



**WORLD BREASTFEEDING  
TRENDS INITIATIVE**

# **WBTi Web portal, tool kit scoring, color rating, WBTi website demonstration**

**Europe Training  
19-22 July 2021**



# How scoring is done?



- Each indicator has maximum score of 10
- Each indicator has sub set of questions that are scored individually and totals to 10
- Policy and programme indicators are scored out of 100
- Practice indicators are not scored but colour-coded only. These are taken as actual values.

# Colour Coding for each indicator on IYCF Policies and Programmes

<b>Guidelines for WBTi</b>	
<b>Scores</b>	<b>Colour - rating</b>
0-3.5	Red
4-6.5	Yellow
7-9	Blue
>9	Green

# Colour Coding for 1-10 indicators for IYCF Policies and Programmes



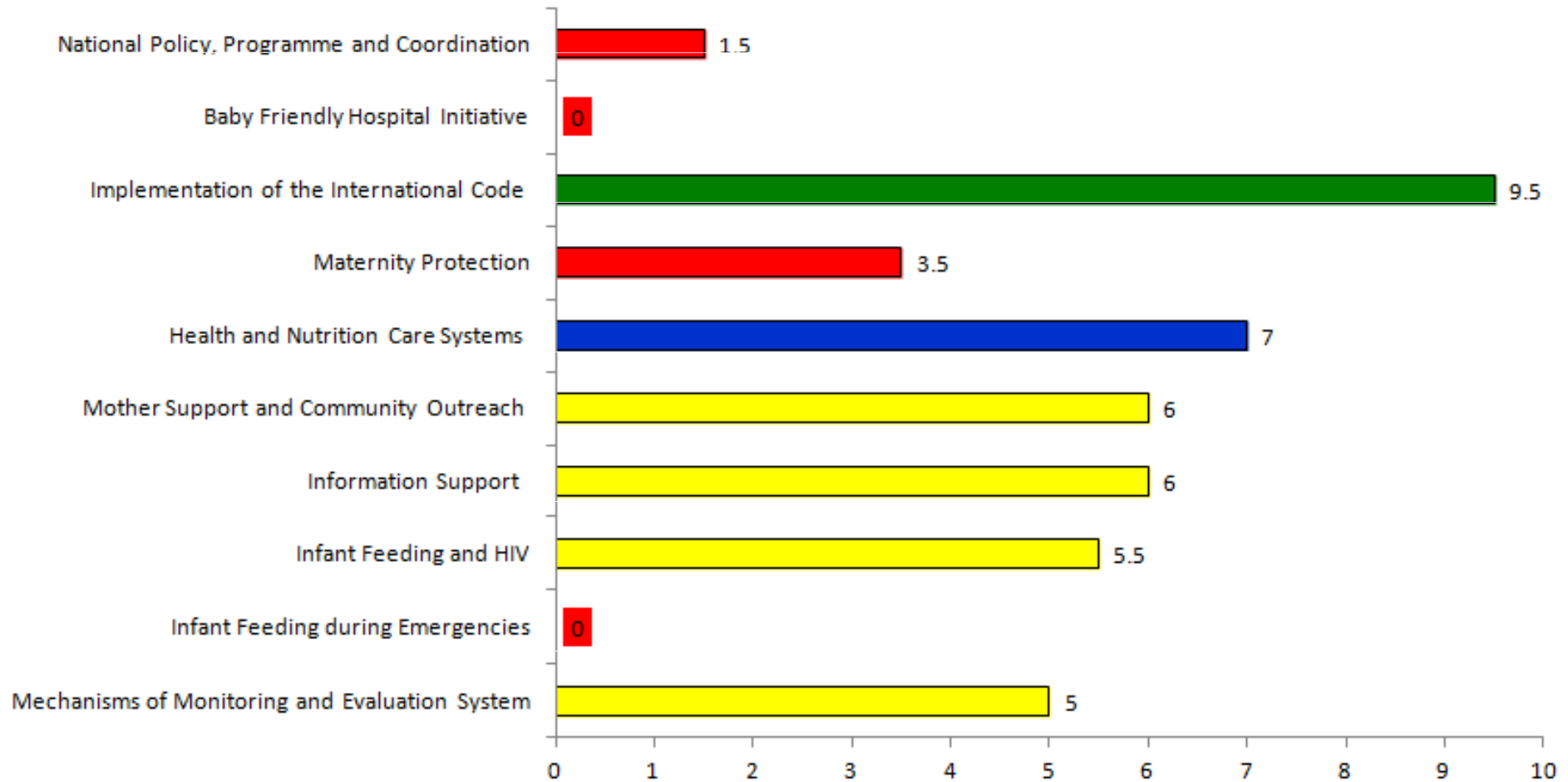
## Guidelines for WBTi

Scores	Colour-rating
0 – 30.9	Red
31 – 60.9	Yellow
61 – 90.9	Blue
91 – 100	Green

# Example: India Policy and Programmes



India 2015

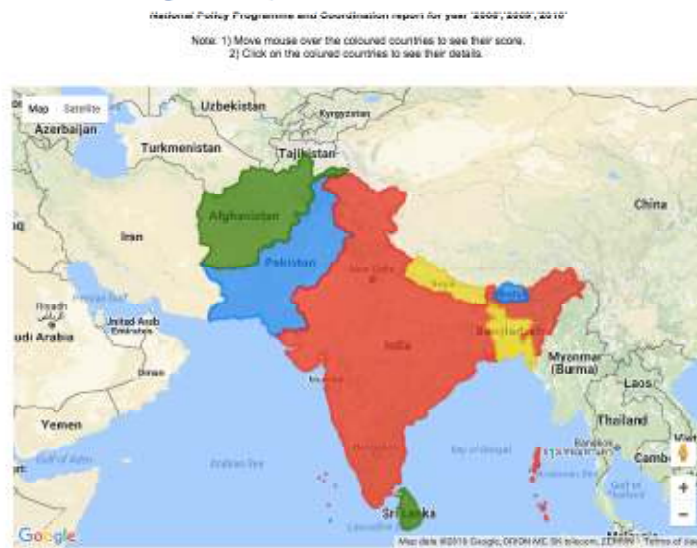


## Example: India

### Total of Indicators Part 1: Policy and Programmes

Indicator	Policy and Programme	Score (out of 10)
1	National Policy, Programme and Coordinator	1.5
2	Baby-friendly Hospital Initiative	0
3	Implementation of the International Code	9.5
4	Maternity Protection	3.5
5	Health and Nutrition care systems	7
6	Mother support and community Outreach	6
7	Information Support	6
8	Infant feeding and HIV	5.5
9	Infant Feeding during Emergencies	0
10	Monitoring and Evaluation	5
	<b>Score (Part 1)</b>	<b>44/100</b>

