



## PROJECT NOTIFICATION

Ref. No.: 22-SN-07-GE-VSN-C-PN2200008-004

<b>Date of Issue</b>	04 February 2022
<b>Project Code</b>	22-SN-07-GE-VSN-C
<b>Title</b>	APO Vision 2025 Outreach Program
<b>Timing and Duration</b>	February–December 2022 (11 months)
<b>Hosting Country(ies)</b>	Not Applicable
<b>Modality</b>	Virtual and/or face-to-face
<b>Implementing Organization(s)</b>	National Productivity Organizations and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	Not Applicable
<b>Local Participants</b>	Not Applicable
<b>Qualifications of Participants</b>	Not Applicable
<b>Nomination of Participants</b>	Not Applicable
<b>Closing Date for Plan Submission</b>	4 March 2022

## 1. Objectives

- a. Enable member countries to proactively disseminate information about the APO, particularly its vision, objectives, and key result areas outlined in the APO Vision 2025.
- b. Communicate the continuing importance of productivity for national development, organizational excellence, enterprise competitiveness, and workforce and individual capability development across the Asia-Pacific region, thereby supporting the achievement of the targets under the APO Vision 2025.
- c. Create a deeper understanding and sense of ownership of the concept of productivity by stakeholders in all APO members through sustained, structured promotion of the new drivers, tools, techniques, and methodologies of productivity.
- d. Enable greater support for and recognition of National Productivity Organizations (NPOs) as the main bodies spearheading productivity movements in member countries.

## 2. Background

The APO has developed Vision 2025 to set the direction and targets to be achieved by 2025. The vision embodies the aspiration of the APO to realize "inclusive, innovation-led productivity growth in Asia and the Pacific." This objective is cascaded down into specific goals, key result areas, and deliverables that the organization will be pursuing. They are further translated into program areas and annual lineups of projects to ensure that APO activities in the years ahead are aligned with the intent and direction of the vision.

One of the key requirements for achieving the targets outlined in Vision 2025 is the support of and participation by all stakeholders in APO members. The APO Vision 2025 is not confined only to NPOs and the APO Secretariat but must be owned by productivity actors and champions on the ground. Without the ownership, participation, and contribution of the entire productivity community throughout the region, the APO Vision 2025 might not be fully realized.



This Vision 2025 Outreach Program aims at supporting APO member countries in actively promoting awareness and understanding of how the aspiration of "inclusive, innovation-led productivity growth" is relevant and directly beneficial to national and citizens' welfare. It will also explain how the targeted goals may be achieved, with an emphasis on the expected roles, participation, and contributions of everyone in the related endeavors. With "innovation-driven productivity" as a key phrase in the APO Vision 2025, this Outreach Program will support public fora to promote awareness of the latest innovative techniques, tools, and methodologies of productivity enhancement as well as examples of success stories and best practices from within the region and beyond.

The Outreach Program also intends to showcase the versatility of productivity in contributing to the international community's efforts in addressing common global challenges such as preservation of the environment, which has become even more urgent due to intensifying climate change and global warming. The APO Vision 2025 reiterates the need to adopt Green Productivity (GP). This is a timely effort, as this year marks three decades after the first Rio Earth Summit in 1992 that inspired the birth of GP.

All these will require systematic, sustained, nationwide campaigns that emphasize the centrality of productivity, along with new drivers and approaches to meet current demands and challenges, including building resilience for rebound and regrowth during the continuing COVID-19 pandemic. NPOs as the lead productivity institutions in member countries will spearhead those campaigns, enabling their greater recognition and support.

The Vision 2025 Outreach Program will have two biennial themes for the period of 2022 to 2025: 1) Innovations for Higher Quality (2022–2023); and 2) Inclusive Productivity (2024–2025). Specific activities will be decided by individual NPOs and may include the production of videos, multimedia materials, brochures, posters, and publications as well as public engagement events such as seminars, conferences, workshops, productivity clinics, competitions, exhibitions, and others.

### 3. Modality of Implementation

APO Vision 2025 Outreach Program activities will be conducted through the virtual and/or face-to-face modality, depending on the pandemic and travel restrictions that may be in effect at the time of implementation.

#### Virtual

Activities will be organized virtually if the COVID-19 pandemic continues, including public engagement activities.

#### Face-to-face

Activities will be carried out in the face-to-face modality if the COVID-19 situation permits.

### 4. Scope and Methodology

#### Scope

Promotional activities (videos, multimedia materials, brochures, posters, publications, etc.) and public engagement (seminars, conferences, workshops, competitions, exhibitions, etc.).

#### Methodology

Activities will include the following:

- a. NPOs will prepare 2022–2023 outreach plans under the theme of "Innovations for Higher Productivity." The plan should reach the APO Secretariat by or before 4 March 2022. Please refer to the attached implementation guidelines.
- b. NPOs may use local languages for their promotional and public engagement activities.
- c. NPOs will provide brief descriptions of each activity to be pursued, covering the rationale/background, target audience, expected outcomes/deliverables, schedule of implementation, and budget details.
- d. The APO Secretariat will disburse 70% of the funding after review and approval of outreach plans. The remainder will be disbursed after final reports are submitted.
- e. NPOs will submit final reports at the end of the year on all activities conducted under the APO Vision 2025 Outreach Program. The reports will comprise two parts, activity reports and financial reports. Financial reports must include all the necessary supporting documents.
- f. The APO Secretariat will coordinate NPO outreach activities to maintain consistency of information, visual presentation, and messaging.

### 5. Financial Arrangements

#### To be met by the APO

The budget allocated for each country is USD25,000 per year. Funds will be disbursed after review and approval of the outreach plans received from NPOs, with 70% disbursed initially. Please refer to the attached implementation guidelines.

#### To be met by the host country or NPOs


All other local implementation costs not covered by the APO.

### 6. Actions by Member Countries

- a. Prepare 2022–2023 outreach plans outlining the promotional and dissemination activities under the theme of "Innovations for Higher Productivity."
- b. Implement approved outreach activities based on submitted plans.
- c. Submit reports at the end of the year on all activities conducted under the APO Vision 2025 Outreach Program. The reports will comprise two parts, activity reports and financial reports. Financial reports must include the necessary supporting documents.

## **7. Actions by the APO Secretariat**

- a. Review outreach plans submitted by NPOs.
- b. Disburse 70% of the funding after review and approval of outreach plans.
- c. Coordinate outreach activities across NPOs to maintain consistency of information, visual presentation, and messaging.
- d. Collect and review end-of-year activity and financial reports on outreach activities.
- e. Disburse the remaining 30% of the funds.

A handwritten signature in dark ink, appearing to read 'Dr. AKP Mochtan', with a long, sweeping flourish extending to the right.

Dr. AKP Mochtan  
Secretary-General