

### **ICN Advocacy Working Group (AWG)**

**Mission:** Promote a competitive environment by means of non-enforcement mechanisms, mainly through developing the relationship of competition agencies with other governmental entities and by increasing public awareness regarding the benefits of competition.

**AWG Working Group Co-Chairs:** Hong Kong Competition Commission, Norwegian Competition Authority, Superintendency of Industry and Commerce of Colombia. After the conference, the Norwegian Competition Authority will step down and the **Philippine Competition Commission** will become a Co-Chair.

### **2020-2021 Advocacy Work Product**

**Competition Compliance** Based on a survey and a webinar discussion, a report is written up to summarize and compare the views from competition agencies and NGAs on key elements of an effective compliance program and best way to foster a culture of compliance.

**ICN Advocacy Toolkit** The AWG reviewed the components of the Part I of the Advocacy Toolkit; conducted a survey to collect current and relevant competition advocacy work on the different steps for effective competition advocacy; updated the case studies based on the most relevant and noteworthy submissions from member agencies; and, refreshed its content building up on the insights from the webinar '*Effective competition advocacy initiatives: re-thinking the ICN Advocacy Toolkit*, and from the analysis of member agencies' responses.

**Competition Advocacy in Times of Crisis** With a webinar on January 28th 2021, the project collated competition agencies' advocacy efforts in response to the public health crisis and facilitating discussion on actions taken during the COVID-19 pandemic. The project discussed what short and long-term negative impacts on competition are expected, and how these can be addressed effectively by advocacy efforts.

**2021 ICN-WBG Competition Advocacy Contest** This contest aims to highlight the key role competition agencies play in promoting competition through showcasing their advocacy success stories. There are the four themes for this year's contest under the topic of "Building Forward Better: how competition advocacy can support countries with Covid19 crisis response, relief, and resilient recovery". The ICN and the WBG will announce the results of the ICN/World Bank Advocacy Contest on Thursday 7 October 2021.

### **2021-2022 Proposed Work Product**

**Advocating a legal framework for effective international enforcement cooperation** The aim of the project is to explore and promote the best approaches to effective international enforcement cooperation. To do so, we will identify and put forward notable initiatives implemented by competition authorities to overcome substantive and legal barriers to effective international co-operation.

**Expansion of Market Studies Information Store with a new session dedicated for international collaborative studies** This project will collect and collate market studies/ research reports that are jointly conducted or as the result of collaborations between competition agencies. It recognizes and highlights the ever-growing importance of international cooperation between competition agencies in the realms of enforcement as well as advocacy work.

### **AWG Workshop**

The AWG is planning to organize two workshops with the objective of fostering experiences and best-practices-sharing in advocacy among competition officials and NGAs. The first workshop will be organized in cooperation with the CNMC of Spain in Q1 2022, whereas the second will be organized in cooperation with the competition authorities of Kenya. Date is yet to be confirmed due to the pending uncertainty relating to the Covid-19 situation.

**2022 ICN-WBG Competition Advocacy Contest** The project has attracted the attention of both younger and experienced agencies and has positioned itself as an important incentive to promote advocacy actions throughout the world. The AWG and the AGCM plan to continue this successful contest in collaboration with the WBG.