# Status of 'National Policy, Programme and Coordination' in South Asia Region



# Status of 'International Code' in South Asia Region



Implementation of the International Code report for year 2008, 2009, 2010

Note: 1) Move mouse over the coloured countries to see their score.  
2) Click on the coloured countries to see their details.



Implementation of the International Code report for year 2011, 2012, 2013

Note: 1) Move mouse over the coloured countries to see their score.  
2) Click on the coloured countries to see their details.





# Status of 'Maternity Protection' in South Asia Region

Maternity Protection report for year '2008','2009','2010'

Note: 1) Move mouse over the coloured countries to see their score.  
2) Click on the coloured countries to see their details.



Maternity Protection report for year '2011','2012','2013'

Note: 1) Move mouse over the coloured countries to see their score.  
2) Click on the coloured countries to see their details.



## Part II:

# Infant and Young Child Feeding Practices

# Indicator 11-12 : Early Initiation of Breastfeeding

*WBTi Guidelines for Indicator 11 (Initiation of breastfeeding {within 1 hour})*

<i>Percentage (WHO's key)</i>	<i>Colour-coding</i>
0.1-29%	<b>Red</b>
29.1-49%	<b>Yellow</b>
49.1%-89%	<b>Blue</b>
89.1-100%	<b>Green</b>

# Indicator 12 : Exclusive breastfeeding for the first six months

*WBTi Guidelines for Indicator 12 (Exclusive Breastfeeding {for first 6 months})*

<i>Percentage (WHO's key)</i>	<i>Colour-coding</i>
0.1-11%	<b>Red</b>
11.1-49%	<b>Yellow</b>
49.1-89%	<b>Blue</b>
89.1-100%	<b>Green</b>



