

**The Executive Committee of Non-Governmental Organizations
Associated with the United Nations Department of Public Information
The United Nations world international brand development commission**



P.O. Box 3382, New York, NY 10163

unwibdc.ngo@gmail.com

NGO/DPI WIBDC Executive Committee
c/o Bruce Knotts – Chair
777 United Nations Plaza – Suite 7G
New York, New York 10017

On October 26, 2019

unwibdc201900036

Version

English

About the executives of national working committees

Annual results, quarterly goals, monthly performance appraisal notice

To: World conference on international brand Countries all over working committee

In order to strengthen the effectiveness, goals and performance management of senior management personnel of the World Trade Association work committees, and ensure that the Wibeis World International Brand Evaluation Index System of the United Nations World International Brand Evaluation Center is the core, evaluate and screen out the real quality brand products of all countries. Good completion and realization of the "World International Brand Conference" in all

aspects of the work of the countries, in accordance with the requirements of the overall development goals of the UN World Trade Commission, the annual, quarterly and monthly work assessment of the senior management of the World Trade Association work committees .The relevant requirements are hereby notified as follows:

First, the scope of assessment

Senior managers of national working committees of the World International Brand Conference, senior managers of various organizations.

Second, the assessment leading group

Leader: Honorary Chairman of the UN Ngo/dpi Executive Committee and Chairman of the World Products Committee, Bruce Natiz

Deputy Team Leader: Executive Chairman of the World Products Committee and Director of the United Nations World International Brand Evaluation Center, Liu Yi

Group members: Secretary-General of the World Products Committee and representatives of the World Association of World Products Committee, World Food Committee World Secretariat, Secretariat, directors of various professional committees.

The World Products Committee World Summit Assessment Leading Group conducts a phased assessment of all

senior management personnel of the World Trade Association Work Committees in 2019; at the same time, it reviews and determines the target responsibility of the National Working Committees for 2020–2021.

Second, assessment report materials

1. The World Trade Association Work Committees and the executives of each ownership organization report the work plans, goals and actual implementation of the 2019, quarterly and monthly months of each country and region.

The Office of the United Nations World Products Committee collects and verifies the completion of the annual performance indicators of each of the assessed persons, and the Secretariat of the Leading Group of the Review Committee of the World Food Committee.

note:

(1) The description of the completion of the management indicators in the target responsibility is filled in by the senior executives in the target responsibility.

(2) Annual work, quarterly work and monthly work should be reported truthfully. The annual, quarterly and monthly work plans and targets should be measured and strived for the upper reaches, and as the World Food Committee to inspect and determine the executives of

the World Trade Association work committees. mostly according.

If there is a major contribution, a major contribution report will be submitted together with relevant supporting materials.

2. The senior executives of the World Trade Association Work Committees refine the contents of the next year's target responsibility according to their previous annual work plans, including the breakdown of each quarterly and monthly indicator content or work plan content, and submit them to the work of each country. The Human Resources Department of the Commission (the Office of the Leading Group for the World Trade Association of the Specially Authorized Region) is summarized.

3. Each senior management personnel shall provide a personal work summary for 2019 and a work plan for 2020 (decomposed to quarterly and monthly).

Third, the assessment process and time schedule

1. Before December 26, 2019, the National Work Committees completed the data collection, filing and finishing work, which was compiled by the Human Resources Department of the National Work Committees and reported to the World by email before 5:00 pm,

December 26, 2019, New York, USA. Epoch Times will be the mailbox. UNWIBDC.ngo@gmail.com; 353586689@qq.com.

2. An assessment meeting was held on December 28–29, and the content of the review was:

(1) Examine the completion of the 2019 target responsibility.

(2) Review and assessment of major contributions.

(3) Review the 2020 target responsibility.

(4) Determine the results of high-level assessments of working committees in various countries.

3. The World Products Committee will review and verify the performance data and statistical data of senior executives and special organizations of various countries, and review and evaluate the assessment results of the assessment leading group.

4. On January 30th, the senior management adjustment plan of the working committees of various countries will be determined.

Fourth, the use of evaluation results

The annual, quarterly, and monthly assessment results of senior executives are the most important basis for determining the retention and retention of senior executives in each country.

