

# **Annex 1 – Selection criteria and decision basis**

## **Selection criteria and decision basis – Countries/sectors**

The following criteria for the selection of countries/sectors for Growth Counsellors and Strategic Sector Cooperation Projects have been approved by the Inter-ministerial Coordination Group for Export and Economic Diplomacy with regard to selection of countries and sectors. Two levels of selection criteria are being used:

- 1) A general level of the total distribution of growth counsellors on countries/sectors across countries and ministries
- 2) A country/sector level, where the basis for prioritizing and recommending a growth counsellor position in a specific sector(s) in a given country is established through filling out the form below.

### **GENERAL LEVEL: TOTAL DISTRIBUTION ON COUNTRIES AND MINISTRIES**

- 1) Does the country selection ensure that the implementation of Measure 2 of the Danish Government's Strategy for Export Promotion and Economic Diplomacy meets the ambition to bolster Danish economic interests globally?
- 2) Does the selection of sectors/ministries ensure that the implementation of Measure 2 of the Danish Government's Strategy for Export Promotion and Economic Diplomacy meets the ambition for all Government organisations to work jointly and diligently to cultivate strong international relations abroad?
- 3) Does the selection of sectors/fields ensure that the implementation of Measure 2 of the Danish Government's Strategy for Export Promotion and Economic Diplomacy meets the ambition to bring selected Danish core strengths into play?
- 4) Does the selection of sector/country ensure that the implementation of Measure 2 of the Danish Government's Strategy for Export Promotion and Economic Diplomacy bolsters a greater long-term focus on Danish commercial interests in selected markets, and will the efforts contribute to securing more long-term results relating to the internationalization of Danish businesses?
- 5) Does the selection ensure good governance when spending development funds, and does it create additional and relevant results that would otherwise not occur?

## COUNTRY/SECTOR LEVEL:

### Decision basis when selecting a growth counsellor position

*(In your response you are kindly asked to remove the sub-questions before filling in the form. 5 pages max)*

**I. On which** detailed information are we building our assessment that Danish positions of strength are in demand **in the specific country** within the proposed area and **are** relevant **in order to address** local development challenges?

*Please consider the questions below when filling out this section:*

- i) What is the level and extent of information that we have on the development challenge in the country within the proposed area?
- ii) What is the level and extent of information suggesting that positions of strength within Danish authorities and Danish business community can help solve the specific development challenge in the country and create results?
- iii) Which authority, professional association or other in the country has requested cooperation with Denmark in the field? Do we have specific indications of a demand that can be nursed through the facility?
- iv) To what extent is the authority, professional association or other in the country familiar with the Danish positions of strength which we intend to make available? How detailed is the information in the country on the Danish positions of strength?
- v) In which form and way will we make the Danish positions of strength available – do we have to adapt Danish systems, technologies, products to local demand in order to obtain results?

II. What is the depth of existing contacts and cooperation with local authorities within the sector in the country in question?

***Please consider the questions below when filling out this section:***

i) Has any direct contact occurred between the local responsible authority(ies)/the sector and the responsible Danish authority(ies), be it with central government authorities or at low administrative level?

ii) Has the contact between the local and the Danish authority resulted in a Memorandum of Understanding or similar agreement, how old is the agreement, who is responsible for the agreement within the Danish and the local authority, what is the status of the implementation of the agreement?

iii) If an agreement is present, has it crystallized in an activity plan with objectives, results, time frame, division of labour, etc.?

iv) To what extent and at what level (political and/or civil), has the contact occurred? What is the documentation of a strong and /or general desire in the organization for a close cooperation with Denmark? What knowledge do we have of the organization's capacity to take part in a cooperation and to create the sought-after results? What evidence do we have that the organization is willing to contribute to this cooperation with its own resources?

v) To what extent and in what shape does contact exist between the Danish business community and the local authorities, and to what extent are Danish companies within the sector /industry inclined to strengthen the contact between Danish and local authorities?

**III. What is the decision basis for assessing the possibility of the Danish authority allocating the necessary resources to enter into a long-term cooperation within the sector while in parallel to the posting of a growth counsellor?**

*Please consider the questions below when filling out this form/section:*

- i) Has the Ministry specifically considered to which extent and in which way the Ministry and its agencies will provide resources for the cooperation with the country in question on a three-year time frame?
- ii) How does the Ministry intend to consolidate the results and the standard of the Danish Governmental Relations? Does the Ministry expect its own employees to apply for the position of growth counsellor, and /or does the Ministry expect to concentrate on the strategic sector cooperation? iii) Is there among relevant staff in the Ministry a wish for being instrumental in a strong international commitment, including by repeated stays of several weeks in the country in question?
- iv) Does the Ministry expect to cooperate with other Danish ministries, regions or municipalities or with Danish trade associations, marketing consortia, etc. on implementing the cooperation with the local partner? What is the expected distribution of roles, given that the Ministry will be responsible for the results and quality?

**IV. What is the decision basis for estimating that Danish business community will either be present in the relevant sector in the country in question or will prioritize building market shares in the sector within the next 1-5 years?**

*Please consider the questions below when filling out this form:*

- i) How many Danish companies are currently present in the sector in the country in question either through trade, office/subsidiary, subcontractors, investment or other?
- ii) What is the current Danish market share, and what information do we have stating that Danish companies have the requested desire, capacity and resources to expand their activities in this country in particular within the next 1-5 years?
- iii) Does the Danish business community have a broad strategic interest in ensuring that the contact between Danish authorities and the authorities in the relevant developing country is being activated and improved over the next 3 years?
- iv) What knowledge do we have about the barriers the Danish business community experience and which keep them from expanding their involvement in the country in question?

**V. What is the decision basis for assessing what may be the development results and results for the Danish business community when deploying a growth counsellor and entering into a strategic sector cooperation within the specific area in the country in question?**

*Please consider the questions below when filling out this section:*

- i) What type of development results is the cooperation expected to lead to: to what extent, in what form, in what time-frame, and how will the results be documented?
- ii) What type of results for the Danish business community is the cooperation expected to lead to: to what extent, in what form, in what time-frame, and how will the results be documented?

