

9<sup>TH</sup>

# WORLD CHAMBERS CONGRESS

Chambers for  
global prosperity

COMPETITION  
COMPETITION  
COMPETITION

# TORINO 2015

ITALY, 10-12 JUNE 2015

Community | Identity | Vision

 INTERNATIONAL  
CHAMBER  
OF COMMERCE  
The world business organization

 **ICC**  
WORLD CHAMBERS  
FEDERATION



TORINO  
CHAMBER OF COMMERCE  
INDUSTRY CRAFTS AND AGRICULTURE

[www.worldchamberscongress.org](http://www.worldchamberscongress.org)





“ Bristol Chamber is delighted to have won the ICC WCF best international project competition with our Acorn Interactive project. We were very impressed by the calibre of the projects of the other finalists. We are now in touch with several Chambers around the world with a view to working with them in collaboration to replicate our project to enhance the international services offered by Chambers. The Congress was extremely well organised and informative and we will definitely be going to the next one. ”

*Lyn Palmer, International Trade Manager,  
Bristol Chamber of Commerce*

“ Winning a World Chambers Competition award brought us recognition from our partners at home and abroad. By setting the highest technical standards to qualify for the award, it has helped our chambers gain access to important actors in the public and private sectors alike. Every chamber looking to strengthen its entrepreneurship programmes should apply. ”

*Joseph Paul Dornelles Cairol, President,  
Confederation of Brazilian Commercial  
and Business Associations*

“ Winning the Best CSR Project in the 2013 World Chambers Competition was a great honour as it showcases Dubai Chamber’s leadership in corporate social responsibility in the Middle East. It also reflects our commitment to our vision of becoming one of the best chambers in the world as we implement green initiatives in our work environment and lead by example for other companies and organisations to follow suit. This global recognition will definitely boost the image of Dubai and the UAE as a sustainable business destination and comes in line with Dubai Government’s call for the application of responsible business practices for the betterment of the environment and society. It will also help us to promote the Emirate as a regional hub offering a sustainable business environment for global investors. ”

*Hamad Buamim, President & CEO,  
Dubai Chamber of Commerce and Industry*

“ The Greater Durham Chamber of Commerce is extremely honored to receive the award for the Best Unconventional Project. Being recognized by the international chamber community for our creativity and forward thinking affirms that we are headed in the right direction and keeping pace with global business changes. ”

*Casey Steinbacher, President and Chief Executive  
Officer, Greater Durham Chamber of Commerce*



# PRESENTATION

The World Chambers Competition is organized by the ICC World Chambers Federation (WCF). It is the only global awards programme to recognize the most innovative projects undertaken by chambers of commerce and industry from around the world.

The Competition provides a unique opportunity for chambers to:

- Showcase originality and ingenuity
- Demonstrate determination to strengthen SMEs
- Improve services provided to members

The finals of the 2015 edition of the World Chambers Competition will take place during the 9th World Chambers Congress, 10-12 June Torino, Italy!

Since its inception in 2003, hundreds of chambers have submitted their most innovative projects across a wide range of disciplines. From rewarding SME and entrepreneurship development tools to the best unconventional projects, the Competition has recognized how chambers remain relevant in their communities. The Competition also fosters peer-to-peer knowledge, transfer of know-how and disseminates best practices among chambers and businesses.

Check out our winning chambers! Are you ready to join the circle of champions?

Fribourg Chamber of Commerce, Switzerland

Confederation of Brazilian Commercial and Business Associations, Brazil

Izmir Chamber of Commerce, Turkey

Estonian Chamber of Commerce and Industry, Estonia

Auckland Chamber of Commerce, New Zealand

Vancouver Board of Trade, Canada

Istanbul Chamber of Commerce, Turkey

Hambantota District Chamber of Commerce, Sri Lanka

Istanbul Chamber of Commerce, Turkey

The Dhaka Chamber of Commerce and Industry, Bangladesh

NSW Business Chamber, Australia

Federation of CCI's of Madagascar, Madagascar

Indian Chamber of Commerce of Calcutta, India

Federation of Chambers of Commerce and Industry of Sri Lanka, Sri Lanka

Canterbury Employers' Chamber of Commerce, New Zealand

Camara de Comercio de Bogota, Colombia

Oslo Chamber of Commerce, Norway

Cambridge Chamber of Commerce, Canada

Narayangarh Chamber of Commerce & Industry, Nepal

Hamburg Chamber of Commerce and Industry, Germany

Dubai Chamber of Commerce and Industry, United Arab Emirates

Kuwait Chamber of Commerce and Industry

Torino Chamber of Commerce and Industry, Italy

Bristol Chamber of Commerce, United Kingdom

Gaziantep Chamber of Industry, Turkey

Greater Manchester Chamber of Commerce, United Kingdom

Greater Durham Chamber of Commerce, United States



# ABOUT THE COMPETITION

Chambers of all kinds – from bilateral, local, regional and national to public and private law – can enter the Competition.

