



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

22 April 2014

1. **Project Code** 14-AG-28-GE-OSM-B
2. **Title** Multicountry Observational Study Mission on Best Practices in Promoting Innovation and Productivity in Agriculture for Mass Media Practitioners
3. **Timing and Duration** 8–14 September 2014 (seven days)
4. **Venue** Japan
5. **Implementing Organization** APO Secretariat
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, IR Iran, Republic of Korea, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam.

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 qualified participants
8. **Closing Date for Nominations** 8 July 2014
9. **Objectives**
 - a. To expose television and print journalists to modern technologies, innovations, and best practices in Japan to improve productivity in agriculture;
 - b. To establish a platform for networking with the media on information and knowledge dissemination related to agricultural productivity promotion; and
 - c. To develop a framework for cooperation among journalists, NPOs, and the APO in productivity promotion.

10. Background

Innovations and productivity improvement are crucial in enabling countries in Asia to meet national food requirements amid challenges posed by declining arable land, climate change, competing nonfood uses for agricultural commodities, and increasing food demand by growing populations. In most developing countries in Asia, the agricultural landscape is dominated by small farms where productivity is low and farmers have meager income to improve their well-being. While there have been substantial technological developments and innovations in agriculture, many of these have not reached small farmers due to constraints in the flow of knowledge and information, among other factors. The mass media could be the missing link in efforts of governments to transfer knowledge and information more effectively to the multitude of small farmers scattered in rural areas. They can also be a potent force in disseminating knowledge and information and influencing opinions and decisions among policymakers and investors.

This project is designed to enable mass media representatives, particularly those in the television and print media, to understand current developments and innovations in agriculture and encourage them to disseminate such information to target stakeholders in member countries. It would also provide opportunities for networking among media practitioners in different member countries for information and knowledge sharing. The participants are also expected to be oriented on the mission of the APO to support the economic development of member countries through productivity improvement, particularly in agriculture.

Japan was selected as the venue for this project because of the various existing models of advanced farming technologies and innovations introduced to raise farm productivity and the quality of agricultural products.

11. Scope and Methodology

The following topics will be covered in this study mission:

- a. The role of the APO in promoting productivity in member countries;
- b. Innovative policies to improve productivity in agriculture;
- c. Plant factories for increasing agricultural productivity in land-scarce areas;
- d. New-generation farm machinery for improving productivity in labor-scarce regions;
- e. Agrotourism as diversification model for increasing farm incomes;
- f. Branding of agricultural products in Japan; and
- g. Best practices of the mass media in the promotion of agricultural innovation.

The following are the tentative sites to be visited:

- a. Agrotourism and homestay models;
- b. Sites operating advanced farm machinery;
- c. Plant factory and Chiba University R&D Center;
- d. Tea plantation and tea-processing factory; and
- e. Sites utilizing cutting-edge farming technologies.

The study mission will consist of interactive sessions on theme presentations, sharing of country experiences, individual/group exercises, and field visits.

The tentative program of the study mission is given below:

Date/Time	Activity
Sun. 7 Sept. 2014	Arrival of participants in Tokyo

Mon. 8 Sept.	Opening session Presentation of resource papers
Tues. 9 Sept.	Field visits to relevant farms, companies, or organizations
Wed. 10 Sept.	Field visits to relevant farms, companies, or organizations
Thurs. 11 Sept.	Field visits to relevant farms, companies, or organizations
Fri. 12 Sept.	Field visits to relevant farms, companies, or organizations
Sat. 13 Sept.	Field visits to relevant farms, companies, or organizations
Sun. 14 Sept.	Synthesizing lessons learned Presentation of group discussion output Program evaluation by participants, resource persons, and implementing organization Summing-up session Closing session
Mon. 15 Sept.	Departure of participants

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Professional print and television journalists covering agricultural and agribusiness topics.
Experience	At least three 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 35 and 50 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

For participants from profit-making organizations, except SMEs from APO member countries other than Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal

- a. Round-trip international airfare between the member country and Tokyo.
- b. Participating country expenses of USD50 per participant, payable to the APO in

For all participants

- a. Participants should be fully insured in Japan, regardless of any insurance coverage obtained in their own country, against accident and illness (including hospitalization) for:
 - accidental death and dismemberment up to ¥4,000,000
 - medical expenses for accident up to ¥4,000,000
 - medical expenses for illness up to ¥4,000,000for the entire duration of the project and travel. The APO will secure this insurance on behalf of the participants in the host country from the day before project commencement until the day after project completion. Each participant must pay the premium himself/herself out of the per diem allowances provided. Neither the APO nor the implementing organization 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 on account of early arrival or late departure, for example, due to either limited available flights or any other reason.

To be borne by the APO

- a. All assignment costs of resource persons.
- b. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Tokyo for participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal; for participants from SMEs; and for participants from nonprofit organizations from other APO member countries. As far as practicable, all participants should purchase discounted 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 and is available on the APO website and from APO Liaison Officers in member countries.
- c. Hotel accommodations and per diem allowances for up to 18 overseas participants for up to eight days at the rate to be specified later.
- d. All other local implementation costs.

14. Actions by Member Countries

- a. Each participating country is requested to nominate two or more candidates in the order of preference. Please ensure that candidates nominated meet the qualifications specified under section 12 above. Nominations of candidates not meeting such qualifications will not be considered.
- 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 Agriculture Department, APO Secretariat (e-mail: agr@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, 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 seven 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

Participants are encouraged to bring samples of their work in PowerPoint or video formats for sharing during the discussion sessions.

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 study mission.

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