V. Other matters needing to be explained

1. The difference between the target responsibility of the executive and the other documents of the World Trade Association in terms of relevant assessment indicators and weights shall be subject to the responsibility of the senior management target.
2. The senior management personnel who have made job adjustments during the year or hired during the year will be assessed based on the newly signed target responsibility. If there is no target responsibility, the materials will be summarized according to the plan, and the indicators will be submitted to the responsible person of the host country for review.
3. The resigned personnel do not participate in the assessment.

annex:

The performance evaluation indicator scale of the executive committee, vice chairman and secretary general of the World Trade Association working committee

Name of the person being assessed		position		Country	
Appraiser name		position		department	

Indicator dimension	main indicators	Weights	Performance target value	Assessment score
----------------------------	------------------------	----------------	---------------------------------	-------------------------

World Goods Association preparations	Suggestions and proposals	5%	The adoption rate of proposals and proposals during the assessment period is above ____%	
	Implementation of national governments and enterprises	5%	Implementing government support and corporate support rates above ____%	
	World Trade Center venue and funding preparation	5%	The implementation rate of conference venues is above ____% The completion rate of conference and exhibition funds is above ____%	
	Administrative approval and legal procedures	5%	Meeting approval document Public security filing, etc.	
	Positive attitude		Work with the World Trade Association	
	World Trade Association sponsorship		Corporate sponsorship fees for conferences and exhibitions	
	Promotion and promotion of the World Association		Report the number of promotions, the scope, the level of the media	
	Management work plan completion rate		Daily work plan, implementation, implementation and inspection	
World Goods Association will hold a contribution	Domestic enterprise participation	10%	Absolute and relative numbers	
	National government participation	10%	Absolute and relative numbers	
	Participation of countries around the world		Absolute and relative numbers	
	The completeness of the meeting plan	10%	The comprehensiveness, completeness and rationality of the conference and exhibition program	
	Satisfaction of participating companies		Above ____%	
	Satisfaction of participating governments		Above ____%	
	Satisfaction of the participating participants		Above ____%	
	The reputation of participating in the participating media		Above ____%	
	Conference logistics work plan completion rate	10%	The completion rate of the logistics work plan reached 100% during the assessment period.	
Conference and exhibition completion	5%	Above ____%		
Contribution after the	Media promotion and reporting	5%	Absolute and relative numbers	

meeting	Feedback from participating companies		Absolute number and relative number, the immediacy and friendliness of processing are above ____%	
	Reporting rate of branded goods		Above ____%	
	Summary and dissemination of the conference		Immediacy, accuracy and globality	
	Number of logistics complaints	10%	The number of logistics complaints during the assessment period shall not exceed ____ times	
Wibeis evaluation contribution	Recommended business success rate	5%	The completion rate of the training plan reached 100% during the assessment period.	
	Wibeis basic data collection of branded goods		Absolute, relative, timeliness, recurring, complete, scientific, accurate and reliable	
	Wibeis evaluates the confidentiality of data			
	The enthusiasm and economy of Wibeis evaluation		Timeliness, regularity, integrity	
	Wibeis core employee retention rate and fairness and confidentiality	5%	Fair and equitable scientific secrecy	
The principle of the principle of reduction of points (a one-vote veto system for major issues)	1. Unfair, unscientific words and deeds		frequency	
	2, fake public and private, damage to the public fat phenomenon		frequency	
	3, do not focus on the work of the World Association, promote the promotion of the World Trade Association as a privilege		frequency	
	4, wibeis as a bait to damage the public fat privately, privately receive a bribe or gift		frequency	
	5. Violation of international law and the UN Charter		frequency	
	6. Violation of the UN World Trade Commission Charter		frequency	
	7. Violation of the regulations of the World International		frequency	

	Brand Conference			
	8. Violation of the regulations of the UN ngo Executive Committee		frequency	
	9. Violating the spirit of the UN World Trade Association		frequency	
	10. Violation of the quality and taste of the product		frequency	
	11. Violating the laws of brand science		frequency	
	11. Violation of non-political and non-economic concepts		frequency	
The total score of this assessment				
Assessment index Description	World product preparation success rate: World Council meeting agenda and task completion rate = number of completed projects / total number of completed projects × 100%			
examiner		Reviewer		Examiner
Signature: Date:		Signature: Date:		Signature: Date:

