



## PROJECT NOTIFICATION

Ref. No.:20-RP-28-GE-WSP-B-PN2100001-001(R)

<b>Date of Issue</b>	26 January 2021
<b>Project Code</b>	20-RP-28-GE-WSP-B
<b>Title</b>	Workshop on Promoting the Productivity Movement in the Digital Age
<b>Timing and Duration</b>	20–22 April 2021 (three days)
<b>Hosting Country(ies)</b>	Cambodia
<b>Modality</b>	Digital Multicountry (DMC)
<b>Implementing Organization(s)</b>	National Productivity Centre of Cambodia (NPCC) and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	19
<b>Local Participants</b>	12
<b>Closing Date for Nominations</b>	8 March 2021

Notes: This PN supersedes the PN issued on 30 January 2020 due to a change in implementation modality from face-to-face to digital sessions.

**1. Objectives**

- a. Analyze the opportunities that digital technology offers in promoting the productivity movement;
- b. Examine best practices of organizations using digital promotion and digital communications for improving engagement in public initiatives; and
- c. Develop proposals for enhancing productivity promotion using digital platforms and tools.

**2. Background**

Over the past 60 years, productivity movements have been successful in driving economic development across the Asia-Pacific. Hundreds of millions of people have been lifted out of extreme poverty, and living standards have risen for those at all income levels. The region has climbed from low- to middle-income status. Over the same period, the world has entered “the digital age,” with the adoption and usage of digital communications becoming widespread among citizens. Technology links individuals, cultures, and markets in unprecedented ways. These technologies and the new modes of communication created present opportunities to expand and evolve productivity promotion to the next stage. Productivity promotion in the digital age will therefore require governments to catch up with citizens and the private-sector in embracing these new communication channels.

In this new era, public-sector digital communication strategies are evolving to help governments better connect with citizens and tailor their content. Government agencies are using strategic storytelling, visual content, mobile communication, and data-driven approaches to advance their missions and engage their audiences. Digital communications open the possibility of personalized campaigns and improved targeting of citizens to ensure that messages from governments reach their intended recipients. NPOs and other agencies involved in promoting productivity at the national level would benefit greatly from incorporating the latest available digital communications tools and strategies to expand their reach and improve public engagement.

This workshop will explore new digital approaches to productivity promotion, with an emphasis on real-life cases and practical advice to understand how government agencies are leveraging and managing social media, video, and digital communications changes to achieve their missions. It will help public-sector officials and other stakeholders in the productivity movement to build support and awareness of productivity using digital technology.

**3. Modality of Implementation**

- a. The sessions will be conducted virtually.
- b. The duration of each day’s sessions will be around three hours.
- c. The APO Secretariat will inform the resource persons and participants of the link to the virtual sessions.
- d. The link will be exclusive to resource persons and participants and should not be shared.

**4. Scope and Methodology**

The sessions will consist of the following:

Day/Date	Activity
Tuesday, 20 April 2021	Presentations: <ul style="list-style-type: none"> <li>• Principles of digital promotion and strategic communication</li> <li>• Media messaging and engagement for the productivity movement</li> </ul> Sharing country cases

Wednesday, 21 April 2021	Presentations: <ul style="list-style-type: none"> <li>• Marketing and branding in the digital age</li> <li>• Research and data analysis for productivity promotion</li> </ul> Sharing country cases
Thursday, 22 April 2021	Presentations: <ul style="list-style-type: none"> <li>• Visual storytelling in the digital age</li> </ul> Action plan: <ul style="list-style-type: none"> <li>• Digital promotion plan for a productivity agency</li> </ul>

## 5. Qualifications of Candidates

Participants must be competent in connecting to virtual meetings, including independently undertaking troubleshooting in the event of poor or lost connections. They must also be proficient in English, both written and spoken. Specific requirements are as follows:

- a. Government officials from agencies involved in national digitalization programs, digital communications and marketing initiatives, national-level productivity promotion, or senior consultants on the public-sector from NPOs.
- b. Two years of experience or more in the position described above.

## 6. Requirement

- a. Have necessary devices comprising a computer, web camera, microphone, and speaker or headphones.
- b. Access to Internet connections suitable for videoconferencing. Stable, wired LAN connections are preferred.
- c. Follow the instructions of the moderators/presenters in asking questions, joining discussions, and answering questions.
- d. Participate in all sessions.

## 7. Financial Arrangements

- a. The APO will meet the assignment costs for international resource persons.
- b. The host country will meet the assignment costs of local resource persons and for a virtual site visit(s), either broadcast live or recorded as applicable.

## 8. Actions by Member Countries

- a. Each participating country will nominate three or more candidates in order of preference.
- b. Self-nominations will not be accepted.
- c. All nominations must be endorsed by an APO Director or Alternate Director and submitted by a Liaison Officer or designated officer.
- d. Each nomination must be accompanied by the APO biodata form and uploaded to the APO Document Management System (DMS)/Fleekdrive by the NPO. The biodata form is available on the APO website.
- e. Late nominations will not be accepted. When a nomination requires the approval of higher authorities and requires a longer time, the member country concerned should send the name(s) of the nominee(s) before or by the deadline, indicating that approval will follow.

- f. If a selected participant becomes unable to participate, the NPO concerned should inform the APO Secretariat and the host country promptly.

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

- a. Selection of candidates will be at the discretion of the Participant Selection Committee of the APO Secretariat.
- b. Selection of candidates will be completed and announced two weeks prior to the start of the sessions.
- c. Slots that become available due to withdrawal of a selected candidate(s) or lack of nominations by a member country may be filled by alternates to be selected on a merit basis.
- d. The APO Secretariat will inform NPOs of the final program and link of the virtual sessions one week prior to commencement.

#### **10. Dress Code**

Participants are required to wear appropriate attire during the sessions.

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

Dr. AKP Mochtan  
Secretary-General