



## PROJECT NOTIFICATION

<b>PN Issue Date</b>	1 April 2019
<b>Project Code</b>	19-AG-24-GE-WSP-B
<b>Title</b>	Workshop on Trends in the Development of Traditional Craft Villages in the Industry 4.0 Era
<b>Timing and Duration</b>	2–4 October 2019 (three days)
<b>Venue</b>	Ho Chi Minh City, Vietnam
<b>Implementing Organization(s)</b>	SMEs Development Support Center 2 (SMEDEC 2)
<b>Number of Overseas Participants</b>	Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, IR Iran, Lao PDR, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, and Thailand
<b>Number of Local Participants</b>	Up to six qualified participants
<b>Closing Date for Nominations</b>	4 August 2019

## 1. Objectives

- a. To raise awareness of traditional craft villages as resources for economic revitalization and sustainable rural community development;
- b. To review challenges traditional craft villages face and increase their competitiveness in the Industry 4.0 era through technological advances and other approaches; and
- c. To develop action plans for village business development such as innovative craft products and/or craft-based tourism to contribute to inclusive community development.

## 2. Background

Many Asian countries have craft villages with long cultural and regional histories. In 2014, 5,100 craft villages were reported in Vietnam and many of them had 500–1,000 years of handicraft history. Generally, traditional craft village products symbolize the village and national character. They are recognized and cherished for traditional authenticity. Production methodologies are handed down within households based on family skills and lore. Most household labor is also involved in agricultural activities aside from handicraft production and sales. Therefore, crafts are an easily accessible, affordable, available income source for rural communities.

Craft production benefits rural society in many aspects. For example, craft village development has strong linkages to tourism. In recent years, as tourism demand has increased, many Asian craft tourism villages have seen rising incomes, leading to economic revitalization and greater self-sufficiency of rural areas. For this reason, some governments have made considerable efforts to scale up craft tourism as a successful model of community-based development. In addition, it is regarded as an effective method to honor and continue sociocultural values and traditions.

However, not all craft villages are successful. Despite their great potential, many experience undesirable outcomes such as environmental exploitation and degradation. For example, the lack of awareness of the long-term impact of using cheap fuel for quick profits can cause overconsumption of toxic materials and generate environmental pollution. The lack of proper infrastructure, especially in remote traditional villages, escalates that pollution. Improvements in facilities and equipment supported by capital investment and qualified human resources are necessary in this regard. Issues specific to craft tourism have also emerged. Craft production is often seasonal, as its raw materials are often vulnerable to weather. This brings about inconsistency in procurement and product quality, which affects the opportunities of tourists to visit the villages.

The workshop will review the current status of and challenges faced by traditional craft villages when attempting to scale up rural household businesses. It will also discuss diverse approaches to enhancing the productivity and competitiveness of traditional crafts through recent technological advances and innovations to facilitate production, promotion, and sales.

## 3. Scope and Methodology

The program will consist of presentations by resource persons, sharing of country experiences by participants, group exercises, and site visits.

The tentative program of this project is given below:

Date/Time	Activity
Tuesday, 1 October 2019	Arrival of participants in Ho Chi Minh City
Wednesday, 2 October	Opening session Session 1: Introduction to craft-based village development Presentation 1: Introducing traditional craft villages and emerging trends in the digital age Presentation 2: Characteristics, trends, and innovations in the craft industry: Insights for village-based craft business development  Session 2: Infrastructure development for traditional craft villages

	<p>Presentation 1: Developing craft village clusters and networks for strategic alliances  Presentation 2: Developing human resources through systematic training</p> <p>Session 3: Scaling up craft products for traditional village revitalization  Presentation 1: Manufacturing craft products in the Industry 4.0 era  Presentation 2: Recent developments and trends in craft technologies</p>
Thursday, 3 October	<p>Session 3 (continued)  Presentation 3: Successful cases of marketing and exporting craft products  Session 4: Sharing country experiences  Successful cases of traditional village development through innovative, trendy craft business</p> <p>Afternoon Session  Field visit to a successful traditional craft village</p>
Friday, 4 October	<p>Session 5: Craft-based tourism development  Presentation 1: Snapshots of popular craft tourism activities and customers' tourism patterns  Presentation 2: Innovative business models of community-based craft tourism</p> <p>Session 6: Group breakout session  Discussion of current trends in craft village development and recommendations on strategic actions  Presentation of group discussion output  Program evaluation by participants, resource persons, and implementing organization  Formulation of follow-up action plans by individual participants  Summing-up and closing session</p>
Saturday, 5 October	Departure of participants from Ho Chi Minh City

