

D04

2017 eASIA awards Guidelines

(Version 3)

10 July 2017

2017 eASIA Awards Secretariat
Chinese Taipei

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1. Introduction

The eASIA Awards are administrated by the Asia Pacific Council for Trade Facilitation and Electronic Business (AFACT). The event aims at promoting the achievement of AFACT member countries/economies in the development of trade facilitation, electronic business policies and activities, and initiatives for bridging digital divide in the Asia Pacific Region. The purpose of the eASIA Award is to recognize the significance and great effort made within AFACT community and to encourage exchange of best practices. The event also intends to develop the mutual understanding and experience sharing between member countries/economies by showcasing the shortlisted projects in the eASIA Award Exhibition. The awarded project organizations can also play a role of consultant or trainer to be invited to some AFACT member countries/economies where their HoDs deem it valuable to introduce the best practices to their relevant governmental agencies or private sectors.

The eASIA Award was initiated by Chinese Taipei in 2002 and commenced its first contest in 2003. Since the past 14 years there have been totally 147 projects participating in the Award contest, and 78 projects were selected out for their outstanding performance, and showcased in AFACT EDICOM or exhibition once two years organized by the respective Host Members. We are proud to say that the goals of promoting good practices in informationization and electronization carried out by AFACT member countries/economies have been achieved to a great extent.

For the sake of coping with the trend of DIGITAL ECONOMY, and providing a more efficient channel to showcase the accomplishments of data driven value creation and digital transformation via public private partnership realized by open data utilization, it's a right time for AFACT to consider amend the composition of eASIA Award category. Chinese Taipei as 2017 eASIA Award Host takes initiative to draft the amendment. The amendment on eASIA Award composition and evaluation criteria has been approved by AFACT Steering Committee, and will be adopted since 2017 and onward.

2. eASIA Awards Categories¹

¹ *These categories may be changed, if desired by StC, depending on the need of the time.*

There are totally five categories of eASIA Award, namely:

- *Trade Facilitation and eCommerce*
- *Open Digital Government*
- *Data Driven Value Creation*
- *Creating Inclusive Digital Opportunities*
- *Special Honorary*

Trade Facilitation and eCommerce

Traditional trade and electronic commerce (with or without mobile applications) can be operated and managed only within border of a country/economy as well as cross border. Trade facilitation, especially cross border trade facilitation, needs to be supported by efficient business process and data exchange across governmental agencies. eCommerce, since its commencement, used to be practiced mainly amongst partners in the private sector. It has been more and more requested by the concerning authorities to comply with regulations with respect to taxation, credit and risk management, and online dispute resolution of eCommerce. Cross border business model makes the whole operation more complex, therefore, needs better streamlined business process, harmonized data for eFulfillment, as well as legal and regulation compliance. The Award recognizes good performance and achievements of a project with respect to either traditional trade facilitation or eCommerce, no matter it's for cross border or domestic market.

Projects with the following characteristics are most encouraged to participate in. 1) Improving the balance among governmental legislation, 2) enhancing international trade or eCommerce, 3) increasing information visibility, by evaluating the concrete effects on trade regulatory and facilitating agencies control and security, tax-related efficiency, trade promotion, and business efficiency, 4) adopting a leading model in terms of simplification in trade procedures, single entry point, eFulfillment, 5) implementing innovative application of UN/CEFACT standards and recommendations, and have improved service performance, and 6) successfully enabled bilateral or multi-lateral international cooperation.

Open Digital Government

This Award is composed of two respects: Open Government as well as Digital Government.

In the respect of Open Government it encourages the adoption of open data concepts and policies from the public sector, and, then, enables value creation by developing innovative applications by the private companies using the open data to expand the functions of the Government. For the case of G2G, G2B, or G2C project, using open data and user satisfaction resulted from friendly and innovative service delivery is also emphasized.

In the respect of Digital Government projects showing the evidence that how inter-governmental departments/agencies exchange or share needed data, based on reengineered business processes, to support the last mile service delivery to end users/citizens/businesses with satisfaction will also be recognized. Projects as a leading model which generates excellent outcomes and benefits in term of awareness raised, a mechanism of collaboration and connection over Internet across governmental organizations, as well as significant increase in the overall productivity or competitiveness will be selected.

