to financial services and integration into value chains and markets.  
(Contributing to Goal 9 – Industry, Innovation and Infrastructure)



Support companies in adopting sustainable practices and integrating sustainability information into their reporting cycles.  
(Goal 12 – Responsible Consumption & Production)

For more information on the SDGs, see:

<https://sdgs.un.org/goals>

# Awards 2024

The WTPO Awards 2024 focus on outstanding performance of a TPO's practices in delivering Export Development Initiatives. Export Development Initiatives are aimed at building the capacities of exporting enterprises in the medium and long term. The results contribute to the increased competitiveness and internationalization of SMEs.

For more information about the awards model, please visit our [website](#).

## What is the process?

The WTPO Awards 2024 follow a two-stage process.

### Stage 1 – entries are open from 20 December 2023 to 23 February 2024

The Stage 1 Entry Form allows entrants to submit an initiative for assessment and approval for Stage 2. The application process is via ITC's benchmarking platform for business support organizations. Please [register](#) your organization on this platform or [log in](#) if your organization is already registered. For instructions on registering your organization on the benchmarking platform, click [here](#). Please complete your TPO's profile. To access the Stage 1 Entry Form, click on the WTPO Awards logo in the right-hand corner of your organization's dashboard. Kindly note, your TPO's profile must be completed to submit your Stage 1 Entry.

You may submit up to five different initiatives. Please complete a separate Stage 1 Entry Form for each initiative you are submitting for an Award. Please indicate in the space provided the award category or categories for each initiative entered.

**Note:** If more than one entry is approved by the jury for Stage 2, the entrant will need to decide which initiative they would like to enter for an award.

Please begin by naming the Export Development Initiative in the field indicated. In under 850 words, entrants should give an overall description of the initiative that briefly answers the following questions:

1. **Focus of the initiative:** What problem does the initiative aim to solve?
2. **Defining features:** How does the initiative respond to the identified client needs? What are the distinguishing features of the initiative (e.g., specific partnerships, unique tools employed, training, counselling)?  
**Note:** the need for the initiative must have been identified or re-confirmed within the last two years.
3. **Achieving objectives:** How do you know you are succeeding? Describe what change you expect from the initiative (e.g. creating awareness, attitude change, and change in managerial behaviour, improving competitiveness, sustainable exports...).
4. **Target audience:** Describe the target group of companies (profile, size, etc.).
5. **Design and delivery:** How did you design and deliver the initiative? How did this approach ensure you would achieve your objectives described in question 3? What are you proud of in the way you designed and delivered this programme?

**Award categories:** The Entry Form displays the three award categories described on page 5 and 6 of this Entry Guide. Please select the award category for which you are submitting the entry.





Read the criteria for Stage 2 in this guide before completing the Stage 1 Entry Form. Stage 1 sets the framework for entries into Stage 2. Entries submitted for Stage 2 will need to demonstrate consistency and alignment with the information provided in the Stage 1 Form.



Entrants under any UN Classification (Least Developed, Developing or Developed) can enter the Awards.



Please do not send hard copies of the entry or any supplementary material.



Please contact us for assistance on completing your Stage 1 Entry Form or registering your organization on ITC's Benchmarking Platform. Email your questions with the subject STAGE 1 ENTRY QUESTIONS to: [wtpo-awards@intracen.org](mailto:wtpo-awards@intracen.org)



If you are not sure in which category your export development initiative belongs, contact us for assistance at [wtpo-awards@intracen.org](mailto:wtpo-awards@intracen.org).



Judges are looking for a clear description on the purpose, design, development delivery and results of the initiative. Your entry must demonstrate a clear development focus and a description of the processes used:

- Whether the goals of the initiative aim to develop SME capacities (i.e.-raised awareness, behaviour change, improved/sustained competitiveness, and/or sustainable exports);
- How the information provided suggests a systematic process was followed to research the needs for the initiative;
- Whether the initiative responds to the needs and demands of clients;
- Whether the initiative demonstrates an innovative approach, either through design or through delivery;
- How the entry aligns with one or more of the three award categories.



**Once completed, please submit the entry form. You will receive an auto-generated email along with a copy of your entry in PDF and Word formats. The email will be copied to: [wtpo-awards@intracen.org](mailto:wtpo-awards@intracen.org); as well as to the CEO of your TPO and the contact person for this export development initiative. Please your TPO's profile in the ITCBenchmarking platform must be complete and up to date. The deadline for Stage 1 entries is 23 February 2024.**

Stage 1 entries are assessed to ensure the initiative fits the core criteria. Qualifying entrants will then be invited to submit a more comprehensive Stage 2 entry. You will be advised on **8 April 2024** if your entry has qualified for progression to Stage 2. If more than one entry from a TPO goes forward, the TPO will need to decide which initiative to submit for Stage 2.

## Language

Entries must be submitted in English to facilitate the judging process.

To request this Entry Guide in French or Spanish, please email: [wtpo-awards@intracen.org](mailto:wtpo-awards@intracen.org)

## Stage 2 – entries due by 17 May 2024

Entrants with qualifying Stage 1 entries will be emailed the Stage 2 Entry Form to complete. At Stage 2, entrants are invited to elaborate their export development initiative, beginning with the design and its alignment to the TPOs' strategy, and finishing with its effectiveness.

The entry information has a total word count of 2500 words.