#### 4. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Senior public officials in ministries and/or local governments responsible for craft village development or business development for rural communities; and professionals, consultants, and academics engaged in rural community projects for economic revitalization.
Experience	At least two years of experience in the position described above.
Education	University degree or equivalent qualification from a recognized university/institution.
Language	All proceedings of the project are conducted in English, and participants are frequently required to make oral and written presentations. They must therefore be proficient in spoken and written English. Those who are not proficient in English will not be accepted.
Health	Physically and mentally fit to attend an intensive project requiring participants to complete a number of individual and group activities and strenuous fieldwork. It is therefore recommended that member countries do not nominate candidates likely to suffer from physical and mental stress.
Age	Candidates who fit the above profile are typically between 30 and 50 years of age.
Attendance	Participants are required to attend the entire program.

## **5. Requirements**

The participants are required to undertake preparatory work such as writing country papers prior to departure for the project venue.

All participants are required to prepare and submit action plans to the APO and share them with their NPOs within 10 working days after attending the project. The participants are also required to submit postproject follow-up reports six months after project completion to document the achievement of outcome(s) of the project. NPOs will monitor the follow-up actions and report submission by participants.

The Guidelines for Project Preparatory Work will be provided in the project circular, and the Postproject Activity Guidelines are given in Attachment 1.

### **5-1. Repeat Participants (who attended previous APO projects and are applying for another)**

- a. In the Candidate's Biodata form (application form), candidates are required to provide details of follow-up actions taken after attending a previous APO project(s) and outcomes (benefits) of those activities.
- b. Candidates are also required to state in the Candidate's Biodata form whether they submitted a report on their follow-up actions.

### **5-2. All Participants**

- a. In the Candidate's Biodata form, candidates are required to list their expectations from the project and planned postproject actions/activities. This is a tentative list, which participants are free to revise or replace after attending the project (as in item b below).
- b. All participants are required to develop and submit final follow-up action plans within 10 working days of project completion, in the format to be provided by the APO Secretariat later.
- c. All participants are required to submit reports on the follow-up actions taken within six months (or a period specified for a particular project) of project completion.
- d. The reports on follow-up actions are separate from the trip reports participants usually submit to their organizations/NPOs immediately after returning from project venues. The report format will be provided before project completion.

## **6. Financial Arrangements**

### **6-1. Airfare**

The APO will bear the cost of round-trip economy-class international airfare between the international airport nearest to the participants' place of work and Ho Chi Minh City, Vietnam.

Participants should note that the arrangements for the purchase of air tickets should follow the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants and is also available on the APO website and from APO Liaison Officers in member countries.

### **6-2. Insurance Coverage**

Participants' insurance premiums: All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to USD10,000.00 for the entire duration of the project and travel and must submit to the APO Secretariat a copy of the comprehensive travel insurance certificate before participation. Such insurance should be valid in the host country. This insurance requirement is in addition to existing government insurance coverage in some member countries. Neither the APO nor the implementing organization will be responsible for any eventuality arising from accident, illness, acts of war, force majeure, or any unexpected events beyond human control such as those related to natural disasters.

### **6-3. Cost Sharing**

Subject to the conditions stated in the Financial Arrangements section, the following table shows the cost-sharing arrangements between the APO, host country, and participants or participating countries.

Cost item	Cost to be borne by		
	Participants or participating countries	Host country	APO
Round-trip economy-class international airfare (refer to paragraph Airfare for conditions)	No	No	Yes
Participating Country Expenses (PCEs)	NA	NA	NA
Hotel accommodation in Ho Chi Minh City	No	Yes	No
Per diem allowance in Ho Chi Minh City	No	Yes	No
Transportation costs to and from hotel and airport in Ho Chi Minh City	No	Yes	No
Insurance coverage in Vietnam (refer to paragraph Insurance Coverage)	Yes	No	No
Any expenses related to visa fees and airport taxes	Yes	No	No
All expenses incurred by participants for any reason including but not limited to: a. Stopovers b. Extension of stay c. Early arrival or late departure d. Flight cancellation	Yes	No	No
Any cancellation charges for expenses such as airfare and accommodations incurred by the APO or host country after issuance of Letters of Acceptance	Yes	No	No
Assignment costs of international resource persons	NA	No	Yes
Assignment costs of local resource persons	NA	Yes	No
All local implementation costs including but not limited to: a. Meeting rooms b. Documentation c. Preparatory costs	NA	Yes	No