Data Driven Value Creation

This Award recognizes distinguished projects with evidence that shows how innovative applications developed or ICT infrastructure deployed to enable mobile services and big data analytics for seamless O2O (online2offline or vice versa) user experiences.

Projects as a leading model, which generates excellent outcomes and benefits in terms of collaboration and connection over internet, social network, and the physical world within organizations across ecosystem, as well as significant increase in the productivity, competitiveness, or better user experiences, will be recognized.

Creating Inclusive Digital Opportunities

The category will be focused on projects that ensure the equal opportunity of people and businesses in technology usage, such as: 1) broaden access of computers, the Internet, high-speed networks, and social network, 2) provide people and businesses with the skilled teachers and training they need to

master the digital economy, and 3) promote online contents and applications that will help empowering all people and businesses to use new technologies to their fullest potential.

Special Honorary

The category will be honoring the person, group, organization or governmental unit with significant contribution, which improves the development of trade facilitation, cross border eCommerce, international collaboration, and resultant in credit to AFACT community.

3. Eligibility

The contest is open to any local company/organization nominated by the Head of Delegation of AFACT member countries/economies within the due time.

4. General Rules & Regulations

1. Entries must be enrolled as projects instead of individuals or organizations.
2. The project must be a new venture and initiated in the last three years (*between from to date*) with concrete accomplishments, which had not received eASIA Award before. Or it is a new phase of a previous project in the last three years, which may or may not participate in the eASIA Award contest.
3. Each HoD from AFACT member country/economy can nominate maximally two projects for each of the first 4 categories of the Awards.
4. The projects can be accepted, if they are executed/ implemented in any AFACT member country/economy and are forwarded by the HoD of that member country/economy only.
5. The candidate of Special Honorary may be nominated by an AFACT member country/ economy to the Steering Committee, and reviewed and approved at the Steering meeting in consensus.
6. All entries should be provided in the electronic files as a set of recommendation, application form, and project profile. Files must be submitted in PDF format.
7. All entries presented in electronic files should be e-mailed to email address below by 10 July 2017

Ms. Mei-Li Chen

2017 eASIA Awards Host Secretariat

Email: mlc45@iii.org.tw, annikkang@iii.org.tw

8. The entries will then be reviewed by the eASIA Awards host Secretariat initially for basic criterion. The Evaluation Committee members will evaluate and select the contestants as the semi-finalists by *specified date*. The number of semi-final contestants for each category selected from the first evaluation will depend on the decision of eASIA Award host Secretariat in consultation with Steering Committee.
9. By participating in the award program, it is expected that the participant has granted the eASIA Awards host Secretariat and AFACT Secretariat permission to use their project name and abstract for publicity purposes, for this or similar promotions, without compensation.
10. The organizer will not be responsible for any loss of intellectual property rights that may result from submitting the project or attending that year's eASIA Awards event.
11. The organizer will not be responsible for applications not being received due to the following reasons:
 - a) Lost, failed, delayed or interrupted connections or miscommunications, or other electronic malfunctions, and
 - b) Lost, late mutilated, illegible, incomplete, postage delay or misdirected mailed applications.
12. The organizer will not be responsible for incorrect or inaccurate entry information, caused by persons or by any of the equipment, or programming associated with or utilized in the program, or by any human error which may occur in the processing of the applications.
13. The submissions would convey no intellectual property rights to the organizer and sponsors.
14. All entries will become the property of the organizer and will not be returned.
15. The Evaluation Committee (EC) is composed of members from AFACT Steering Committee and one local specialist recommended by eASIA Award host Secretariat. The decisions made by the committee will be final. In case any member of the evaluation committee fails to turn up, eASIA Awards host Secretariat will substitute him/her with an eminent local expert.

Signature of the HoD:

Date:

b. Application Form (to be submitted by the project lead)

| | |
|---|------------|
| Country/Economy: | Date: |
| Project Title: | |
| Organization: | |
| Category: <input type="checkbox"/> Trade Facilitation and eCommerce <input type="checkbox"/> Open Digital Government <input type="checkbox"/> Data Driven Value Creation by the Private Sector <input type="checkbox"/> Creating Inclusive Digital Opportunities (Select only one category for a project) | |
| Project Leader: | Job title: |
| Phone Number: | |
| Email Address: | |
| Contact Person: | |
| Mailing Address: | |
| Phone Number: | Fax: |
| Email address: | |
| URL (if applicable): | |

This form is completed and submitted by (in print):

Signature:

5. Project Profile Template

Project Title:

Project Leader Name:

Organization/Company:

Nominated by:

Executive Summary

This part should provide sufficient background information to allow the evaluators to understand and evaluate the work without referring to any previous publications on the topic. There should be enough data to provide an overview of the content of the project. Kindly choose references carefully to provide the most important background information.