Since its inception in 2003, the Competition has produced more than 300 case studies demonstrating entrepreneurial diversity and inspiring other chambers. Entries come not only from developed countries but also from developing and least developed countries. The 2013 Competition received entries from 65 chambers of commerce and industry from 42 countries, with 25 finalists presenting their innovative projects to an international judging panel at the 8th World Chambers Congress in Doha, Qatar.

Previous finalists and winners of this increasingly popular event have experienced a significant impact on their local and national profile and on their influence due to the recognition received for their participating projects.

In 2015, Competition finalists will present their dossiers to the international judging panel as part of the 9th World Chambers Congress, 10-12 June 2015, in Torino, Italy.

Through the World Chambers Competition, WCF continues to fulfil its mission, to encourage chamber excellence and dynamism while fostering information exchange and business development.

Each Competition incorporates new categories to provide chambers with the chance to share their development of unique and novel ideas with their peers around the world.

For full details visit: [www.worldchamberscompetition.org](http://www.worldchamberscompetition.org)



The World Chambers Congress is the only international forum for chamber executives worldwide to share best-practice experience, develop networks and learn about new areas of innovation.

## CATEGORIES

### Best Corporate Social Responsibility (CSR) project

This category seeks to reward those who have developed a project linking both business and their social responsibility actions to community, philanthropic, environment, workplace and marketplace activities. Such projects can include public-private partnerships and actions designed to advocate sustainable growth. Furthermore, they must underline the business advantages for CSR and ethical business practices as well as reinforce the chamber's mission of promoting best practices among companies and institutions.

### Best job creation and business development project

Chambers of commerce are a force for economic growth, job creation and prosperity. Candidates in this category have either developed a project that boosted growth opportunities for the chamber's member companies or contributed to job creation in its community, creating a long-term value for the business ecosystem and the society.

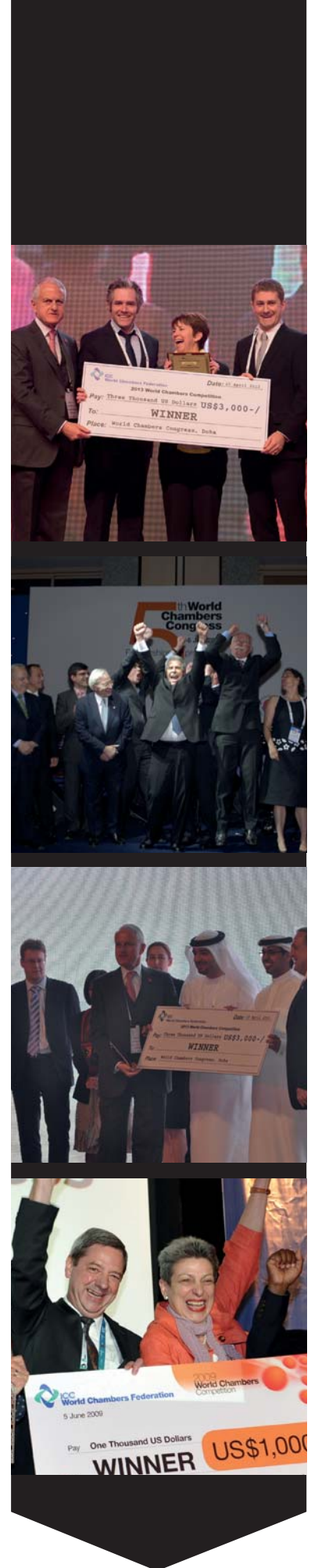
### Best policy advocacy project

Creating a sound environment and increase economic development and trade is at the heart of a chamber's mission. For more than 400 years, chambers of commerce have had an important role to play in shaping the entrepreneurial ecosystem through advocacy initiatives that seek to establish new policies or change and develop existing ones. Providing an essential leadership role for national and local debates on economic policy, chambers of commerce also strengthen their members' abilities to advance beneficial public policies that generate economic growth. Projects belonging to this category should include activities such as legislative support, lobbying, public education, capacity building, relationship building, cooperation or civic leadership development.

