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| **12TH MICHAEL PORTER PRIZE NOTIFICATION** |
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| **YoonKyung Forum and The Dong-A Ilbo aim to identify best practices** **that demonstrate global competitiveness based on sustainable management** **through the Michael Porter Award.****We extend our deepest respect to all companies and organizations** **striving to achieve a balance between social and economic value.****We sincerely invite the participation of all entities committed to sustainable management and look forward to your valuable submissions.** |

**1. Eligibility**

❍ Open to all companies and organizations engaged in sustainable management (ESG, CSV).

**2. Award Overview**

❍ Event Name: 12th Michael Porter Prize Awards Ceremony

❍ Hosted by: Institute for Industrial Policy Studies (IPS), YoonKyung Forum,

The Dong-A Ilbo, Channel A

❍ Supported by: Ministry of Trade, Industry and Energy (TBD),

Korea CEO Association of Multinational Corporations (KCMC)

❍ Award Date: Thursday, December 4, 2025,

in conjunction with the Dong-A Business Forum 2025

**3. Submission Deadline: By 17:00 (KST), Friday, October 24, 2025**

**4. How to Apply**

**① Download Application Form**

* Visit the Porter Prize website (www.porterprize.kr)
* Go to the “Notice” section and download the attachment in the post titled “12th Porter Prize Announcement”

**② Submit Application Form & Documentation**

* Submission Email: porterprize@ips.or.kr
* Submission Format: Compress all files into a single ZIP file and submit via email
* File Name Format Example: [PorterPrize]\_Institute for Industrial Policy Studies

❍ Required Documents and Submission Format

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| **Document** | **Format and Submission Guidelines** |
| 1. Application Form
 | One printed copy, completed in the designated format, signed or stamped (mandatory), and scanned (PDF, JPG, etc.) |
| 2. Project Description (up to 15 pages) | Submit as HWP, Word, or PDF file. Free format, but refer to the “Project Description Guidelines” and “Supporting Materials Checklist.” |
| 3. Summary Report (up to 2 pages) | A concise summary based on the project description, within 2 pages. |
| 4. Business Registration Certificate | Submit a scanned copy. |

**5. Application Process**

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| **Step 1** | **⇨** | **Step 2** | **⇨** | **Step 3** |
| **Announcement** | **Submission** | **Document Review** |
| ‘25.04.01~25.10.09 | Until Oct. 10, 2025 (by 17:00 KST) | Review committee convened |
|  |  |  |  | **⇩** |
| **Step 6** |  | **Step 5** | **⇦** | **Step 4** |
| **Award Ceremony** | **Results Announcement** | **Additional Inquiries** |
| **Dec. 4, 2025** | Nov. 10 – Nov. 21, 2025 | If needed, additional Q&A for in-depth review |

\*Schedule is subject to change.

**6. Application Categories**

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| **Category** | **No** | **Target** |
| **Competitiveness** | **Competitiveness (5 sub-categories, 5 awardees total)** |
| Nation | 1 | Central government agencies (ministries, committees, etc.) and public institutions that contribute to solving national-level social issues and enhancing Korea’s global standing. |
| City | 1 | Local governments or urban operators that enhance urban competitiveness through the accumulation of industry, technology, and knowledge, and foster a sustainable innovation ecosystem. |
| Industry | 1 | Industry associations or promotion agencies that improve industrial competitiveness through structural innovation and strengthening the business ecosystem. |
| Corporate | 1 | Private sector companies that improve market competitiveness through sustainable business models and innovation capabilities. |
| University | 1 | Universities, university-industry cooperation foundations, and LINC 3.0 institutions contributing to regional and industrial competitiveness through collaboration, talent development, and technology transfer. |
| **CSV****(7 sub-categories,** **14 awardees total)** | **Process (1 sub-category, 8 awardees total)** |
| Private Companies | 4 | Companies that systematically implement CSV as a core strategy and embed it into their culture and management systems. |
| Public Institutions | 3 |
| Non-profit Organizations | 1 |
| **Project (6 sub-category, 6 awardees total)** |
| Effectiveness | 1 | Companies or institutions that have effectively addressed local community issues. |
| Creative Innovation | 1 | ntities providing unique value through creative and original approaches. |
| Transferabiltiy | 1 | Projects with a replicable model that can be applied to other regions or contexts. |
| Partnership | 1 | Joint initiatives by two or more companies that have led to mutual benefits |
| Performance management excellence | 1 | Organizations that objectively evaluate and disclose the outcomes of their CSV activities on a regular basis. |
| Inclusiveness | 1 | Companies that achieve performance goals while including and supporting marginalized or vulnerable groups. |
| **ESG****(4 sub-category,** **6 awardees total)** | **ESG System (1 sub-category, 3 awardees total)** |
| System | 3 | Entities that have established a strategic ESG management system and effectively manage performance. |
| **ESG Excellence (3 sub-category, 3 points total)** |
| Environmental  | 1 | Organizations conducting outstanding sustainable environmental management. |
| Social | 1 | Organizations engaging in exemplary socially responsible management. |
| Governance | 1 | Entities demonstrating sound governance practices. |
| **Special Agenda****(5 sub-category,****5 awardees total)** | Disclosure excellence | 1 | Organizations with balanced and transparent disclosure of data and performance. |
| Supply chain management | 1 | Companies identifying ESG-related risks in their supply chain and supporting partner capacity-building. |
| Technical management | 1 | Entities leveraging ESG-related technologies and striving for their successful adoption and dissemination. |
| Labor-management cooperation | 1 | Organizations exemplifying cooperation and harmony between labor and management. |
| Organizational culture | 1 | Companies building a healthy and inclusive organizational culture through diverse approaches. |