Project Content

This part of application may include the following:

- Project scope
- Goals and objectives
- Problems and Challenges
- Strategies
- Methodology
- Re-engineering
- Standards (especially developed by UN/CEFACT or other international standard organizations)
- Economic benefits , achievements, and impacts
- Next step onward
- Resources (indicate the expense allocated on manpower, hardware, software, networking etc.)

Please be notified that the project profile submitted should not exceed 30 pages.

Registration materials must be submitted by the date specified by the

eASIA Award host Secretariat.

Project profile must be submitted in PDF format by specified 5 PM (local host time), **by the date specified by the eASIA Award host Secretariat, which is 10 July 2017.**

Please send your entries by email to *specified email address*:

2017 eASIA Awards Host Secretariat

Ms. Mei-Li Chen

Email: mlc45@iii.org.tw, annikkang@iii.org.tw

After receipt of registration material, the eASIA Awards host Secretariat will send an electronic acknowledgement. It should be ensured that the participants have an acknowledgement within a week of submission; otherwise they could make reference to the eASIA Awards host Secretariat.

6. eASIA Awards Evaluation

Except for the Special Honorary category, all recommended projects of the other 4 categories, Trade Facilitation and Cross Border eCommerce, Open Digital Government, Data Driven Value Creation from the Private Sector, and Creating Inclusive Digital Opportunities, need to go through an evaluation process. 2017 AFACT Steering Committee is the 2017 eASIA Award Evaluation Committee which is composed of totally 10 members. Plus one local expert, there are 11 members at the 2017 eASIA Award Evaluation Committee.

1. Dr. Gary Gong, Chair, Chinese Taipei
2. Kanenori Kedoin, Vice Chair, Japan
3. Donghwan Oh, Elected HoD, Korea
4. Dr. Ambreesh Kumar, Elected HoD, India
5. Ramezan Ali Sadeghzadeh, Elected HoD, Iran
6. Dr. Urachada Ketprom, UN/CEFACT Rapporteur, Thailand
7. Hisanao Sugamata, Chair of TMC, Japan
8. Dr. Eva Yi-Yuan Yueh, Chair of CSC, Chinese Taipei
9. Supachok Jantarapatin, Acting Chair of BDC, Thailand
10. Dr. Lance Thompson, UN/CEFACT Bureau Chair
11. **Kenny Chen, Local Expert from Chinese Taipei**

According to the minutes of 2017 AFACT StC con call meeting on 24 May, the schedule of 2017 eASIA Award is shown as below. All members' HoDs need to sign and submit the recommended outstanding projects of the respective award categories by 10 July 2017 for semi-final evaluation, which will be held virtually through e-mail.

| | ITEM | Schedule |
|---|---|-----------------|
| 1 | eASIA Award guidelines finalized by StC & Host Secretariat | 2017-01-20 |
| 2 | Deadline of recommended projects in whole package received by Host Secretariat | 2017-07-10 |
| 3 | Deadline of evaluation on written proposals by Host Secretariat | 2017-07-14 |
| 4 | Deadline of EC's semifinal evaluation on written proposals (reviewing by EC members) | 2017-07-26 |
| 5 | Announcement of Semi-finalist | 2017-07-31 |
| 6 | Notification to the Host Secretariat whether the semi-finalist project can attend the final evaluation and exhibition | 2017-08-05 |
| 7 | Final evaluation and announcement of final winners on the e-ASIA Awards Ceremony : During WCIT Gala Dinner | 2017-09-12 |

The entries for the 4 categories are received by 2017 eASIA Awards host Secretariat within the specified time frame. These entries are first reviewed by 2017 eASIA Awards host Secretariat for general eligibility, and then forwarded to Evaluation Committee members along with the evaluation criteria and requisite proforma. The Evaluation Committee members send filled up evaluation sheets to the 2017 eASIA Award host Secretariat. Based on the evaluation sheets received from all the Committee members, the 2017 eASIA Award host Secretariat chooses 3 top ranked projects and prepares the short list as per merit. Accordingly the list of Semi-finalist projects for

each category is announced. These semi-finalist projects are invited by 2017 eASIA Award host Secretariat for exhibiting their projects in AFACT Exhibition during the WCIT 2017 event. All semi-finalist projects need to inform 2017 eASIA Award host Secretariat by **5 August** whether they are able to come to Taipei for the AFACT Final Evaluation and Exhibition during WCIT 2017 Event from 11 to 13 September. 2017 eASIA Award host Secretariat will provide local accommodation and food to one representative of each participating semi-finalist project for 3 nights.

