

# Asian Productivity Organization

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## PROJECT NOTIFICATION

15 November 2012

1. **Project Code:** 12-RP-20-GE-STM-B
2. **Title:** Study Meeting on KM and Social Innovation
3. **Duration and Timing:** 19–22 February 2013 (four days)
4. **Venue:** Colombo, Sri Lanka
5. **Implementing Organization:** National Productivity Secretariat  
No. 249, Stanley Thilakarathne  
Mawatha, Nugegoda, Sri Lanka  
Phone: 94-11-2812161  
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6. **Number of Overseas Participants:** Up to eight qualified overseas participants from the following targeted member countries: Bangladesh, Cambodia, India, Malaysia, Nepal, Pakistan, Philippines, and Thailand. Other member countries with particular interest in this project may nominate candidates upon consultation with the Secretariat.
7. **Number of Local Participants:** Up to six participants
8. **Closing Date for Nominations:** 21 December 2012
9. **Objectives:**
  - (1) To study emerging trends in knowledge management (KM) applications in social innovation in the Asia-Pacific;
  - (2) To examine the roles of KM in effective social innovation as well as the roles of different actors, ranging from business enterprises to policymakers, in promoting knowledge creation to contribute to social innovation; and
  - (3) To enhance the participants' knowledge and understanding of potential KM applications in social enterprises.

## **10. Background:**

Asian economies are growing rapidly, but income disparities are widening and social issues plague a large segment of the population. Tackling social issues is very important for APO economies to continue their current growth paths and achieve more sustainable, inclusive development. To that end, innovation in tandem with effective KM can play an important role. Social innovation is the process of developing, securing support for, and implementing new solutions to social needs and problems. The key challenge for the actors in society, ranging from governments to businesses, is to introduce innovation strategically to solve social issues and satisfy social needs.

The promotion of social entrepreneurship and socially responsible businesses is one effective avenue to achieve greater social good, which involves connecting social problems, challenges, and opportunities with increased productivity and knowledge creation. A quintessential example of social innovation is the microfinance schemes of the Grameen Bank in an attempt to combat intractable poverty by increasing the access of the poor to capital. Such social innovation becomes sustainable and powerful with effective KM through systematically creating and translating valuable tacit knowledge on solving social problems into explicit knowledge and scalable solutions via businesses and other productive means.

This study meeting will examine the roles of KM in contemporary social innovation and look at its processes and strategies by referring to best practices and examples. The key components of social innovation such as social capital, social entrepreneurship, and an enabling culture and environment, including social media and technological network tools, will be also discussed.

## **11. Scope and Methodology:**

### **Scope:**

- 1) Social innovation processes, strategies, and components;
- 2) Best practices of social innovation;
- 3) KM tools and techniques in the social innovation context; and
- 4) Challenges and opportunities (i.e., innovation and value creation).

### **Methodology:**

The study meeting will consist of presentations and discussions of resource papers, country papers, and case studies.

## **12. Qualifications of Participants:**

Business leaders, senior officials from the government, or researchers primarily interested in social innovation and the bridge to new methods for knowledge creation and effective KM.

## **13. Financial Arrangements:**

### **a) To be borne by the APO**

- i) All assignment costs of overseas resource persons.
- ii) Round-trip economy-class international airfare for overseas participants between the nearest international airport from the place of work and Colombo by the most direct route. As far as practicable, all participants should purchase discounted tickets (following IATA PEX or other applicable discount fares). **Please note that neither the APO nor the host organization will be responsible for paying any additional per diem allowances and hotel**

**accommodation costs due to early arrival, delayed departure, rerouting of tickets, or any other reason whatsoever.**

- b) To be borne by the host country (Sri Lanka)
  - i) Per diem allowances and hotel accommodation for up to eight overseas participants in Colombo for up to five days at the rate to be prescribed later.
  - ii) Assignment costs for local resource persons.
  - iii) All local implementation costs.
  
- c) To be borne by participants or participating countries
  - i) All participants should be fully insured against accident and illness (including hospitalization and death) for the principal sum of US\$10,000 for the entire duration of the project and travel and must submit to the APO before participation a copy of the comprehensive travel insurance certificate valid in Sri Lanka. This insurance requirement is in addition to existing government insurance coverage in some member countries. If any participant is unable to insure himself/herself as stipulated above, he/she should secure this insurance in the host country at the commencement of the project and pay the premium himself/herself. **Neither the APO nor the implementing organization will be responsible for any eventuality arising from accident or illness.**
  - ii) Any expenses incurred by participants for stopovers on the way to and from the project venue or for extra stay at the project venue before and/or after the official project period due to early arrival, late departure, or any other reason whatsoever.
  - iii) Any expenses related to visa fees and airport taxes.

**14. Actions by Member Countries:**

- a) Nomination of candidates
  - i) Member countries are requested to nominate up to two candidates in accordance with Item 12 above. The key criterion for selection is whether their qualifications and work experience match the nature of the project. Nonselection of candidates is not a reflection on their competence.
  - ii) Member countries are also requested to inform the Secretariat as soon as possible if they do not wish to participate in the meeting, so that vacancies thus created can be allocated to other member countries.
  - iii) Nominations, accompanied by the candidate's biodata on the APO standard form in duplicate along with a passport-sized photograph and the Medical and Insurance Declaration/Certification Form, should reach the Secretariat **no later than 21 December 2012**. The biodata form is available on the APO website. Downloading information is also available from <http://www.apo-tokyo.org/project/participants.html>. If a digital photograph is not submitted electronically, a hard-copy photograph should be sent to the APO Secretariat by postal mail, with the candidate's name and project code clearly marked on the back. NPOs are encouraged to submit their nominations in electronic form.
  - iv) 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 the health conditions or illnesses enumerated on the reverse side of the medical form. However, for all others, medical certification by a recognized physician on the reverse side of the medical form is required.

v) Accepted participants should be advised **not to** bring family members or engage in any private business activity during the entire duration of the project. Further, they should be requested to inform the APO promptly of their inability to participate and the reason for last-minute withdrawal.

b) Preparation of country presentations

Participants officially accepted by the APO are required to prepare country presentations. The guidelines for the presentations will be forwarded to the selected participants.



Ryuichiro Yamazaki  
Secretary-General