**7. Evaluation Process**

❍ Submissions will be evaluated based on the official Michael Porter Prize criteria, using an evaluation model developed by the IPS National Competitiveness Research Center (IPSNC). Reference: <https://www.ipsncr.org/>

❍ The evaluation process includes a first-round document review by the judging committee. If necessary, a second round involving additional inquiries or interviews will be conducted. The committee may also conduct supplementary reviews such as media analysis of shortlisted candidates.

❍ Awards may not be granted if the submitted materials do not meet the evaluation standards.

**8. Important Notes**

❍ Award results will be publicly announced via the official website, the hosts' websites, and through supporting organizations.

※ All promotional and media-related content concerning the award program, ceremony, and results will be exclusively managed and published by The Dong-A Ilbo, the official co-host and exclusive media partner.

❍ Awarded companies and institutions must faithfully cooperate with the submission of requested supporting documents and adhere to confidentiality requirements. Failure to comply may result in disqualification or cancellation of the award.

❍ The applicant is solely responsible for any disadvantages arising from errors in the submitted documents or issues with contact information.

**9. Contact**

❍ YoonKyung Forum Secretariat – Porter Prize Coordinator

☎ 02-360-0748/0707

e-mail porterprize@ips.or.kr

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| Att. 1 |  | **Application Form Template** |

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| **The 12th Michael Porter Prize Application Form** |
|  **An applicant company/institution** |
| **Name of company** |  | **Name of the representative** |  |
| **Classification** | [ ] Private\_Large[ ] Private\_Medium[ ] Private\_Small | [ ] Central government[ ] Local government[ ] A public corporation | [ ] Social enterprise[ ] School or hospital[ ] non-govenmental organization |
| **The entry category** | competitiveness | [ ] Nation [ ] City [x] Industry [ ] Coporate [ ] University |
| CSV | Process | [ ]  I'm applying [ ]  I'm not applying |
| Project | [ ] Impact [ ] Innovation [ ] Transperability [ ] Partnership[ ] performance mesuring [ ] Inclusiveness |
| ESG | System | [ ]  I'm applying [ ]  I'm not applying |
| Excellence | [ ] Environment [ ] Social [ ] Governance[ ] ESG reporting [ ] Supply chain management [ ] Technical Management [ ] labor-management cooperation[ ] Organizational culture(communication) |
| **Address** |  |
| **Business registration number** | e.g., EIN, VAT ID, Corporate Number depending on country | **Business type** |  |
|  **Applicant(staff member)** |
| **Applicant’s name** |  | **Department and position** |  |
| **Phone number** |  | **Email** |  |
| We hereby submit our application for the 12th Michael Porter Prize as stated above. Date: \_\_\_\_\_\_\_\_\_ \_\_\_, 2025**Company name (official seal)****Representative****The Institute for Industrial Policy Studies** |

\* The “Applicant” field shall be completed by the staff member responsible for managing the application process.

\* Applications shall be submitted on a corporate basis. Multiple submissions are permitted.

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| Att. 2 |  | **Application Form (Statement of Merit) Guidelines** |

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| **※ Instructions for Completion****- The application must be based on accurate, verifiable information and data.****- The document must be no longer than 15 A4 pages, including the cover page.****(Supporting documents and evidence may be submitted separately and are not included in the page count.)****- Please describe the implementation details and achievements of the relevant project based on data from the past three years.****- The following structure is provided as a reference. Applicants may adjust the format and contents depending on the award category.** |

