

**INTRODUCTION:**

This document presents a detailed outline of the concept of proposal of establishing the Bong Narrative Image Award, including its key components. This award aims to recognize outstanding individuals, institutions, organizations and public servants who have demonstrated innovative approaches or out-of-the-box ideas to stimulate developments through humanitarian and honest service delivery. Ideally, this intervention should be a part of an overall comprehensive framework to promote innovation amongst citizens and dwellers within Bong County and beyond, through a coherent innovation/innovative ecosystem.

**BACKGROUND & RATIONALE:**

The Bong Professionals Network has developed a comprehensive roadmap for Bong County covering Three decades called the “Vision 2054.”, which is based on five key pillars, with “**innovation**” as a cross-cutting theme across all the pillars:

**Pillar I:** Putting People First – Developing Human and Social Capital

**Pillar II:** Achieving Sustained, Indigenous, and Inclusive Growth through Reconciliation

**Pillar III:** Water, Energy, and Food Security

**Pillar IV:** Private Sector and Entrepreneurship Led Growth

**Pillar V:** Developing a Competitive Knowledge Economy through Value Addition

Under this program, the Bong Professionals Network has decided to undertake a series of innovative measures to improve performance and service delivery, enhance citizens’ satisfaction, and reduce multi-dimensional poverty. The establishment of the “**Bong Native Image Awards**” falls under this program as one of the key activities, aiming to catalyze innovative thinking across Bong County and Liberia at large.

The **Bong Professionals Network (BON-PRO)** is a non-profit, non-political organization established by the sons and daughters of Bong County. It aims to address the social and economic needs of citizens by promoting tourism, cultural exchange, and providing opportunities for Liberians in the diaspora to connect in areas such as reproductive health and nutrition, community peacebuilding, conflict resolution, and educational resources. Since its establishment, BON-PRO has been involved in advocacy through press releases, calling on the national government to address issues confronting the people of Bong County and Liberia at large.

Despite numerous challenges in various sectors (health, education, sanitation, agriculture, and political governance) that have hindered the growth and development of Bong County, many Bongese at home and abroad have made significant contributions to its development. We believe that the annual **Bong Native Image Awards** event will inspire more Bongese to contribute to the county's growth and development.

Bong is a county in the north-central portion of Liberia, established in 1964 and named after the Bong Range Mountain. Gbarnga serves as the capital. The county covers an area of **8,772** square kilometers (**3,387** square miles) and, as of the 2023 Census, has a population of **376,613**, making it the third most populous county in Liberia.

**REVIEW OF INTERNATIONAL EXAMPLES:**

To design the proposed Bong Native Image Award, various innovations and recognition mechanisms from around the world have been examined. Two notable examples include:

1. **Excellence in e-Government Award in Australia** – This initiative recognizes outstanding e-government initiatives across various ICT disciplines.
2. **Civil Services Excellence and Innovation Awards in Ireland** – These awards recognize staff excellence and innovation in the Irish civil service

**THE FOLLOWING MATRIX PRESENTS THE DETAILED COMPARISON OF THESE AWARDS:**

Awards /Features	Overview	Categories	Eligibility	Assessment Criteria	Adjudication/Award
<p>Excellence in e-Government Awards 3 (Government of Australia)</p>	<p>The awards recognize the most outstanding initiatives in eGovernment across a number of ICT disciplines.</p>	<ul style="list-style-type: none"> <li>- Applications Development</li> <li>- Geospatial Initiatives and Solutions</li> <li>- Government 2.0</li> <li>- Project and Program Management</li> <li>- Service Delivery</li> </ul>	<ul style="list-style-type: none"> <li>- Initiatives that received recognition in 2015 cannot be renominated this year.</li> <li>- They should be Local and State government initiatives.</li> <li>- Nominations must be submitted by the government agency responsible for the initiative and must have the support of a Senior Executive (CIO, GM, CEO, Assistant Secretary, etc.).</li> <li>- Agencies may nominate more than one initiative but in one category only.</li> </ul>	<ol style="list-style-type: none"> <li>1. Application Development: Complexity, business needs, value, responsiveness for the user, cost effectiveness, benefit, and efficiency.</li> <li>2. Government 2.0: Engagement with citizens, open and transparent government operations, the release of public sector information.</li> <li>3. Project and Program Management: Definition,</li> </ol>	<p>The award consists of a trophy and certificate. The process consists of two stages:</p> <p><b>Stage 1:</b> A Reference Panel, comprised of government and industry experts appointed by the Finance Department, assesses nominations in each category and recommends a shortlist of finalists to the National Judging Panel.</p> <p><b>Stage 2:</b> The Awards Judging Panel assesses the finalists and determines a winner.</p>

<sup>3</sup> <http://www.finance.gov.au/collaboration-services-skills/australian-government-ict-awards-progra>

