



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION ADDENDUM

4 June 2014

1. **Project Code** 14-IN-67-GE-TRC-B
2. **Project Title** e-Learning Course on Service-sector Innovation
3. **Addendum No.** 1
4. **Reference** 14-IN-67-GE-TRC-B: Project Notification dated 4 April 2014
5. **Change** Item No. 3 “Timing and Duration”  
Item No. 7 “Closing Date for Nominations”

The timing and duration and closing date for nominations for **Session 2** of the e-learning course have been changed to:

**Timing and Duration: 8–11 September 2014**

**Closing Date for Nominations: 8 August 2014**

Other terms and conditions as specified in the Project Notification dated 4 April 2014 remain unchanged.

Mari Amano  
Secretary-General



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## PROJECT NOTIFICATION

4 April 2014

1. **Project Code** 14-IN-67-GE-TRC-B
2. **Title** e-Learning Course on Service-sector Innovation
3. **Timing and Duration** Session 1: 22–25 July 2014 (four days)  
Session 2: 10–13 November 2014 (four days)
4. **Venue** Session 1: Cambodia, Fiji, Mongolia, Nepal, Philippines, and Vietnam (six countries)  
Session 2: Bangladesh, Indonesia, IR Iran, Malaysia, Pakistan, and Thailand (six countries)
5. **Implementing Organizations** APO Secretariat and the following NPOs:  
Session 1  
1) Cambodia: National Productivity Centre of Cambodia  
2) Fiji: National Training & Productivity Centre, Fiji National University  
3) Mongolia: Mongolian Productivity Organization  
4) Nepal: National Productivity and Economic Development Centre  
5) Philippines: Development Academy of the Philippines  
6) Vietnam: Vietnam Productivity Centre  
Session 2  
1) Bangladesh: National Productivity Organisation  
2) Indonesia: Ministry of Manpower and Transmigration  
3) IR Iran: National Iranian Productivity Organization  
4) Malaysia: Malaysia Productivity Corporation  
5) Pakistan: National Productivity Organization  
6) Thailand: Thailand Productivity Institute
6. **Number of Participants** More than 20 from each participating country
7. **Closing Date for Nominations** Session 1: 23 June 2014  
Session 2: 1 October 2014
8. **Objectives**
  - a. To provide an understanding of the concept of innovation from a service-sector perspective for enhancing productivity;
  - b. To learn about and share the implementation strategies for successful application of innovation in the service sector; and

- c. To promote innovation in the service sector by sharing success stories.

## 9. Background

The service sector plays a vital role in a country's economic growth. This has become especially evident recently in the Asia-Pacific region. The service sector is one of the major contributors to the GDP of many APO member countries. However, the overall productivity level of the service sector is not very high. Thus, the promotion of productivity and service-sector innovation is crucial to drive national economies.

Economic growth in advanced economies with a good quality of life typically is dominated by the service sector. The sector can have a significant influence on the strength of the national economy. This requires joint efforts by stakeholders to raise service quality and create an experience of hospitality for customers. There has been increasing demand to improve productivity in the service sector, although this is challenging. Service-sector innovation can result in quantum leaps in productivity and involves harnessing the creativity of employees to increase efficiency and enhance overall performance.

This e-learning course is offered through videoconferencing using the World Bank's Global Development Learning Network (GDLN) platform. GDLN centers in participating countries will be used for this purpose. In countries where World Bank facilities are not available, other service providers will be tapped. Professional experts will conduct this e-learning course. Each country team will make presentations to share their experiences in service-sector innovation which will be moderated by a local coordinator. On the last day, a written examination will be conducted to test the participants' learning from the course.

## 10. Scope and Methodology

The tentative modules to be covered are:

- a. Overall concept of service-sector innovation;
- b. How to apply an innovation framework for the service sector; and
- c. Sharing best practices.

The course will consist of e-lectures and presentations, group discussion, field visit(s), group presentations, and exam.

The tentative program of this e-learning course is given below:

<b>Day</b>	<b>Activity</b>
Day 1	Opening session and presentation of resource papers
Day 2	Presentation of resource papers
Day 3	Field visit(s)
Day 4	Group presentations on field visit(s), course evaluation, and examination

## 11. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Staff and managers from the service sector or NPO consultants providing productivity improvement consultancy for SMEs in the service sector.
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 required to make oral and written presentations.
Age	Preferably between 30 and 50 years.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

## **12. Financial Arrangements**

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

- a. All assignment costs for resource speakers to prepare presentation materials and deliver presentations.
- b. Rental and other charges of the GDLN/videoconferencing centers in participating countries and Japan.
- c. Honorarium for a local coordinator and transportation cost for field visit(s) in each participating country.

### **To be borne by participating countries**

Any other local implementing costs not covered by the APO.

## **13. Actions by Member Countries**

- a. Each participating country is requested to nominate more than 20 participants and submit a list in the format to be provided by the Secretariat later. Please adhere to the nomination deadlines give in section 7 of this document and ensure that candidates nominated meet the qualifications specified above.
- b. Each participating country will identify an appropriate local coordinator. The coordinator will moderate all technical sessions including group exercises/individual assignments in consultation with the NPO and chief resource person identified by the APO. The group exercises will include experience sharing, views of participants on service-sector innovation, and review of online sessions. The coordinator will also make all necessary arrangements with the local GDLN/videoconferencing centers prior to commencement of the e-learning course to ensure that the facility is ready for the sessions.



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