**Ⅰ. Project Overview**Sustainable Management PolicyDescribe the vision and strategic direction behind the organization's sustainable business practices and policies.Implementation Structure for Sustainable Management Detail the management system and operational areas, including organizational structure, budget planning, and the full cycle of goal setting, execution, and monitoring.Sustainable Business Model DescriptionExplain the project’s purpose, expected impact, major activities, outcomes, market potential, and scalability.Quantitative PerformanceInclude annual plans and budgets, project scale (e.g., revenue or ratio of revenue), profitability, and social/environmental value generated.Examples: KPIs for CSV/ESG initiatives, internal guidelines reflecting CSV/ESG in corporate strategy or long-term planning.Regular Evaluation and ResultsPresent any internal/external evaluations, their structure, and how findings were incorporated into future plans.Examples: Role and performance of third-party evaluators, minutes or reports from evaluation committees, assessment reports with public disclosures, etc.Project ExcellenceElaborate on the excellence of the submitted project in terms of effectiveness, scalability, environmental/social contribution, and cultural impact within the organization.Include both qualitative and quantitative value created, stakeholder engagement throughout the project lifecycle, roles and responsibilities of partner organizations, and case examples of project expansion or benchmarking by other institutions.**Ⅱ. Overview of the Applying Organization**Provide a summary of the applicant organization, including: Corporate profile and history, Main business areas and management status, Human reseources, Relevant financial statements and factual data |

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| Att. 3 |  | **Executive Summary Form** |

- Based on the contents of the main statement of merit, please complete a summary using the format below, within a maximum of two pages.

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| **Ⅰ. Overview of CSV/ESG Initiatives** |
| **Category** | **Details** |  **Summary (Brief Description)** |
| **CSV/ESG****Policy** | Vision, strategy, and CEO commitment | CEO and executive commitment to implementation (e.g., New Year’s address, internal/external speeches or messages referring to CSV/ESG) |
| **CSV/ESG****Implementation Structure** | Governance and organizational system | Organizational chart, dedicated teams or personnel related to CSV/ESG; evidence of internalization such as employee training, campaigns; meeting minutes of committees involving the CEO or executives |
| Implementation process | Process of planning, budgeting, goal-setting, execution, and monitoring (e.g., annual budget plans, execution records, mid- to long-term strategic plans for CSV/ESG initiatives) |
| **Ongoing Initiatives** | Overview | Summary of ongoing CSV/ESG projects |
| Objectives  | Goals pursued through ongoing CSV/ESG initiatives |
| Achievements | Results such as external evaluations, ROI, impact metrics |
| Marketability / Growth Potential / Competitiveness | Marketability: Potential for market expansion, demand forecastGrowth potential: Expected growth rate and profitabilityCompetitiveness: Distinct advantages compared to similar initiatives in other organizations |
| Project Scale | Trends in project scale and performance over the past 3 years |
| Social/Environmental Value | Quantitative data showing social and environmental value creation |
| Regular Evaluation | External evaluation system: responsible institutions, roles, results, and whether those were reflected in future planning |
| **Excellence** | Please respond according to the award category applied | Unique strengths and differentiators of the project (e.g., effectiveness, mutual value creation, ESG system integration, excellence in environmental impact, etc.) |
| **Ⅱ. Overview and Current Status of the Applicant Organization** |
| **Overview** | Introduction to the organization, major businesses |  |
| **Current Status** | Revenue, number of employees, other key management indicators |  |

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| Att. 4 |  | **List of Supporting Documents** |

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| **Ⅰ. Submission Guidelines*** Supporting documents should substantiate the qualitative and quantitative content described in the Statement of Merit. There are no restrictions on volume.
* Acceptable formats include internal reports, third-party certifications, external verification documents, press releases, photographic evidence, and more. There are no format limitations as long as the materials serve as credible evidence.
* Each document must clearly reference the corresponding section or subsection of the Statement of Merit where it applies.

**Ⅱ. Examples of Supporting Documents*** Organizational chart and evidence of company-wide CSV/ESG personnel assignments
* Materials demonstrating the commitment of the CEO and executives to CSV/ESG (e.g., New Year’s address, external/internal speeches, lectures)
* Meeting minutes and reports from executive-level committees or strategic planning sessions (e.g., quarterly or semiannual management meetings)
* Documentation of internalization efforts such as employee training programs and awareness campaigns
* Annual and mid-/long-term budget plans, end-of-year performance evaluation reports
* Mid-/long-term planning documents for each CSV/ESG project, including performance indicators (e.g., KPIs)
* Guidelines showing how CSV/ESG strategies are reflected in corporate long-term planning
* Descriptions of internal teams responsible for external evaluations, including their roles and performance
* Evaluation content and result reports from external agencies, along with supporting evidence from publicly disclosed sources
* Press releases, media coverage, award recognitions, and case presentation materials
* Documentation showing how external evaluation results were reflected in subsequent management decisions
* Project outlines summarizing key elements such as design, operational model, and major outcomes
* Qualitative and quantitative descriptions of economic and social value created
* Stakeholder engagement process and outcomes throughout the planning, execution, and evaluation phases
* Role, responsibilities, and resource allocation by participating organizations or partners
* Evidence of project scalability and impact (e.g., regional expansion, benchmarking by affiliates or external institutions)
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