

**22-SN-07-GE-RES-C**  
**APO Vision 2025 Outreach Program**  
**Implementation Guidelines**

These guidelines aim to support National Productivity Organizations (NPOs) in disseminating new productivity concepts and approaches being promoted under the APO Vision 2025 of “inclusive, innovation-led productivity growth in the Asia-Pacific.”

## **1. Scope**

The overall message to be conveyed through the Vision 2025 Outreach Program is the centrality and continuing relevance of productivity as well as understanding its latest drivers and intended broader benefits by emphasizing its inclusive features applicable to all. It is conceived as nationwide promotion activities to be planned and conducted by NPOs through virtual and/or face-to-face platforms during the period of 2022 to 2025 with two biennial themes:

- 2022–2023: Innovations for Higher Productivity
- 2024–2025: Inclusive Productivity

## **2. Activities**

Vision 2025 Outreach Program activities may include promotional efforts such as the production of videos, media advertisements, brochures, posters, and publications as well as public engagement such as the organization of seminars, conferences, workshops, competitions, and exhibitions.

The plans by NPOs are encouraged to cover two categories of activities:

- a. Promotional (videos, media advertisements, brochures, posters, and publications).
- b. Public engagement (seminars, conferences, workshops, competitions, and exhibitions).

## **3. Fund Coverage**

The budget allocated for each country is USD25,000 per year. It may cover the following expenses:

- a. Resource person(s)
  - i. NPOs may assign overseas and local resource persons to be speakers and judges for public engagement activities such as seminars, conference, workshops, and competitions.
  - ii. For overseas resource persons, the funds will be used to pay honoraria, daily subsistence allowances, and travel expenses.
  - iii. For local resource persons, the funds will be used to pay honoraria and local logistics-related expenses.
- b. Service fees for public engagement (e.g., event organization) and promotional activities

NPOs may use the funds to hire temporary agents to assist in preparing and conducting promotional and public engagement events, including interpretation services.

c. Logistics/operational expenses

The funds may cover local logistics-related expenses such as meeting rooms, accommodations, transportation, and other costs to support public engagement activities.

d. Equipment to support promotional activities

- i. NPOs may purchase fixed or consumable goods including associated professional services that support promotional activities.
- ii. The equipment should be registered as the property of NPOs.

e. Costs for video production and other public relations materials

- i. NPOs may hire agencies to produce promotional videos. The funds will cover video pre- and postproduction stages.
- ii. NPOs may also use the funds to produce printed promotional materials such as magazines, brochures, books, posters, and flyers.

Please consult with the APO Secretariat if any item is unclear or for any other inquiries about coverage.

f. The following are not included in fund coverage:

- i. Costs related to aftersales service, damage and warranty claims, etc. for the purchased equipment.
- ii. Costs for operating and maintaining the equipment.
- iii. Costs for constructing or renting the necessary space for the installation of the equipment.
- iv. Costs for manpower or hiring or deploying staff to operate the equipment.
- v. Costs for providing financial assistance to selected beneficiaries.
- vi. Personal expenses for NPO staff involved in coordinating or managing the activities.
- vii. Costs for purchasing souvenirs, gifts, or meals for any parties involved in the activities.
- viii. Rental charges for NPO facilities.

#### 4. Implementation Procedure

- a. NPOs prepare 2022–2023 outreach plans outlining the promotional and dissemination activities under the theme of “Innovations for Higher Productivity” using the attached form. The plans should reach the Secretariat by 4 March 2022.
- b. NPOs provide brief descriptions of each activity to be pursued, covering the rationale/background, target audience, expected outcomes/deliverables, schedule of implementation, and budget details.
- c. The Secretariat disburses 70% of the funding after review and approval of outreach plans. The remaining 30% will be transferred after completion of all planned activities.

- d. NPOs submit reports at the end of the year on all activities conducted under APO Vision 2025 Outreach. The reports will comprise two parts, implementation reports and financial-related reports, as detailed in items e. and f.
- e. Implementation reports should be comprehensive, detailing the activities undertaken and their output. They must include the following:
- Name of activities
  - Beneficiaries
  - Expected outputs and targets
  - Plan and actual implementation
  - Issues and challenges
  - Recommendations
  - List of resource persons involved
  - List of equipment purchased
- f. For final disbursement of funds, NPOs submit the following:
- Completed and signed standard invoice form in PDF; and
  - Copies of supporting evidence (e.g., receipts, invoices, vouchers): The supporting evidence (proof) of payment must be issued by third parties, submitted together at one time, written in clear English, with translations of documents not originally written in English. Internal evidence, i.e., expenditure evidence issued by the implementing organization, are not accepted as proof of payment and will not be reimbursed.
- g. NPOs will use the APO exchange rate for the month of purchase or provide evidence if a different rate is applied.
- h. All disbursement of funds from the APO Secretariat to NPOs will be made in USD to the bank account designated in the form.
- i. Expenses exceeding the budget will be met by NPOs.
- j. Each NPO will follow its own procurement procedures when acquiring equipment.
- k. NPOs should complete all activities by 1 December 2022, and all reports and financial claims should be submitted to the Secretariat by 15 December 2022.

OUTREACH PLAN INFORMATION SHEET APO Vision 2025 Outreach Program		
Implementing Country (NPO)		
	<b>Item</b>	<b>Details</b>
1.	Activities	
2.	Description (by Activity)	
3.	Objective(s)	
4.	Background	
5.	Target Audience	
6.	Expected Outcome(s)	
7.	Schedule of Implementation	
8.	Estimated Budget (Item-by-item)	
9.	Other Information	