# Indicator 13: Median Duration of Breastfeeding

*WBTi Guidelines for Indicator 13 (Median Duration of Breastfeeding)*

<i>Months (WHO's key)</i>	<i>Colour-coding</i>
0.1-18 months	<b>Red</b>
18.1-20 months	<b>Yellow</b>
20.1-22 months	<b>Blue</b>
22.1-24 months	<b>Green</b>

# Indicator 14: Bottle Feeding

*WBTi Guidelines for Indicator 14 (Bottle-feeding {0-12 months})*

<i>Percentage (WHO's key)</i>	<i>Colour-coding</i>
29.1-100%	<b>Red</b>
4.1-29%	<b>Yellow</b>
2.1-4%	<b>Blue</b>
0.1-2%	<b>Green</b>

## Indicator 15: Complementary Feeding Introduction of solid, semi-solid or soft foods

*WBTi Guidelines for Indicator 15 (Complementary Feeding {6-8 months})*

<i>Percentage (WHO's key)</i>	<i>Colour-coding</i>
0.1-59%	<b>Red</b>
59.1-79%	<b>Yellow</b>
79.1%-94%	<b>Blue</b>
94.1-100%	<b>Green</b>

# Summary of 1-10 Indicators

Targets:	Score (Out of 10)
Part 1 National Policy, Governance and Funding	
Part 2 Baby Friendly Hospital Initiative / Ten Steps to Successful Breastfeeding	
Part 3 Implementation of the International Code of Marketing of Breastmilk Substitutes	
Part 4 Maternity Protection	
Part 5 Health and Nutrition Care Systems (in support of breastfeeding & IYCF)	
Part 6 Counselling Services for the Pregnant and Breastfeeding Mothers	
Part 7 Accurate and Unbiased Information Support	
Part 8 Infant Feeding and HIV	
Part 9 Infant and Young Child Feeding during Emergencies	
Part 10 Monitoring and Evaluation	
<b>Total Country Score</b>	

*Guidelines for WBTi*

Total score of infant and young child feeding policies and programmes (indicators 1-10) are calculated out of 100.

Scores	Total Country Score	Colour-coding
0 – 30.9		Red
31 – 60.9		Yellow
61 – 90.9		Blue
91 – 100		Green



# Indicators 11-15

## *Summary Part II: Infant and young child feeding (IYCF) practices*

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<b>IYCF Practice</b>	<b>Result</b>	<b>Colour-coding</b>
Indicator 11: Initiation of Breastfeeding (within 1 hour)	_____ %	
Indicator 12: Exclusive Breastfeeding under 6 months	_____ %	
Indicator 13: Median Duration of Breastfeeding	___ months	
Indicator 14: Bottle-feeding (0-12 months)	_____ %	
Indicator 15: Complementary Feeding (6-8 months)	_____ %	



# **VERIFICATION PROCESS**

# Assessment Findings

## Part - I : policy and programmes (indicator 1-10)

- Findings
- Sources of findings
- Gaps
- Recommendations

**Gaps:** there is IYCF subgroup formed under the National Nutrition Technical Working Group (NNTWG) but it doesn't have a coordinator with TOR and does not meet regularly. In addition, there is limited funding to implement the NNP including IYCF.

**Recommendations:** There is a need to review the ToR of the National Nutrition Technical Working Group (NNTWG) against those provided in the Global Strategy for IYCF in order to ensure that IYCF programs are fully implemented for IYCF is a

### Indicator 1: National Policy, Programme and Coordination

**Key Question:** Is there a national infant and young child feeding/breastfeeding policy that protects, promotes and supports optimal infant and young child feeding and the policy is supported by a government programme? Is there a mechanism to coordinate like National Infant and Young Child Feeding Committee and Coordinator?

