

## Digital Champions for Small Business

An initiative by the ICC, the ITC and the WTO MSME Informal Working Group in partnership with Zoom and Google

1. How ambitious are proposals expected to be and how should I budget the project?
  - a. It is recommended to develop a proposal that is within the capacity of your organization or partnership to achieve.
2. What are the expectations for the award?
  - a. Besides recognition at the WTO's Ministerial Conference in November 2021, awards from Zoom and Google will be tailored to the applicants based on the proposals.
3. Can the same organization submit more than one proposal?
  - a. Yes. There is no limit to the number of proposals one organization may submit.
4. Can I submit a proposal if I am a private company?
  - a. Private companies are invited to submit proposals if they are in partnership with an industry association, chamber of commerce or NGO with a MSME and digitalization focus.
5. Can I submit a proposal if I am a government organization?
  - a. Government organizations are invited to submit proposals if they are in partnership with an industry association, chamber of commerce or NGO with a MSME and digitalization focus.
6. What does "... be designed to be delivered by the entity making the proposal and should not focus on WTO negotiations, or proposed changes to WTO rules" mean?
  - a. The Digital Champions Team is asking that participants develop proposals that their own organization is capable of achieving without significant external assistance and that focus specifically on MSME digitalization.