### Best unconventional project

This category seeks to reward those who have developed an exceptional project in an activity not typically associated with a chamber of commerce's mission and objectives. The project must be inspirational and innovative, while demonstrating that it fulfilled specific needs and objectives of the chamber and its SME member community, in terms of creating jobs and strengthening their local economies.

Other titular awards may be attributed by the Jury in recognition of exceptional achievement by an applicant.





# CRITERIA AND RULES

## Award criteria

Applications will be judged on the following criteria:

1. The innovative nature of the project
2. The impact of the project on the chamber and/or the business community
3. Measurable outcomes:
  - Financial
  - Business and job creation
  - Participation rates
  - Membership recruitment
  - People involvement (members, volunteers, partners, businesses) in the project's implementation, etc.
4. The relevance of the project in the target category
5. Potential for the project to be successfully adopted by other chambers of commerce throughout the world

## To apply

Applications open on 1 September 2014, and all submissions must be sent by 1 January 2015.

Applications submitted by post/hard copy alone will not be considered.

Only applications submitted electronically via the World Chambers Competition website [www.worldchamberscompetition.org](http://www.worldchamberscompetition.org) will be considered.

## Competition rules

To be eligible for participation in the 2015 World Chambers Competition, the following requirements must be satisfied:

1. The project must have been in operation and obtained significant result during a 24-month period preceding January 2015
2. Only one project per chamber of commerce can be submitted
3. A maximum one-page executive summary of the project must be included in the application
4. The complete application, including executive summary, must not exceed 10 pages
5. All applications must be submitted in English only
6. Should the project qualify as a finalist, the chamber will be required to present its project to the panel of judges during one of the 9th World Chambers Congress workshops
7. Chambers cannot re-submit a project already presented at any previous World Chambers Competition

## Notes

Finalists must be prepared to provide additional information to the panel of judges on request.

The jury will consist of WCF appointed representatives from transnational, national and local chambers of commerce. The panel may include former winners of the World Chambers Competition.

Chambers of commerce involved in organizing and conducting the Competition are excluded from participation.

The secretary reserves the right to refuse any nominations which do not comply with conditions.



# SPONSORSHIP OPPORTUNITIES

A new opportunity of particular interest to organizations is sponsorship of the World Chambers Competition. Through underwriting the Competition, your organization will ensure that these exciting projects continue to develop successfully and innovative business models can be extended to other countries around the world. Due to the recognition that Competition projects receive, previous finalists and winners have experienced a significant positive impact on their local and national profiles and influence.

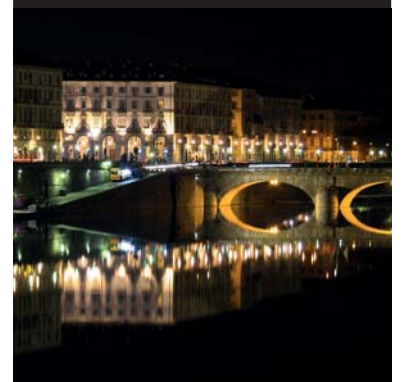
For more information about sponsorship opportunities, please visit [www.worldchamberscongress.org](http://www.worldchamberscongress.org)

We thank our sponsor



Since 2003, 28 chambers have won a Competition award.

ENTER  
THE  
COMPETITION  
NOW!



## ABOUT THE ORGANIZERS

### International Chamber of Commerce (ICC)

The International Chamber of Commerce (ICC) is the world business organization representing enterprises from all sectors in every part of the world. The fundamental mission of ICC is to promote trade and investment across frontiers and help businesses meet challenges and opportunities of globalization.

### ICC World Chambers Federation (WCF)

ICC World Chambers Federation is a unique and truly global forum uniting the global network of more than 12,000 chambers from every country around the world. WCF facilitates the exchange of best practice and fosters the development of new global products and services for chambers; as well as fostering international partnerships between chambers and other stakeholders, in helping their local businesses grow. WCF was established by ICC in 1951 as the International Bureau of Chambers of Commerce (IBCC).

### Torino Chamber of Commerce, Industry, Crafts and Agriculture

The Torino Chamber of Commerce is a public institution that represents 231,000 companies and aims at developing the local economy through effective interventions. It promotes local excellence abroad and generates business opportunities through a number of activities, like encouraging business relations at home and abroad, fostering technological innovation, providing information and specific training to companies, setting up new and targeted services, and organising important events for the economic and social development of Torino and its area.

### Contact

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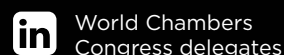
☎ +33 1 49 53 30 79

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