

GBN – Application Form for Internal Projects



(1) Date of Application: 26/03/08			
(2) Name of project leader: Dr Robin Mann			
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(3) Project Title: (Maximum of 50 Characters) Global Survey on Business Improvement & Benchmarking

<p>(4) Are there any other GBN members participating in the project? (limit of 5 lines)</p> <p>It is intended that all GBN members participate in the project and distribute the survey.</p> <p>GBN members have been involved at each stage of the project so far. For example:</p> <ul style="list-style-type: none">a) At the AGM Workshop session the survey was discussed.b) Through providing their own surveys and materials e.g. Fraunhofer IPK provided a benchmarking survey.c) Through commenting on various drafts of the survey. In particular we have obtained feedback from Slovakia, Canada, Australia, Germany and the UK.
<p>(5) Justification of funding. Why is GBN funding required? (limit is 10 lines of text).</p> <p>GBN funding is required to pay for some of COER's time in designing, analyzing and producing a report on the findings of the survey and for COER's expense in paying for one of its researchers to accompany Dr Robin Mann to the Hungary AGM and conference. Furthermore GBN funding is required to pay for some of IPK's time in designing, producing and disseminating a commercial style report on the findings of the survey.</p> <p>Designing a good survey takes an enormous amount of time. For example, we are now on the 16th version of the survey since the project initially began. To reach this stage we have had feedback from GBN members and input from COER's team of Dr Robin Mann, Dr Nigel Grigg, Ahmed Abbas and Dr Dotun Adebajo. Different versions have also been developed for e-survey completion and Word document completion – again taking a substantial amount of time.</p> <p>The funding will make a small contribution to paying for COER's and IPK's time in designing, issuing the survey, collecting the responses, analysing the responses and producing a summary report for participants and an overall report for the GBN and presenting the findings at the GBN's AGM and conference. Including the preparation and dissemination of the commercial style report, the funding sought will pay for approximately 15% of the project's estimated total costs.</p>

(6) What will be the benefits to the GBN from funding this project? (limit is 10 lines of text).

The project was identified as being of key strategic importance to the GBN at the GBN meeting in Moscow and endorsed again in Dubai.

It is considered that the Global Survey will assist the GBN in understanding the global position of benchmarking (in comparison to other improvement techniques) and assist in understanding how benchmarking is currently being used, the types of benchmarking being used, and the benefits obtained. This information will assist the GBN in identifying the challenges it faces in increasing awareness and use of benchmarking. It will be of particular interest to see the variation in awareness and use of benchmarking between countries. This data will be of use to all GBN members in their marketing activities.

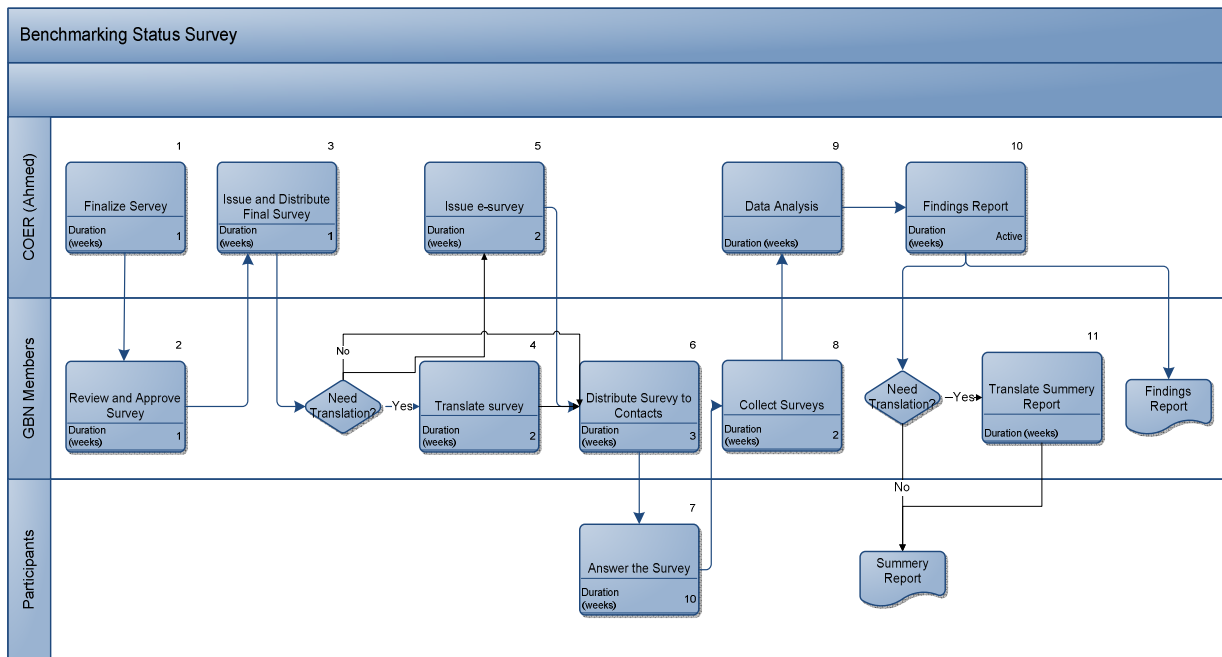
The survey will position the GBN as the leading organisation with a body of knowledge in benchmarking. The survey data can be published on the GBN's website, research papers and other publications (e.g. commercial style report) and used by GBN members in their presentations. In particular the survey findings are likely to become a core element of the GBN book that IPK Fraunhofer is currently scoping. The contents of the book are scheduled to be agreed at the AGM in 2008. The book is currently scheduled for completion in 2009.