The assessment has the following major parts. The specific contents are shown in the attached table:

1. Executives' individual work performance and enthusiasm assessment (10%)
2. The completion of key events of the World Trade Association (60%)
3. The completion of non-critical events of the World Goods Association (5%)
4. Effective communication and completion with domestic brand enterprises this month (10%)

5. Summary of work for the month and completion of work plan for next month (5%)
6. Annual work summary and next year work plan (10%)

World International Brand Development Council
United Nations World International Brand Evaluation Center
World Conference on International Brand Committee

October 26*, 2019



Bruce Knotts
Chair NGO/DPI WIBDC Executive Committee

**The Executive Committee of Non-Governmental Organizations
Associated with the United Nations Department of Public Information
The United Nations world international brand development commission**



P.O. Box 3382, New York, NY 10163

unwibdc.ngo@gmail.com

NGO/DPI WIBDC Executive Committee
c/o Bruce Knotts – Chair
777 United Nations Plaza – Suite 7G
New York, New York 10017

On October 26, 2019

unwibdc201900036

Version

Chinese

关于对各国工作委员会高管人员进行 年度成效、季度目标、月度绩效考核的通知

To: World conference on international brand Countries all over working committee

为了强化对世品会各国工作委员会高级管理人员成效、目标及绩效管理，确保以联合国世界国际品牌评价中心的wibeis世界国际品牌评价指标体系为核心，评价和筛选出各国真正的品质品牌商品，很好的完成和实现“世界国际品牌大会”在各国的工作，根据联合国世品委的总体发展目标要求，对世品会各国工作委员会的各级高层管理人员实施年度、季度和月度工作考核。现将相关要求通知如下：

一、考核范围

世界国际品牌大会各国工作委员会高级管理人员、各权

属组织机构高级管理人员。

二、考核领导小组

组 长：联合国 NGO/DPI 执委会名誉主席兼世品委世品会主席，布鲁斯纳提兹

副组长：世品委世品会执行主席兼联合国世界国际品牌评价中心主任，刘毅

组 员：世品委世品会秘书长及各国世品委世品会代表，世品委世品会办公室、秘书处、各专业委员会主任。

世品委世品会考核领导小组对世品会各国工作委员会的全部高层管理人员进行 2019 年阶段性考核；同时审核确定 2020-2021 年度各国工作委员会目标责任状。

二、考核报备材料

1、世品会各国工作委员会及各权属组织机构高管填报各国、各区域 2019 年度、季度、月度的工作计划、目标及实际实现情况。

联合国世品委办公室收集并查实各被考核人年度成效指标完成情况，交世品委考核领导小组秘书处。

注意：

(1) 对于目标责任状中管理指标完成情况的描述，由各高管人员在目标责任状中填写。

(2) 年度工作、季度工作和月度工作情况要如实填报，对年度、季度、月度工作计划与目标要量力而行，力争上游，并作为世品委考察与确定世品会各国工作委员会高管的主要依据。

如有重大贡献的，一并提交重大贡献报告，并附相关证明材料。

2、世品会各国工作委员会各高管人员根据各自的前年度工作计划，提炼下年度目标责任状内容，包括分解至各季度、月度的指标内容或工作计划内容一并列出，交各国工作委员会人力资源部（特别授权地区直接交世品委世品会考核领导小组办公室）汇总。

3、各高管人员须提供个人 2019 年度工作总结及 2020 年度（须分解到季度、月度）工作计划。

三、考核流程与时间进度安排

1、2019 年 12 月 26 日前各国工作委员会完成资料收集、填报和整理工作，由各国工作委员会人力资源部汇总并于美国纽约时间 2019 年 12 月 26 日下午 5:00 前，通过电邮报世品委世品会邮箱。 UNWIBDC.ngo@gmail.com; 353586689@qq.com。

2、12 月 28-29 日召开考核会议，审查内容为：

- (1) 对 2019 年目标责任的完成情况进行考核。
- (2) 重大贡献审查、考核。
- (3) 审核 2020 年目标责任状。
- (4) 确定对各国工作委员会的高层考核结果。

