



PROJECT NOTIFICATION

Ref. No.: 22-RC-04-GE-DLN-A-PN2200011-002

Date of Issue	04 February 2022
Project Code	22-RC-04-GE-DLN-A
Title	APO Productivity Talk
Timing and Duration	February–December 2022 (11 months)
Hosting Country(ies)	Not Applicable
Modality	Digital Multicountry
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Open
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Qualifications of Participants	Open
Nomination of Participants	Not Applicable
Closing Date for Nominations	Not Applicable

1. Objectives

- a. Discuss current and emerging trends relating to productivity enhancement and innovation in the industry, service, agriculture, and public sectors through digital platforms.
- b. Share exemplary applications of productivity enhancement tools and techniques at organization/firm level.
- c. Provide insights from APO research findings, latest publications, and national productivity initiatives among member countries.
- d. Document inspiring productivity success stories/case studies by producing videos to disseminate them.

2. Background

One of the primary tasks of the APO as a clearinghouse of information is to disseminate knowledge and know-how on productivity-related subjects to the public. In difficult times such as the ongoing global pandemic, providing new productivity-related knowledge has become even more important to enable firms and organizations to apply innovative, inspiring ideas to enhance productivity, remain competitive, and overcome a very challenging situation.

The APO's Productivity Talks (P-Talks) is a platform where such ideas for resolving challenges in member countries and beyond are exchanged and discussed. The P-Talks originally started as a response to the program delivery constraints caused by the COVID-19 pandemic. They quickly took center stage and become a flagship program with more than 135 sessions conducted and an average 3,000+ views per month since the program was first launched in April 2020.

The talks feature eminent speakers, experts from NPOs, practitioners, and academics to share the latest knowledge on productivity and its practical applications in various sectors followed by discussions with moderators and interactions with live viewers. They are broadcast through the APO YouTube channel and represent the APO's digital transformation and a breakthrough in reaching out to a global audience.

In 2022, the P-Talks will have new series aside from the P-Innovator that started last year. The P-Stories will document successful productivity enhancement efforts in easy-to-understand, appealing ways to encourage replication, and the i-Talks will invite speakers from a broad spectrum of life to share their productivity experience and foresight with the audience.

3. Modality of Implementation

- a. The P-Talk, Top Talk, P-Innovator, P-Story, and i-Talk sessions will be conducted through livestreaming or recorded and broadcast via the APO YouTube channel.
- b. The sessions will include presentations, panel discussions, sharing of success stories, and online interactions with viewers.
- c. Selected speakers and themes may be considered for publication under the title of "Productivity Insights," i.e., follow-up, in-depth reports that elaborate on a topic discussed during a P-Talk session.

4. Scope and Methodology

The theme for 2022 is "Productivity Rebound and Regrowth," conveying the imperative for everyone to move forward beyond resilience and aim at rebound and regrowth with productivity as the key enabler. The topics to be covered will include new normal productivity solutions, new normal business, new workstyles/reform, emerging/shifting skills, recent productivity innovations, and how various sectors can rebound and develop new growth strategies from the perspectives of governments, industry leaders, NPOs, academics, technology entrepreneurs, and others.

5. Qualifications of Participants

The sessions will be open to all viewers in member and nonmember countries.

6. Financial Arrangements

The APO will meet the assignment costs for resource persons and the production costs for videos.

7. Implementation Procedures

- a. The sessions will be broadcast on the APO YouTube channel.
- b. The sessions will be open for interaction between viewers and speakers by asking questions and/or making comments in the comment box below the video after the live sessions end. The speakers or the APO Secretariat will respond to the comments and questions.

8. Actions by Member Countries

- a. NPOs are encouraged to promote the sessions through their respective social media platforms and websites.
- b. Identify inspiring productivity improvement experiences for consideration as P-Stories material.

9. Actions by the APO Secretariat

- a. Identify and invite speakers to give presentations.
- b. Make public announcements of the sessions on social media platforms and the APO website.
- c. Carry out in-depth analyses of selected presentation topics and publish them in the P-Insights series.



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