7. eASIA Awards Final Evaluation

During the final evaluation oral presentation will be made by each semi-finalist project representative in front of the Evaluation Committee. Scores and ranking will be made to each semi-finalist projects by all 15 evaluation members. Projects are ranked based on total scores given by the evaluators: the highest score ranks the first and the like. Ranking orders of each project will also be put into consideration, if the scores vary significantly amongst evaluators. Evaluators are reminded not to give scores for respective projects with extreme variation. All members will exchange views and debate on some possible disputes, and decide final winners in consensus.

The top ranked project of each category will be conferred a trophy, the other two projects will be awarded plaques. The total 12 eASIA Award semi-finalist projects are requested to share their proposals on AFACT Website to promote in AFACT community and the region after they are revised by the project organization within 10 working days after 12 September 2017.

8. Evaluation Criteria for Final Evaluation of eASIA Awards

Trade Facilitation and eCommerce

| Evaluation Criteria | <i>Points</i> |
|--|---------------|
| <p>Innovative and Efficient Operations</p> <ul style="list-style-type: none"> ● Reduced customs declaration documents by simplified business processes ● Innovating to streamline the normal trade or eCommerce network ● Significant deliverables on paperless work ● Instrumental to define and build practices ● Standard Adoption | 20 |
| <p>Outstanding Performance</p> <ul style="list-style-type: none"> ● Measurable business and commercial benefits have been achieved ● Measurable performance in terms of social and environmental benefits have been achieved ● Revolution on simplifying, harmonizing, and automating the procedures ● Scalable improvement in increasing transparency realized by Single Window or eCustoms ● Significant reduction in merchandise delivery time by the eCommerce marketplace platform ● Anticipated impacts caused by the implementation of this project are estimated and justified | 60 |
| <p>Creativity and Systematic Approach</p> <ul style="list-style-type: none"> ● Progressively introducing modern techniques for trading, transport, and customs designed to strengthen the compliance and control. ● Developing the measures to facilitate convergence of official controls | 20 |
| Total | 100 |

Open Digital Government

| Evaluation Criteria | | Points |
|---|---|-----------|
| Innovative Application Developed based on Open Data | Service Oriented Digital Government | |
| Innovative and Efficient Operations | | |
| <ul style="list-style-type: none"> ● Data opened by concerning governmental department or agency with standardized data format which can be easily used by developers of the private sector ● The open data across governmental departments or agencies can be integrated and used easily by developers of the private sector ● Private developers can obtain the open data continuously updated by the concerning governmental department or agency so that the applications developed can be assured of continuously used by users or customers ● Standard adoption for open data | <ul style="list-style-type: none"> ■ The service delivered by the concerning governmental department or agency is a last mile service with maybe more than one department or agency involved in the whole service cycle ■ Clearly recognize the needs from users and identify critical factors affecting efficiency and effectiveness of the system and business process ■ Harnessing internet technology for allowing friendly usage and good user experience ■ Standard adoption to harmonize data format and simplify business process for cross department or agency data exchange or sharing | 20 |
| Outstanding Performance | | |
| <ul style="list-style-type: none"> ● Measurable business and commercial benefits that have been achieved ● Eliminating inefficiencies hiding in business ● Reducing the cost and complexity of documentation management ● Scalable improvement in operational efficiency and cost reduction ● Number of companies participating or being involved in this initiative; the scale of impact to the industry as a whole in terms of advancement of productivity and competitiveness | <ul style="list-style-type: none"> ■ Quantitative benefits have been achieved ■ Percentage of Internet users of the concerning last mile service is significantly increased ■ Measurable degree of user satisfaction have been improved ■ Reducing the cost and complexity of documentation management ■ Scalable improvement in operational efficiency and cost reduction ■ Number of Internet users involved, and the scale of impact to the user community | 60 |
| <ul style="list-style-type: none"> ■ Measurable performance in terms of social and environmental benefits have been achieved ■ Anticipated impacts caused by the implementation of this project are estimated and justified | | |
| Creativity and Systematic Approach | | |