## 7. Actions by Member Countries

- a. Each participating country is requested to nominate three or more candidates in the order of preference. Please ensure that candidates nominated meet the qualifications specified under the section Qualifications of Candidates above.
- b. No form of self-nomination will be accepted. All nominations must be endorsed and submitted by an APO Director, Alternative Director, Liaison Officer, or their designated officer.
- c. Please note that nomination of a candidate does not necessarily guarantee that he/she will be selected. Selection is at the discretion of the selection committee of the APO Secretariat. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent enough. Sometimes candidates are not selected because they are overqualified for a project.
- d. Each nomination should be accompanied by the necessary documents. A nomination lacking any of these documents may not be considered: two copies of the candidate's biodata on the APO biodata form together with a passport-sized photograph. The biodata form can be downloaded

from the APO website ([www.apo-tokyo.org](http://www.apo-tokyo.org)). We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the department in charge of this project.

- e. The APO Medical and Insurance Declaration/Certification Form. Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses listed on the reverse side of the medical form. However, for all others, medical certification by a licensed physician on the reverse side of the medical form is required.
- f. Necessary documents are to be submitted electronically. In that case, there is no need to send a hard copy by postal mail. However, if the documents are submitted by fax, member countries are requested to mail the originals of the documents to the APO Secretariat as well. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please give the candidate's name and the project code on the reverse side of the photograph.
- g. Member countries are requested to adhere to the nomination deadline given on page 1. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- h. For member countries where nominations are required to be approved by higher government authorities and require a longer time, APO Liaison Officers/NPOs are urged to send the names of nominees on or before the deadline, indicating that government approval will follow.
- i. If a selected participant becomes unable to attend, he/she should inform the APO Liaison Officer/NPO in his/her country immediately and give the reason for withdrawal. The NPO concerned is requested to transmit that information to the APO Secretariat and the host country promptly.
- j. NPOs are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the project.
- k. Each selected participant should be instructed to arrive at the venue one day before the start of the official project. Also, he/she is expected to return home upon completion of the official project because he/she is visiting the host country for the specific purpose of attending this APO project.
- l. NPOs should inform participants that they must attend the entire program of the project.
- m. NPOs should assist the APO and/or host country in collecting amounts corresponding to cancellation charges arising from withdrawal or no-show of a participant.

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

- a. Under normal circumstances, candidates who are selected will be informed of their acceptance at least four weeks prior to the start of the project.
- b. If some candidates fail to qualify or be unable to participate after selection, or if some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.

#### **9. Project Preparation**

The participants are required to prepare a short paper prior to departure for the project venue. In preparing the paper, they are expected to follow the "Guidelines for the Preparation of Country Papers" to be provided later.

## **10. Postproject Actions**

All participants are required to prepare action plans and share the plans with their NPOs. The APO also requests participants to submit progress reports six months after completion of the project. In addition, participants taking part in training-of-trainers courses must also submit a report summarizing a training project that they conducted following the action plans to the APO and NPOs within six months after project completion.

## **11. Evaluation of Participants**

If the conduct/attendance/performance of a participant is not satisfactory, these will be reported to the APO director concerned.

## **12. Guide for Participants**

Other conditions for participation are given in the *APO Guide for Participants*, which is available from APO Liaison Officers/NPOs in member countries and on the APO website ([www.apo-tokyo.org](http://www.apo-tokyo.org)).

## **13. Dress Code**

Participants are required to wear business attire during the project. Other instructions will be provided in the circular for participants.

(Signed)  
Dr. Santhi Kanoktanaporn  
Secretary-General

## POSTPROJECT ACTIVITY GUIDELINES

The follow-up actions by participants after project attendance determine the extent of multiplier effects (outcomes) of APO projects in member countries. The APO has therefore established an interdepartmental Participant Selection Committee to ensure selection of the most appropriate candidates. A key consideration is whether individuals are in a position, have the ability, and are willing to undertake follow-up actions after project attendance.

Each participant is required to undertake follow-up actions after attending an APO project based on his/her learning from it and report on those activities to the NPO of his/her country and the APO Secretariat, following the guidelines below:

### **Examples of Follow-up Activities**

The examples below are suggestions and are not meant to limit participants' choices of follow-up actions:

- a. An official report on project attendance to participants' organizations, or NPOs, or both;
- b. Newspaper/magazine articles based on learning from the project;
- c. Application of knowledge, skills, techniques, or technologies for improving job performance and/or organizational capacity;
- d. Delivering a presentation or lecture on the project topic;
- e. Conducting a workshop/seminar/conference/forum on the project topic;
- f. Improving training/teaching/extension materials related to the project topic; and
- g. Sharing project findings with colleagues, professional groups, or others.