3、世品委世品会评审委员会对各国高管人员及特别组织机构的完成业绩数据与统计数据进行审计核实，对考核领导小组的考核结果进行审核、评议。

4、1 月 30 日确定各国工作委员会高管调整方案。

四、考评结果运用

对高管人员的年度、季度、月度考核结果是决定各国高管任职去留与职务变迁的最主要依据。

五、其他说明事项

1、高管本人目标责任与世品会各国其他文件在有关考核指标及权重方面的不同，以高管目标责任状为准。

2、年内发生职务调整或年内聘任的高管人员，以新签订的目标责任状为准进行考核。无目标责任状的，按总结计划材料，并由本人提取指标交由所在国的负责人审核以后参与考核。

3、已离职人员不参与考核。

附件：

世品会各国工作委员会主席、副主席、秘书长等高管成效考核指标量表

被考核人姓名		职位		国别	
考核人姓名		职位		部门	

指标维度	主要指标	权重	绩效目标值	考核得分
世品会筹备贡献	建议与提案	5%	考核期内建议与提案采用率在____%以上	
	本国政府与企业的落实情况	5%	落实政府支持和企业支持率在____%以上	
	世品会场地与资金筹备	5%	会议会展场地落实率在____%以上 会议会展经费完成率在____%以上	
	行政批件与法律手续	5%	开会批准文件 公安备案等	
	工作态度积极程度		以世品会为主开展工作	
	世品会赞助情况		企业对会议会展的赞助费	
	对世品会的推广与宣传		报道宣传的次数、范围、媒体的档次	
世品会召开贡献	管理工作计划完成率		日常工作计划、实施、落实与检查	
	本国企业参与度	10%	绝对数与相对数	
	本国政府参与度	10%	绝对数与相对数	
	世界各国的参与度		绝对数与相对数	
	会议方案的完整度	10%	会议会展方案的全面性、完整性和合理性	
	参展参会企业的满意度		在____%以上	
参展参会政府的满意度		在____%以上		

	参展参会观众的满意度		在___%以上	
	参展参会媒体的美誉度		在___%以上	
	会议后勤工作计划完成率	10%	考核期内后勤工作计划完成率达到 100%	
	会议会展完成度	5%	在___%以上	
会后 贡献	媒体宣传与报道	5%	绝对数与相对数	
	参展参会企业的反馈意见处理情况		绝对数与相对数，处理的即时性和友好度在___%以上	
	品牌商品的报道率		在___%以上	
	对会展会议的总结与传播		即时性、准确性和全球性	
	后勤投诉次数	10%	考核期内后勤投诉次数不得高于___次	
Wibeis 评价的 贡献	推荐企业成功率	5%	考核期内培训计划完成率达到 100%	
	品牌商品的 wibeis 基础数据采集		绝对数、相对数、及时性、经常性、完整性、科学性、准确性和可靠性	
	Wibeis 评价数据的保密性			
	Wibeis 评价的积极性与经济性		及时性、经常性、廉洁性	
	wibeis 核心员工保有率及公正性、保密性	5%	公正公平科学保密	
减分 原则 问题 项（重 大问 题实 行一 票否 决制）	1、不公平、不科学言行		次数	
	2、假公济私，损公肥私现象		次数	
	3、不以世品会的工作为主，以世品会为特权宣传推广自己		次数	
	4、以 wibeis 为诱饵损公肥私，私下收取贿赂或者礼物		次数	
	5、违背国际法与联合国宪章		次数	
	6、违背联合国世品委章程		次数	
	7、违背世界国际品牌大会章程		次数	
	8、违背联合国 NGO 执委会章程		次数	
	9、违背联合国世品委世品会精神		次数	
	10、违背品质品格品位内涵		次数	
	11、违背品牌科学规律		次数	
	11、违背非政治性、非经济化理念		次数	
本次考核总得分				
考核 指标 说明	世品会准备成功率： 世品会各项议程与任务完成率=已完成项目数/应该总完成项目数×100%			
考核人		复核人		审查人
签字：	日期：	签字：	日期：	签字： 日期：

考核共有以下几大部分，具体内容见附表：

- 1、高管个人工作业绩与积极性考核（10%）
- 2、世品会关键事件完成情况（60%）
- 3、世品会非关键事件完成情况（5%）
- 4、本月与本国品牌企业有效沟通与完成情况（10%）
- 5、当月工作小结和下月工作计划完成情况（5%）
- 6、年度工作总结和下年度工作计划（10%）