| | | |
|---|--|------------|
| <ul style="list-style-type: none"> ● Aligning the business strategies with IT solutions ● Optimizing resources and technologies to effectively improve open data capability ● Creative model used to promote the release of open data by concerning governmental department or agency, and use of open data to the developer communities | <ul style="list-style-type: none"> ■ Aligning the public service delivery with IT solutions ■ Optimizing resources and technologies to effectively improve performance ■ Creative service model used to promote the use of ICT from businesses and the public | 20 |
| Total | | 100 |

Data Driven Value Creation

| Evaluation Criteria | Points |
|--|-----------|
| <p>Innovative and Efficient Operations</p> <ul style="list-style-type: none"> ● Building up data skills in terms of innovative data creation, collection, cleansing, classification, analysis, and interpretation in order to more efficiently handle involving works. ● Adopting tools related to data science and technology to handle and manage structured and non-structured big data from enterprise portal or social network. ● Analytics findings can be continually updated and worked on for providing knowledge and wisdom for effective preventive diagnosis, strategic planning and decision making. ● Deep involving with business experts to ensure the analytics findings address enterprises needs ● Supportive infrastructure for rapid expansion. | 20 |
| <p>Outstanding Performance</p> <ul style="list-style-type: none"> ● The measurable business and commercial benefits that have been achieved ● Centralizing the operation and enhancing the capability to rapidly roll out the service effectively ● Scalable achievements in value-added big data analytics solutions and investment ● Improved satisfaction from customers or end users due to better user experiences nurtured by more realistic big data analytics. ● Measurable performance in terms of social and environmental benefits has been achieved ● Anticipated impacts caused by the implementation of this project are estimated and justified | 60 |

| | |
|---|------------|
| Creativity and Systematic Approach <ul style="list-style-type: none"> ● Aligning the business strategies with IT solutions with a special emphasis on data driven value creation and business model ● Embracing the challenges of building the global network with remarkable systems, tools, and partnership amongst ecosystem stakeholders. | 20 |
| Total | 100 |

Creating Inclusive Digital Opportunities

| Evaluation Criteria | <i>Points</i> |
|---|---------------|
| Innovative and Efficient Operations <ul style="list-style-type: none"> ● Feasibility of operations ● Scale and scope of the applications and operations ● Adoption and integration of domestic vendors and solutions | 20 |
| Outstanding Performance <ul style="list-style-type: none"> ● Scope of coverage of people who have not ● Degree of capacity building for people who can improve their livelihood by adopting ICT ● Increase of the popularization of digital application ● Reduction of the cost of digitalization ● Outcome of content digitalization ● Measurable performance in terms of social and environmental benefits have been achieved ● Anticipated impacts caused by the implementation of this project are estimated and justified | 60 |
| Creativity and Systematic Approach <ul style="list-style-type: none"> ● Innovative application and operation ● Combination of the global ICT trend and the domestic ICT industry to support people of domain specific industry to improve living standard ● Creating the opportunities for people who have not and benefits of the society. | 20 |
| Total | 100 |

9. eASIA Honorary Award

StC members and HoDs are requested to nominate for the Honorary Award. The Awardee will be selected by the Evaluation Board in consensus. Nomination should be submitted by 31 July 2017.

10. eASIA Night & eASIA Awards Ceremony

Based on the final Evaluation, the finalists in each category are selected for the awards. The winners are awarded on 12 September when the award ceremony takes place.

11. eASIA Awards Exhibition

The projects short listed as Semi- finalists for eASIA Awards are requested to present their projects during the WCIT 2017 period from 11 to 13 September. These projects are provided with exhibition space to showcase their projects in TWTC Hall, Taipei. The semi-finalists need to prepare for their own poster in the size specified later.

Four booths will be booked for exhibition in the TWTC Hall for all the semi-finalist projects. eASIA Award host Secretariat will prepare for the general exhibits including the Introduction to AFACT, AFACT Chairs throughout its history, eASIA Award top one Awardee of each category of each previously organized eASIA Awards Contest, as well as the current year shortlisted project posters and demonstrations.