Criteria of Indicator 1	Scoring	Results
		✓ <i>Check any one</i>
1.1) A national Infant and Young Child Feeding/Breastfeeding policy has been officially adopted/approved by the government	2	✓
1.2) The policy promotes exclusive breastfeeding for the first six months, complementary feeding to be started after six months and continued breastfeeding up to 2 years and beyond.	2	✓
1.3) A National Plan of Action has been developed with the policy	2	✓
1.4) The plan is adequately funded	1	
1.5) There is a National Breastfeeding Committee	1	✓
1.6) The National Breastfeeding (Infant and Young Child Feeding) Committee meets and reviews on a regular basis	1	
1.7) The National Breastfeeding (Infant and Young Child Feeding) Committee links with all other sectors like health, nutrition, information etc., effectively	0.5	
1.8) Breastfeeding Committee is headed by a coordinator with clear terms of reference	0.5	
<b>Total Score</b>	<b>7/10</b>	

#### Information and Sources Used:

- National Strategy for IYCF 2004,
- National Nutrition Strategy (NNS) 2008 and
- National Nutrition Programme (NNP) 2008- FMOH.

## Part - II : infant feeding practices (indicator 11-15)

- National in scope data.
- Source of the data with year
- Summary comments
- Recommendations

### Indicator 11: Early Initiation of Breastfeeding

*Key question: Percentage of babies breastfed within one hour of birth 52 %*

#### Source of data:

- Ethiopian Demographic and Health Survey 2011
- Ethiopian Demographic and Health Survey 2005

#### Summary Comments:

Fifty-two percent of infants started breastfeeding within one hour of birth, and 80 percent, within the first day. Compared to EDHS 2005 (69%), there is a decrease in the early initiation of breastfeeding. Initiation of breastfeeding in the first hour and in the first 24 hours after birth varies by background characteristics. Breastfeeding within one hour after birth was more common in urban areas (57 percent) than in rural areas (51 percent). There was also considerable variation by region. Initiation of breastfeeding within one hour was lowest in the Amhara and Somali regions (38 percent and 40 percent, respectively), and highest in the SNNP and Dire Dawa regions (67 percent and 66 percent, respectively). The likelihood that a child is breastfed in the first hour after birth increases with the mother's educational status and wealth quintile.

#### Recommendation:

Even though early initiation of breast feeding is critical for health of infants by providing the colostrums as the first vaccine, there is a declining trend in the country which requires policy attention as well as action. Future efforts need to address the

# Analysis & Verification

## Key question

*Are comprehensive Information, Education and Communication (IEC) strategies for improving infant and young child feeding (breastfeeding and complementary feeding) being implemented?*

Criteria	Results		
	Yes	To some degree	No
7.1) There is a comprehensive national IEC strategy for improving infant and young child feeding.	2	1	0
7.2) IEC programmes (e.g. World Breastfeeding Week) that include infant and young child feeding are being actively implemented at local levels	2	1	0
7.3) Individual counselling and group education services related to infant and young child feeding are available within the health/nutrition care system or through community outreach.	2	1	0
7.4) The content of IEC messages is technically correct, sound, based on national or international guidelines.	2	1	0
7.5) A national IEC campaign or programme* using electronic and print media and activities has channelled messages on infant and young child feeding to targeted audiences in the last 12 months.	2	1	0
<b>Total Score</b>		<b>5/10</b>	

## Gaps

1. There is no comprehensive national IEC strategy for improving IYCF

## Recommendations

1. Develop comprehensive national IEC strategy for improving IYCF
2. Advocacy for comprehensive National IYCF guidelines that includes an IEC strategy



**Note** 11/27/2013 4:12:03 PM

Beena Bhatt Options

Source of Information



# Contd.

Criteria	Scoring	Results
		✓ <i>Check those apply. If more than one is applicable, record the highest score.</i>
3.1) No action taken	0	
3.2) The best approach is being studied	1	
3.3) National breastfeeding policy incorporating the Code in full or in part but not legally binding and therefore unenforceable	2	
3.4) National measures (to take into account measures other than law), awaiting final approval	3	
3.5) Administrative directive/circular implementing the Code in full or in part in health facilities with administrative sanctions	4	
3.6) Some articles of the Code as a voluntary measure	5	✓
3.7) Code as a voluntary measure	6	
3.8) Some articles of the Code as law	7	
3.9) All articles of the Code as law	8	
3.10) All articles of the Code as law, monitored and enforced	10	
<b>Total Score:</b>	<b>5/10</b>	

Information and Sources Used: Core group

Comment [D4]: Please provide more information like minutes of the meeting, any document or links...