(7) Previous GBN funding received and outputs (last three years): (limit 7 lines of text)

No funding received in the past. Also, applied for funding for a Branded BPIR.com for GBN members.

(8) Project Description. Describe how will the project be undertaken? (limit of 38 lines)

The project process is described in the flow diagram. The main steps are designing the survey, creating electronic and word versions of the survey (and translating them as necessary by GBN members), providing clear guidelines to GBN members on how to distribute and collect the surveys, following up with reminders, analysing the survey data, producing a summary report for all participants and an overall report for GBN members (including a presentation of the findings at the AGM and 3rd International Benchmarking Conference).



Based on the (scientific) Findings Report Fraunhofer IPK will prepare a commercial style report (design, structure and layout). This task will be carried out in cooperation with the Marketing and PR department of Fraunhofer IPK. In this connection press releases and other dissemination activities (e.g. providing the report to decision makers of the World Bank, EU Commission, etc.) will be conducted. Furthermore IPK will produce hard copies of the commercial style report. These brochures will be forwarded to the members in order to support their marketing activities and to promote benchmarking in the specific countries.

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(9) Project Budget (items to be listed in descending priority order and should include any € contributions to the project from your own organisation if appropriate)					
Proposed Funding Source (€ - Euros)					
	Item	Contribution by your organisation?	Contribution by other organisations?	Funding required from GBN?	Total
1.	Dr Robin Mann's time (8 days on survey and instructions design and emails to GBN members and follow up, 3 days on data collection and analysis, 2 days managing researchers, 8 days on report writing, 1 day on preparing presentation for AGM/conference = 22 days)	18,250	0	3,750	22,000
2.	Dr Holger Kohl's time for developing of first draft questionnaire for the GBN survey (12 days)	11.500	0	500	12.000
3.	Ronald Orth's translation for first draft survey (German – English) (2 days)	1,750	0	250	2,000
4.	Ahmed Abbas, COER (15 days on survey design and creating different versions, 15 days on data collection and analysis, 15 days on report writing, 2 days on preparing presentation for AGM/conference = 47 days)	3,900	0	800	4,700
5.	Dr Nigel Grigg and Dr Dotun Adebajo, COER. 2 days in total providing feedback.	800	0	200	1,000
6.	Ronald Orth's development of the commercial style report (design, structure and layout). This task will be carried out in cooperation with the Marketing and PR department of Fraunhofer IPK. Press releases and other dissemination activities (e.g. providing the report to decision makers). Production of hard copies as well as forwarding copies to the GBN Members.	12,000		3,000	15,000
7.	Travel expenses to Dubai for workshops for Ahmed Abbas and Dr Dotun Adebajo	800	0	0	800
8.	Travel expenses to Hungary for one researcher	1,150	0	250	1,400
	Total COER:	24,900	0	5000	29,900
	Total IPK:	25,250	0	3,750	29,000
	Total COER and IPK	50,150	0	8,750	58,900
Status: (Requested or Approved)					

Description of costs: (limit to 15 lines of text)

For the purpose of this agreement we can consider a charge out rate per day for Robin, Holger and Ronald (as €1000 per day), other COER and IPK staff as (€500 per day) and Ahmed Abbas at (€100 per day). These are at the lower end of our standard charges for projects.


Date(s) when funding is required? *The funding should be tied to the achievement of specific project milestones (limit to 10 lines of text)*


COER: Funding of €2500 Euros to be paid on distribution of the survey. Remaining funding of €2500 Euros to be paid on completion of the Summary Report, GBN Findings Report, and after presentation at the AGM Meeting and Conference.

IPK: Funding of €3750 to be paid after completion of the project, i.e. producing and dissemination of the commercial style report.

(10) Declaration by Project Leader:

I certify that this project can be undertaken and that our progress in completing the project will be reported at least quarterly to the GBN board.

Signed  _____ Date 26/03/08 _____

Signed  _____ Date 26/03/08 _____

(11) GBN Decision and Comments (to be completed by the GBN board):

Date:

NOTE

- Maximum funding available for one project: 5.000 Euro. Needs to be approved by the GBN Board.
- If the funding required for a proposed project is more than 5.000 Euro all GBN Members must be asked (via e-mail or at the AGM); decision by simple majority
- The maximum amount made available for projects per year is 10.000 Euro.
- Members can put forward project proposals at any time of the year. These will be evaluated by the board within a period of 15 working days. However, members will be encouraged to submit proposals for two time periods in the year (15 February and 1 July) so that the GBN Board can evaluate a few proposals at the same time. Proposals received earlier than these deadlines may be asked to wait until the deadline dates unless they are considered by the board to be of an urgent nature or the funding requested is small.