				<p>Planning, Scheduling, Resourcing, Scoping, Business requirements, Customer Satisfaction.</p>	<p>2- The Awards' Judging Panel will assess the finalists in accordance with the respective category criteria and determine a winner</p>
<p>Civil Services Excellence and Innovation Awards (Ireland)</p>	<p>The Awards is a new, annual event to recognize staff excellence and innovation under Action 13 in the Civil Service Renewal Plan.</p>	<ul style="list-style-type: none"> <li>- Leading Civil Service Renewal,</li> <li>- Digital Excellence, Insight and Analysis,</li> <li>- Excellence in Policy, Excellence in Customer Service,</li> <li>- Excellence in Innovation,</li> <li>- Excellence in Skills Development,</li> <li>- World Class Civil Service Award,</li> <li>- Outstanding Contribution Award (not all awards are given each year).</li> </ul>	<p>Any civil servant in any Civil Service Department/Office/agency at any grade can nominate a project or team demonstrating excellence.</p>	<p>Various award categories have different criteria for assessment and are listed as follows</p> <ul style="list-style-type: none"> <li>-Leading Civil Service Renewal Professional, Unified, Open and Responsive</li> <li>-Digital Excellence Leading to Improvement in processes, policy,</li> </ul>	<p>Award The winners are awarded with trophies and certificates -Every civil servant is invited to nominate projects or teams for the Awards.</p> <p>-Each nomination will go through a review and selection process to identify a shortlist.</p> <p>-Finalists will be invited to the Awards ceremony and the successful projects or teams will be</p>

				communications and must have web presence  -Excellence in Innovation Demonstration of new approaches, setting up of pilots, and project must be challenging status quo	announced at the event
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## PROPOSED OBJECTIVES

Based on the review of international examples and an assessment of local needs, it is proposed to establish the Bong Native Image Awards by the Bong Professionals Network to support innovation in Bong County and Liberia by recognizing innovation champions and outstanding individuals and institutions.

### THESE AWARDS WILL HAVE THE FOLLOWING OBJECTIVES:

- Support the implementation of Bon-Pro's Vision **2054** by stimulating innovation in every sector through recognition and non-monetary (and possibly some token monetary) incentives for outstanding individuals and institutions.
- Provide guidance and support in managing peace in Bong County, developing a community of practice for sustained growth and development, and exposing Bong County to current award ceremony methodologies.
- Strengthen innovation capabilities in Bong County, encourage out-of-the-box thinking and approaches to complex service delivery challenges, and create sustainable improvements in government systems.

### SCOPE OF BONG NATIVE IMAGE AWARDS:

The proposed scope of the Bong Native Image Awards includes the following:

- **Nominations:** Awards should have two methods for inviting nominations. Heads of institutions should be invited to nominate individuals or teams. Additionally, a Nominations Committee will be established to identify innovative projects from across Bong County, Liberia, and globally.
- **Eligibility:** Any individual or institution, including those from autonomous bodies and public enterprises, would be eligible for nomination. Teams from the private sector or civil society organizations will also be eligible in exceptional cases if the innovation directly supports governance and public service delivery in Bong County and Liberia.
- **Subject:** Any citizen-centric reform idea that improves service delivery, transparency, accountability, and efficiency may be eligible for nomination.
- **Nature of Awards:** Awards should include a certificate/shield presented at a high-profile awards ceremony chaired by the Bong Professionals Network and partners. Additionally, Bon-Pro and its partners may decide to include monetary incentives for winning individuals or institutions, with suggested award ranges of US\$200 – 500 for individuals and US\$1,000 – 2,000 for institutions.

**KEY FEATURES OF BONG NATIVE IMAGE AWARDS:**

Some of the key features of the proposed Bong Native Image Awards include:

- **Verification:** All awards given are subject to verification of on-ground success and the veracity of the facts presented in the nomination.
- **Submission Deadlines:** Bi-annual submissions may be sought, with decisions made every three months by the Awards Committee.

**Proposed Governance Arrangements:**

Two committees will perform key roles in the governance of these awards. The Governance Section of the Bong Professionals Network and its partners may serve as the Secretariat for these committees, represented by observers. These committees may also form subcommittees and co-opt other individuals or firms for specialized tasks as necessary.

- **Nominations Committee:** This committee will search for nominations independently and screen nominations made by various institutions to develop an initial shortlist for the Awards Committee.
- **Awards Committee:** This committee will have the final authority to develop the list of awardees based on the initial shortlist. It will have the power to change the criteria prior to seeking nominations. The Awards Committee will be headed by a chair and include members from public and private sectors and civil society.

**SELECTION CRITERIA AND THEMATIC FOCUS:**

The Bong Native Image Awards should have specified themes aligned with its objectives to ensure that the proposed champions fit into those thematic areas. Some proposed themes include:

- Improved citizen satisfaction from public services
- Enhanced efficiency in delivering public services, demonstrated through lower cost or reduced time
- Systems improvement or upgradation, making service delivery more robust and transparent
- Enhanced accountability for service delivery
- Creative use of technology and ICTs directly leading to service delivery improvement
- Provision of new services to citizens

**SCREENING & SELECTION CRITERIA**

Initial screening will be based on the completeness of nominations, their fit with the themes, and alignment with the scope. Each nomination should clearly state the expected impact on service delivery. The Nominations Committee will submit the list of initially screened innovations to the

Awards Committee, which will confirm and select the winning proposals based on pre-approved criteria. These criteria may include:

- Quantum of impact
- Extent of challenges faced by communities in the selected geographical or functional area
- Newness of technology or solution
- Potential for scale-up or replication
- Initial proof of concept

**Projects should comply with the following:**

- Contribute towards improving service delivery and result in significant benefits for citizens.
- Demonstrate improved efficiencies, effectiveness, or quality of outcomes for citizens and/or the public sector.
- Deliver value, both public and private, including quantifiable and qualitative benefits for participants and end-users.
- Identify opportunities for learning, replication, and scale-up, and address barriers to future implementation.
- Maintain or improve service quality and promote long-term sustainability of services introduced through the project.