## Guideline:

Indicator 1	WHO's Key to rating	IBFAN Asia Guideline for WBT <sub>i</sub>		
		Scores	Colour-rating	Grading
Initiation of Breastfeeding (within 1 hour)	0-29%	3	Red	D(V)
	30-49%	6	Yellow	C
	50-89%	9	Blue	B
	90-100%	10	Green	A

Write in percentage

Mention Data Source (including year) Not available Kuri Hospital, Hanyang Medical College (2008)

# Verification



State of the Maternity Protection by Country

Country	MATERNITY LEAVE					OTHER LEAVES		BREASTFEEDING BREAKS	
	1-3 weeks	4 weeks	5 weeks	6 weeks	> 6 weeks	Parental leave (in days)	Maternity leave (in days)	Paid/unpaid	Duration
<b>EUROPE</b>									
Austria (1992)						120	Y	F	30 min/day
Albania (1992)						12			
Azerbaijan (1994)						1895	Y	F	30 min, every 5 hrs for 18 months
Belarus (1992)						1895	Y	F	30 min, every 5 hrs for 30 months
Bulgaria (1992)						180	Y	F	30 min/day for 24 months
Bosnia-Herzegovina (1992)						1095	Y	F	120 min/day for 12 months
Bulgaria (1992)						180	Y	F	120 min/day for 8 months
Croatia (1992)						730	Y	F	120 min/day for 12 months
Cyprus (1992)						30	Y	F	30 min/day for 6 months
Czech Rep (1995)						1095	Y	F	150 min/day for first 3 months, 30 min/day for following 6 months
Denmark (1992)						220	N	-	
Estonia (1992)						252	Y	F	30 min, every 5 hrs for 18 months
Finland (1992)						150	N	-	
France (1992)						1095	Y	U	60 min/day for 12 months
Germany (1992)						1095	Y	F	60 min/day
Greece (1992)						350	Y	F	60 min/day for 12 months
Greece (1992)						110	Y	F	60 min/day for 12 months
Hungary (1992)						1095	Y	F	120 min/day for first 6 months, 60 min/day for following 3 months
Ireland (1992)						180 x 3	N	-	
Ireland (1992)						118 x 3	Y	F	60 min/day for 6.5 months
Italy (1992)						180 x 2	Y	F	60 min/day if employer provides, morning facilities/extra pay within 8 hrs firm, otherwise 120 min/day
Latvia (1992)						518 x 2	Y	F	30 min, every 5 hrs for 18 months
Lithuania (1992)						95	Y	F	
Lithuania (1992)						1590	Y	F	30 min, every 5 hrs
Luxembourg (1992)						182 x 2	Y	F	30 min/day for as long as needed
Moldova (1992)						1095	Y	F	60 min/day for 12 months
Malta (1992)						50 x 2	N	-	
Moldova, Republic of (1992)						1095	Y	F	30 min, every 5 hrs for 30 months
Montenegro (1992)									
Netherlands (1992)						182 x 2	Y	F	1/4 of working time for 9 months
Norway (1992)						363	Y	F	120 min/day
Poland (1992)						1095	Y	F	60 min/day
Portugal (1992)						110	Y	F	60 min/day
Romania (1992)						730	Y	F	120 min/day for 12 months
Russian Fed. (1992)						1815	Y	F	30 min, every 5 hrs for 18 months
San Marino (1992)									
Serbia (1992)						309	Y	F	
Slovakia (1992)						1095	Y	F	60 min/day for first 6 months, 30 min/day for following 6 months
Slovenia (1992)						200	Y	F	60 min/day
Spain (1992)						1095	Y	F	60 min/day for 9 months
Sweden (1992)						480/26	Y	U	Duration not specified

10. If flexible use, additional or a shorter not fit leave for the child's health is added to the total (not included above 1 week)  
 11. After the mother has taken the 30 weeks maximum maternity leave, the remaining 18 weeks could be shared with the father, or a desired 60 min of the parent is also entitled to make breastfeeding pay after the respective maternity leave ends.  
 12. 4 weeks to be taken in the state; for rest abroad  
 13. 12 weeks (maternity leave) + 12 weeks (paternity leave) = 24 weeks  
 14. 20 weeks plus 10 weeks unpaid  
 15. 12 weeks of maternity leave is added to the total.  
 16. Basis 2013  
 17. 6 weeks of the maternity leave is added to the total.  
 18. 30 weeks, for unpaid 1 year for leave 1.2 - children (for 28.2).  
 19. See year 2012.  
 20. 300 days maternity leave  
 21. up to 3 weeks unpaid  
 22. 1200 (1200) months of 2010  
 23. up to 18 months, unpaid  
 24. for mothers only

