Developing a WOPs Label

Initial thoughts on why and how GWOPA would establish a WOP Certification Process
Branding is a Component of GWOPA’s Strategy

**Outcome 3:** The WOPs brand becomes clearly distinguishable and associated with successful models of WOPs that lead to performance improvement.
Branding as a support for upscaling WOPs

Figure 5

GWOPA taking WOPs to Scale

- Comprehensive Quality WOPs show High Impact
- WOP best practice branded and marketed
- WOP certification process gives incentive to better WOPs
- Increased demand for WOPs by operators
- WOPs accepted as impactful by governments IFIs, donors, civil society
- Large-scale take up of WOPs
Branding vs. Labelling — What do they mean?

**Branding** = the WOPs image is widely recognized, understood, and appreciated

**Labelling** = an accountability framework to protect and strengthen the WOPs brand. Implies criteria are established, a process is in place, and compliance is required for ensuring quality.
### Why a label? Who is asking for it?

<table>
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<tr>
<th>Mentors</th>
<th>Upholds/recognizes quality of mentorship. Helps distinguish WOPs support from other types of partnerships. Supports efforts to mobilize internal commitments and resources. Defines required commitments by other partners (mentees, donors...)</th>
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<tbody>
<tr>
<td>Mentees</td>
<td>Enables confidence in the quality of support. Can dispel doubt and suspicion. Supports efforts to mobilize internal commitments and resources.</td>
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<td>Donors</td>
<td>Label criteria means greater assurance of results. Facilitates the process of evaluating proposals; could serve as a simple criteria for funding.</td>
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<td>Facilitators</td>
<td>Better assurance of WOPs quality and effectiveness. Creates positive WOPs image and demand for WOPs</td>
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<td>Civil Society</td>
<td>Assurance that principles are being met in WOPs is key to benefitting from the support of this key WOPs advocate at global level. At local level, assured consideration of local interests can translate into a better outlook for results.</td>
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What type of criteria might a WOPs label include?

**WOPs (Hashimoto) Principles Upheld**
- Not-for Profit
- Integrity
- Participation
- Good governance
- ………

**Effective Practice Applied**
- Assessment
- Different types of Support Gathered
- Agreements in place
- Shared financial commitments
- Capacity Development
- ……
But is a Label Feasible?

Labelling would be a big undertaking, not without risk. This year GWOPA will ask:

- How far have we come in WOP Brand Development (breadth, depth and quality of Brand)?
- Where should we reinforce efforts?
- Is it feasible to go further towards the establishment of a label?
- How would we do it?
Considerations

• Roll-out: A progressive introduction of a label?
• Timing of label issuing: at the onset? Throughout? At the end?
• Costs: who pays?
• Audits: who does them?
• Typologies: different accreditation for different WOPs types?
• Standards: where to set the bar between the ideal and the feasible?

……..
Objectives:
1. Assess progress in Brand Development
   • Spread of Image, Depth of understanding, Degree of appreciation
2. Assess Potential of Label
   • Advantages, disadvantages
   • Risks
   • Potential Process
   • Feasibility assessment and recommendations

Deliverables:
1. status report and recommendations on branding
2. feasibility study and recommendations on labelling.