**ONLINE NOMINATION SUBMISSION:**

The **Bong Native Image Awards** should seek online nominations using a web-based form with pre-specified word limits and theme selections.

**AWARD CATEGORIES:**

- 1. Humanitarian**
  - Humanitarian of the Year
  - Humanitarian Institution of the Year
- 2. Health**
  - Outstanding Health Institution
  - Midwife of the Year
  - Outstanding Nurse of the Year
  - Outstanding Health Administrator
  - Medical Doctor of the Year
- 3. Business**
  - Outstanding Entertainment
  - Outstanding Banking Institute
  - Outstanding Construction Company
  - Best Guesthouse
  - Best Hotel



- Outstanding GSM Company
- Outstanding Petrol company
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- 4. Education**
  - Outstanding Tertiary Private Institution
  - Outstanding Tertiary Public Institution
  - Outstanding Public High School
  - Outstanding Private High School
  - Best Teacher of the Year
  - Outstanding Tertiary school Administrator
  
- 5. Media**
  - Media Institution of the Year
  - Best Manager
  - Best Reporter
  - Best Presenter
  - Best Editor of the Year
  
- 6. Agriculture**
  - Outstanding Farmer of the Year
  - Outstanding agribusiness
  
- 7. Peace Icon of the Year**
  
- 8. Public Service Award**
  - Public Servant of the Year
  
- 9. Musician**
  - Best Female Musician
  - Best Male Musician
  
- 10. Innovation
  - Innovation Female icon of the year
  - Innovation Male Icon of the year
  
- 11. Golden Award**
  - Lifetime Achievement female
  - Lifetime Achievement Award Male

**PROPOSED BUDGET:**

No.	Item	Qty	Unit	Amount
<b>1.</b>	<b>PRODUCTION OF AWARDS</b>			
	Golden Award	2pcs	70.00	\$ 140.00
	Ordinary Award	48pcs	50.00	\$2,400.00
	<b>Sub-total</b>			<b>\$2, 540.00</b>
	<b>PUBLICITY</b>			
<b>2.</b>	Billboard (5/8 double sider) Design, Printing and installation	4 pcs	350.00	\$1,400.00
<b>3.</b>	Flyer (A3)	200 pcs	1.00	\$200.00
<b>4.</b>	Radio Talk Show	4 Show	40.00	\$ 160.00
	Radio Promo (Spot plying for 2months)	3 stations	150.00	\$ 600.00
<b>5.</b>	<b>Sub-total</b>			<b>\$2,360.00</b>
<b>6.</b>	<b>OTHER</b>			
<b>7.</b>	Decoration		N/A	1,100.00
<b>8.</b>	Entertainment		N/A	1,100.00
<b>9.</b>	Hall rental			200
<b>10.</b>	Refreshment (food and drinks for the after party)	150 persons	12,00	\$1,800.00
<b>11.</b>	PA System	1set	200	\$200.00
	Operation (Communication, Invitation and Program		A/N	\$700.00
	<b>Total</b>			<b>\$10,000.00</b>
	Contingency			\$500.00
	<b>Grand total</b>			<b>\$10,500.00</b>

**SUMMARY:**

The Bong Native Image Award is poised to become a significant initiative in recognizing and promoting innovation and excellence within Bong County and beyond. By celebrating outstanding contributions in various fields such as humanitarian efforts, health, business, education, media, agriculture, peacebuilding, public service, and the arts, the award aims to inspire individuals and institutions to push the boundaries of service delivery and community development.

The proposed governance structure, with a Nominations Committee and an Awards Committee, ensures a transparent and rigorous selection process, further enhancing the credibility and prestige of the awards. Additionally, aligning the awards with the Vision 2054 pillars of the Bong

Professionals Network underscores a commitment to sustained and inclusive growth, the development of human capital, and the establishment of a competitive knowledge economy. The establishment of the **Bong Native Image Awards** will not only honor those who have already made significant contributions but will also motivate others to innovate and excel. This initiative, supported by a well-structured budget and detailed plan, promises to foster a culture of excellence and continuous improvement, ultimately contributing to the overall development and prosperity of Bong County and Liberia as a whole.

In conclusion, the Bong Native Image Award is a forward-thinking and impactful initiative that will recognize and reward innovation, encourage service delivery improvements, and promote a culture of excellence. By doing so, it aligns with the broader goals of the Bong Professionals Network and supports the sustainable development of Bong County.

**AWARD DESIGN:**



**Golden Award**



**Ordinary Award**