



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

5 February 2016

1. **Project Code** 16-RP-01-GE-WSP-B
2. **Title** Workshop on Social Marketing and Networking for National Productivity Organizations (NPOs) and Public-sector Organizations
3. **Timing and Duration** 21–24 June 2016 (four days)
4. **Venue** Colombo, Sri Lanka
5. **Implementing Organization** National Productivity Secretariat (NPS)
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Baththaramulla, Sri Lanka
Phone: 94-11-2186026/2186030
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e-Mail: nposlanka@gmail.com
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, IR Iran, Lao PDR, Malaysia, Pakistan, the Philippines, Singapore, Thailand, and Vietnam. Other member countries with special interest in this project may nominate candidates upon consultation with the APO Secretariat.
7. **Number of Local Participants** Up to six qualified participants
8. **Closing Date for Nominations** 16 May 2016
9. **Objectives**
 - a. To enhance participants' knowledge and understanding of the social marketing concept and principles and how they can be used to enhance the visibility of NPOs and public-sector organizations; and
 - b. To share knowledge on good practices of social marketing among NPOs and public-sector organizations for advocacy campaigns and promotion of productivity programs.

10. Background

Social marketing is the systematic application of marketing techniques, along with other concepts and techniques, to influence a target audience's behavior to achieve specific goals for a social good. It is selling ideas or new concepts to influence attitudes and behaviors that may lead to change for the benefit of individuals, groups, or society as a whole. It represents an approach to planned social change such as promoting environmentally protective behaviors, increasing the use of community services, or facilitating the formulation and adoption of new policies and standards. Social marketing targets the behavioral change of not

only individual citizens but also of organizations.

Social marketing strategies are relevant for NPOs and public-sector organizations to communicate their activities and encourage their principal stakeholders to subscribe to certain beneficial attitudes and behaviors. For example, social marketing can be applied by NPOs to persuade enterprises to adopt the Green Productivity (GP) approach in their business activities. It may also be used to bring about changes in the attitudes of people to embrace the concept of sustainable production and consumption, energy efficiency, green business, and environmental protection, among others. Through motivating and enabling stakeholders to move toward beneficial behavioral changes, social marketing helps NPOs and public-sector organizations to enhance their organizational visibility and gain support from the government for productivity enhancement initiatives.

In 2015, the APO organized a four-day workshop in which social marketing was introduced as one strategy to enhance NPOs' visibility. This 2016 workshop is being organized to follow up on social marketing initiatives implemented in member countries for productivity enhancement as well as to analyze and discuss the potential of social marketing applications by NPOs and other public-sector agencies, especially in GP promotion-related activities.

11. Scope and Methodology

Scope

- a. Social marketing concept, principles, tools, and techniques;
- b. Planning, implementing, and evaluating social marketing projects;
- c. Community-based social marketing;
- d. Social marketing for GP promotion; and
- e. Successful models of social marketing among NPOs and public-sector organizations.

Methodology

The workshop will consist of presentations and case studies by resource persons, country paper presentations, knowledge-sharing sessions among participants; and site visit.

The tentative program of the workshop is given below:

Date/Time	Activity
Mon., 20 June	Arrival of participants in Colombo
Tue., 21 June	Opening session Presentations by resource persons Country paper presentations
Wed., 22 June	Country paper presentations (cont.) Presentations by resource persons (case studies)
Thurs., 23 June	Site visit Group discussion and formulating action plans
Fri., 24 June	Group discussion presentations Comments from resource persons Program evaluation Closing session
Sat., 25 June	Departure of participants

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Public relations officers from NPOs and public-sector agencies, preferably involved in GP promotion activities.
Experience	At least five years of experience in the position described above.
Education	University degree or equivalent qualification from a recognized university/institution.
Language	All presentations and discussions during the workshop 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 45 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

13. Financial Arrangements

To be borne by participants or participating countries

- a. Participants' insurance premiums: All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 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. 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, if necessary, from the per diem allowance provided. Neither the APO nor the implementing organizations will be responsible for any eventuality arising from accident or illness.
- b. All expenses related to visa fees and airport taxes.
- c. Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period because of early arrival or late departure, for example, due to either limited available flights or any other reason.

To be borne by the host country

- a. Per diem allowances and hotel accommodation for up to 18 overseas participants for up to five days at the rate to be specified later.
- b. All local implementation costs.

To be borne by the APO

- a. All assignment costs of overseas resource persons.
- b. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participants' place of work and Colombo. As far as practicable, all participants should purchase discount tickets. Please 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. It is also available on the APO website and from APO Liaison Officers in member countries.

14. 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 section 12 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 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). 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 Research and Planning Department, APO Secretariat (e-mail: rp@apo-tokyo.org, fax: 81-3-5840-5324).
- 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, the 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 workshop.
- l. NPOs should inform participants that they must attend all five days of the project to qualify for the certificate of attendance.

15. 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.

16. Project Preparation

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

17. Postproject Actions

All participants are required to prepare action plans and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the workshop.

18. Evaluation of Participants

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

19. 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).



Mari Amano
Secretary-General

16-RP-01-GE-WSP-B

Workshop on Social Marketing and Networking for
National Productivity Organizations (NPOs) and Public-sector Organizations
21–24 June 2016, Colombo, Sri Lanka

Guidelines for Preparation of Country Papers

The participants in this workshop are expected to prepare and present country papers keeping in mind the objectives, scope, and proposed outline below. The fundamental objective of country papers is to give an overall view on the applicability of social marketing in NPOs and public-sector organizations.

Proposed Outline of Country Papers

1. Applicability of social marketing in NPOs' and public-sector organizations' activities.
2. Description of any concept implemented or good practices in social marketing and challenges encountered. Participants are encouraged to contact previous-year participants in the Workshop on Social Marketing and Networking for National Productivity Organizations organized by the APO through NPOs in member countries to obtain follow-up on their social marketing plan implementation (if any).
3. Potential of the application of social marketing in GP-related activities in your organization.

The country paper should be printed out, single-spaced, on standard A4-sized paper and be between 3 and 5 pages in length, excluding tables/figures. Each participant should prepare a PowerPoint file for presentation of the country paper. A soft copy of the country paper and PowerPoint file should reach the APO (hngo@apo-tokyo.org; mchiba@apo-tokyo.org) and NPS (nposlanka@gmail.com) no later than 1 June 2016. All participants are expected to make a PowerPoint presentation of 10 minutes including a Q&A session. The presentations should focus only on the main points of the country paper. It is suggested that participants organize their presentations based on the topical outline above.