State of the Maternity Protection by Country

Country	MATERNITY LEAVE					OTHER LEAVES		BREASTFEEDING BREAKS	
	1-3 weeks	4 weeks	5 weeks	6 weeks	> 6 weeks	Parental leave (in days)	Maternity leave (in days)	Paid/unpaid	Duration
Switzerland (1992)									12 months
Turkey (1992)							180	Y	F
Ukraine (1992)							1095	Y	F
United Kingdom (1992)							31x20	14	N
<b>PACIFIC OCEANIA</b>									
Fiji (1992)							120	Y	F
Kiribati (1992)								N/A	
New Zealand (1992)							165	Y	F
Samoa (1992)								S	
Solomon Islands (1992)								Y	F
Papua New Guinea (1992)								Y	F
Vanuatu (1992)								Y	60 min/day (on two times)

23. Additional 10 weeks unpaid  
 24. http://employment.govt.nz/childcare/leave/paternity/eligibility/  
 25. As necessary for hospitalisation before confinement and 6 weeks after. Unpaid

**LEGEND**

- ▲ Public Funds
- Employer
- Others
- Y Yes
- N No
- F Paid
- U Unpaid
- U Unpaid
- C183 Ratified Convention 183

## State of Maternity Protection by Country



2015



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with the protection, promotion & support of breastfeeding worldwide. WABA's action is based on the Innocent Declaration, the Ten Steps for Nurturing the Future and the Global Strategy for Infant and Young Child Feeding. WABA's present Core Partners are also all the major international breastfeeding organisations: Academy for Breastfeeding Medicine (ABM), International Baby Food Action Network (IBFAN), International Lactation Consultant Association (ILCA), In Lacte, Inque International (I.I.I.), and Woburn International (WI). WABA is in consultative status with UNICEF, and is an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).

P.O. Box 1200, 10810 Pinang, Malaysia | Tel: 60-4-658 4816 | Fax: 60-4-657 2655  
 Email: waba@wabs.org.my | Website: www.wabs.org.my