Finalists of the stage 2 entry process may also take part in a training to develop short videos of their initiative. The finalists' videos will be showcased during the WTPO Conference 2024 and promoted on ITC's YouTube channel.

### Entry (2500 words total)

#### 1. Design and alignment

- *Processes used to determine the “needs and wants” of clients, i.e. the reason why the initiative needed to be offered and how it responded to a gap in the market;*
- *Understanding of client satisfaction levels with existing initiatives and how this initiative responds to unmet needs;*
- *How the initiative aligns with your organization’s strategy, segmentation and positioning;*
- *The approach to designing the initiative to ensure clear objectives could be met with available resources.*



Judges are looking for:

- Identification and verification of the needs/demands of clients and how they could be met by this initiative;
- Identification and review of existing initiatives/gap analysis, understanding of client satisfaction levels with existing initiatives;
- Verification that the initiative aligns with organizational strategy and target market fits with positioning;
- Structured process to design the framework and elements of the initiative with clear objectives and achievable deliverables against available resources.

#### 2. Delivery and channels

- *Framework for production and delivery of the initiative;*
- *Action plan for delivery: e.g. resources planning, scheduling, funding models, client engagement plan, etc.;*
- *Process of selecting channels, partnerships or relationships and process for monitoring delivery.*



Judges are looking for:

- Demonstrated process for production and delivery of the initiative: resource planning, scheduling, actions to deliver including marketing, funding model, etc.
- Demonstrated process for selecting appropriate channels to market for the initiative, and monitoring implementation.

### 3. Performance monitoring and impact

- *Monitoring tools used for measuring the impact and results of the initiative;*
- *Performance and results of the initiative (may include graphs and statistics);*
- *Impacts from the initiative (e.g. positive changes across social, economic, cultural, environmental platforms);*
- *If relevant, how the initiative was refined based on results.*



Judges are looking for:

- Demonstrated use of monitoring tools such as surveys, reports, questionnaires to monitor positive outcomes and impacts;
- Provision of statistical results on impact, e.g. increases in client profit margins, access to new markets or expansion of existing markets, positive changes in awareness, attitudes or behaviours;
- Understanding of how the initiative has affected the exporting community;
- Where relevant, evidence that results and feedback have been used to refine the initiative to improve impact and outcomes.



Entrants qualifying for Stage 2 will be provided instructions on how to submit their Stage 2 Entry forms. The deadline for Stage 2 is **17 May 2024**

## Assessment and Evaluation

Only initiatives that fit within the definition of an award category and demonstrate a clear export development focus will be invited to proceed to Stage 2. Initially filtered by ITC, the jury will select qualifying entries to proceed.

Stage 2 entries will be evaluated by the jury comprising representatives from:

- 2022 award winning TPOs
- WTPO 2022 conference host TPO
- WTPO 2024 conference host TPO
- International Trade Centre (ITC is a non-voting member of the jury)

Jury members only score entries where there is no conflict of interest. The quality of the English will not be taken into consideration.



Entries are scored on a 1-5 scale against each criterion and judges are looking for:

- Processes that are well described
- Evidence of processes being applied systematically
- Well-designed initiatives and processes that are effective, innovative and monitored

## Confidentiality

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

## Finalists and Winners

The list of finalists will be announced on **4 September 2024**. Winners of each category will be announced and presented with their award on **1 October 2024** at the gala dinner taking place during the WTPO Conference 2024 in Doha, Qatar.

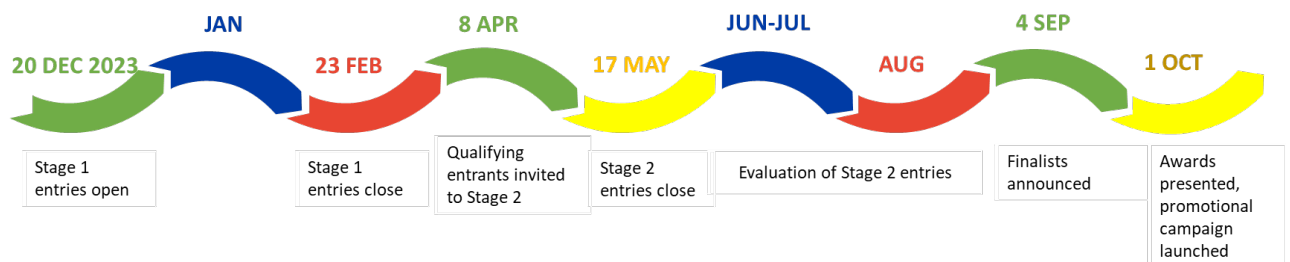


Start thinking now about what channels you would use to promote your status as a Finalist or Winner, and what content to put on your website, include in a press release or add to a marketing campaign.

**Reminder:** Stage 2 applicants will be invited to join a webinar training on video production for their initiative. The videos of the finalists will be showcased during the conference and on ITC's YouTube channel.

## Timeline and key dates

The call for entries opens on **20 December 2023** with the programme running through until **1 October 2024** when the awards will be presented during the WTPO Conference in Doha, Qatar. The conference takes place from **1-2 October 2024**.



## Frequently Asked Questions

Please visit our [FAQs](#) under the Awards 2024 section of the [WTPO Conference and Awards](#) website.

## Need help?

For more information and assistance please send an email to: [wtpo-awards@intracen.org](mailto:wtpo-awards@intracen.org).

FOR FURTHER INFORMATION, PLEASE CONTACT



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