## Verification References:

**Marketing of breast-milk substitutes: National implementation of the international code report**



2020



# Enabling women to breastfeed through better policies and programmes: Global breastfeeding scorecard 2018



**GLOBAL BREASTFEEDING SCORECARD, 2018**

**ENABLING WOMEN TO BREASTFEED  
THROUGH BETTER POLICIES AND  
PROGRAMMES**

# GBC's Interactive Scorecard

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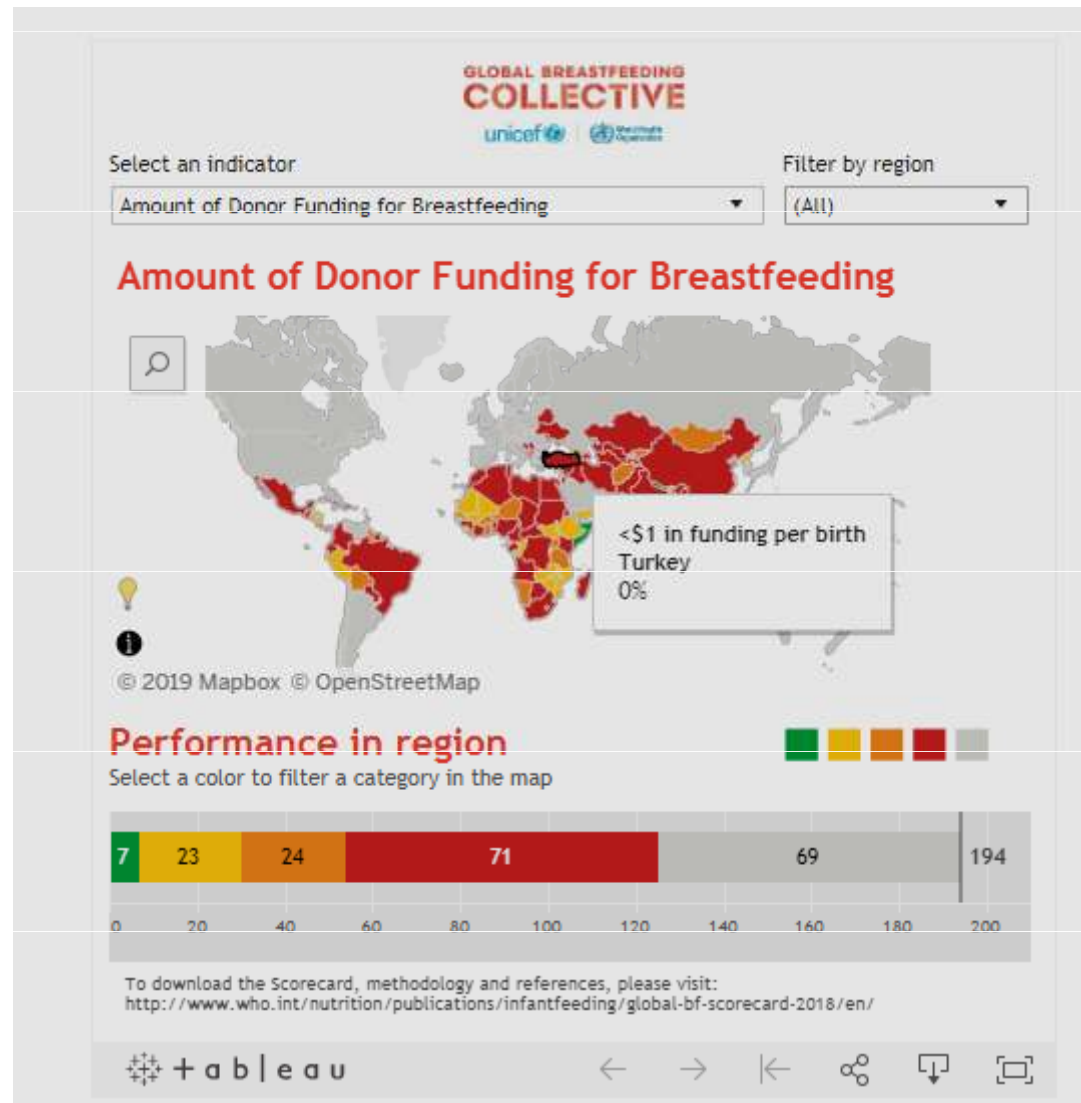
**GLOBAL BREASTFEEDING COLLECTIVE**

### Scorecard data

Select variables to display in table: (All) Filter by region: (All) Filter by category: [ ]

Country	Breastfeeding Outcomes				Enabling Environment					Rep	
	Continued at 1 year old	Continued at 2 years old	Early initiation at <1 hour	Exclusively from 0-5 months	% Districts Offering Community Breastfeeding P.	% Primary Healthcare Facilities Offering Individual IYCF	Amount of donor funding for breastfeeding	Status of 10 Steps to Successful Breastfeeding	Status of Code Implementation		Status of Paid Maternity Leave
Afghanistan	78.4	58.8	40.9	43.3		49.2	1.24	0.1	Full provisions i.	Doesn't meet	2015
Albania	69.6	31.0	42.9	36.6	8.3	4.4	0.15	80.4	Full provisions i.	Meets basic pro.	2009
Algeria	46.7	26.6	35.7	25.7	100	100	0		Few provisions i.	Meets basic pro.	2013
Andorra									Few provisions i.	Meets basic pro.	0
Angola	85.4	41.8	48.3	37.5	100	100	0.96		No legal measu.	Doesn't meet	2016
Antigua and Barbuda								0	No legal measu.	Doesn't meet	0
Argentina	46.6	29.1	52.7	32.7				3.5	Few provisions i.	Doesn't meet	2012
Armenia	36.0	21.8	40.9	44.5	100	100	0.58	0	Full provisions i.	Meets recomme.	2016
Australia								20.0	No legal measu.	Meets leave len.	0
Austria								15.0	Few provisions i.	Meets basic pro.	0
Azerbaijan	42.9	16.2	19.7	12.1		22.1	0.07	81.0	Many provision.	Meets recomme.	2013
Bahamas									No legal measu.	Doesn't meet	0
Bahrain				33.8				0	Full provisions i.	Doesn't meet	1995
Bangladesh	96.0	87.3	50.8	56.3	100	55.9	1.82	0.6	Full provisions i.	Meets leave len.	2014

# GBC's World Maps Displaying Data on Funding



# WHO's Infant and young child feeding data by country



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**Nutrition**

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## Infant and young child feeding data by country

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z

**A**

- [Afghanistan \[pdf, 25kb\]](#)
- [Albania \[pdf, 20kb\]](#)
- [Algeria \[pdf, 22kb\]](#)
- [Angola \[pdf, 23kb\]](#)
- [Argentina \[pdf, 18kb\]](#)
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[eLibrary of Evidence for Nutrition Actions](#)

[Global database on the Implementation of Nutrition Action](#)

WHO Global Data Bank on infant and Young Child Feeding (IYCF) **CROATIA** Date updated: 2009-07-16

Reference number: 272  
Date of survey: 1998  
Administrative level: N

Location and sample descriptor	Sex	Ever breastfed %	Sample size	Median exclusive breast-feeding (months)	Median any breast-feeding (months)	Sample size	Exclusive breastfeeding rate %				Early initiation of breastfeeding %		Bottle-feeding (any) 0-11 %		Into solid semi-solid foods 6-8 mo %		Minimum dietary diversity %		Minimum meal frequency %		Continued breastfeeding				Site code		
							4-6 months		7-9 months		Sample size		Sample size		Sample size		Sample size		Sample size		1 Year		2 Years				
							Sample size	%	Sample size	%	Sample size	%	Sample size	%	Sample size	%	Sample size	%	Sample size	%	Sample size	%	Sample size	%			
National: Total	B	94.8	NS						23.5	NS																	
Children by region: Dalmatia	B	93.9	NS						25.0	NS																	
Children by region: Istria, Hrvatsko, Gorski	B	96.2	NS						34.6	NS																	
Children by region: Lika and Baranovina	B	91.8	NS						18.9	NS																	
Children by region: Northern Croatia	B	95.2	NS						18.4	NS																	
Children by region: Slavonia	B	94.0	NS						20.8	NS																	
Children by region: Zagreb	B	96.8	NS						29.7	NS																	

Survey note: Sampling: two-stage stratified cluster sampling with probability proportional to size; sample selected from 14800 households.

Reference: UNICEF Croatia and Children's Hospital Zabreb, Kalceva 18. Multi-indicator survey in Croatia - search into parental knowledge and behavior concerning children's health and nutrition. Zabreb, Croatia: UNICEF Croatia and Children's Hospital Zabreb, Kalceva 18, 1998.

# Finalisation



- Reports requiring clarifications/corrections are sent back to the country coordinator.
- This process goes on till the report is finalized.
- Final report is sent to the country coordinator for written approval to upload the report on WBTi portal.
- With country coordinator agreement, the assessment is uploaded on the web portal, which generates scores and colour- coding.

# WBTi Web Portal



<https://worldbreastfeedingtrends.org/>

← → ↻ worldbreastfeedingtrends.org ☆ 🌐 ⋮

**WBTi** WORLD BREASTFEEDING TRENDS INITIATIVE

Home About Resources Global Data Repository Our Collaborations Gallery WBTi Tool Blog Testimonies Search Contact Networking with us

## What is WBTi

Launched in 2004, the World Breastfeeding Trends Initiative (WBTi) assists countries to assess the status of and benchmark the progress in implementation of the *Global Strategy for Infant and Young Child Feeding* in a standard way. It is based on the WHO's tool for national assessment of policy and programmes on infant and young child feeding. The WBTi assists countries to measure strengths and weaknesses on the ten parameters of policy and programmes that protect, promote and support optimal infant and young child feeding (IYCF) practices.

Find more >

## WBTi Evaluation Report-2020 Launched

Find more >

## Global Data Repository

WBTi is a unique web-based data bank having repository of

## WBTi Process

```
graph TD; Secretariat[WBTi Global Secretariat] -- Briefs --> Coordinator[WBTi Country Coordinator]; Coordinator -- "Use of WBTi tool, meetings, collection of information for assessment and preparation of a draft report" --> Formulates[Formulates]; Formulates --> Secretariat; Secretariat -- "Analysis & Verification & Scoring & color coding" --> Coordinator;
```

# Thank you