



## PROJECT NOTIFICATION

Ref. No.: 21-RC-18-SP-INF-A-PN2200042-001

<b>Date of Issue</b>	18 April 2022
<b>Project Code</b>	21-RC-18-SP-INF-A
<b>Title</b>	Productivity Gemba Videos
<b>Timing and Duration</b>	April 2022–March 2023 (12 months)
<b>Hosting Country(ies)</b>	Not Applicable
<b>Modality</b>	Not Applicable
<b>Implementing Organization(s)</b>	Japan Productivity Center and APO Secretariat
<b>Participating Country(ies)</b>	Open
<b>Overseas Participants</b>	Not Applicable
<b>Local Participants</b>	Not Applicable
<b>Qualifications of Participants</b>	Not Applicable
<b>Nomination of Participants</b>	Not Applicable
<b>Closing Date for Nominations</b>	Not Applicable

## **1. Objectives**

- a. Showcase the continuing importance and relevance of Japan-based productivity improvement initiatives encapsulated in the gemba approach.
- b. Illustrate applications of gemba-based methods, tools, and techniques for enhancing productivity and quality in the manufacturing, service, agriculture, and public sectors.
- c. Share insights on gemba-based implementation efforts from practitioners' viewpoints.

## **2. Background**

"Gemba" is a Japanese word that may be literally translated as "a site" or "onsite." However, in the context of productivity improvement initiatives, gemba is a powerful learning experience that entails identifying issues, capturing and verifying facts, and working out solutions based on knowledge and understanding derived from real-world situations. The English equivalent from the perspective of an industrial setting is "the shopfloor," but gemba in the context of productivity improvement has many more lessons and insights to offer since it includes a hands-on attitude and mindset.

Under a special cash grant from the Government of Japan, this project will produce a series of videos showcasing the philosophy and spirit of gemba and emphasizing the importance of initiating productivity improvement on the ground by featuring down-to-earth examples of efforts undertaken by practitioners with hands-on experience.

The examples to be featured may include well-established, Japan-based methods or techniques for company-wide productivity enhancement such as 5S, quality control circles, kaizen, monozukuri, total productive maintenance, or the Toyota Production System in the case of manufacturing industries. The tools, techniques, and methodologies to be showcased for the manufacturing, service, agriculture, and public sectors will be aligned with the latest practices and applications in each sector. A common thread in all these examples is an emphasis on the adaptations, innovations, and transformations that have been applied during the COVID-19 pandemic to ensure the resilience of businesses/sectors, thereby confirming that gemba practices contribute to identifying agile, timely solutions to emerging issues.

In collaboration with Japan Productivity Center (JPC), the APO Secretariat will produce a series of videos focusing on Japanese methods for enhancing productivity and quality. The video series will be utilized to enrich the learning experiences of both APO multicountry and in-country projects, supplement e-courses, and be uploaded on APO digital platforms to expand the spectrum of viewers, raise the visibility of the APO, and promote the continuing relevance and validity of the gemba approach for industrial excellence worldwide.

## **3. Modality of Implementation**

- a. The APO Secretariat will consult with the JPC to identify Japanese resource persons to act as presenters and companies to be featured in the videos.
- b. The videos will include theoretical presentations on productivity tools and techniques, followed by illustrations of onsite application in selected host companies.
- c. The gemba videos will be uploaded and broadcast via the APO YouTube channel.

## **4. Scope**

The videos will showcase Japanese companies' actions in sustaining business continuity by introducing innovative business models, undertaking digitization, applying productivity enhancement tools and techniques, adopting Green Productivity, collaborating in supply chains, upgrading to and/or deploying smart manufacturing, etc.

## **5. Financial Arrangements**

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

## **6. Implementation Procedures**

- a. In consultation with the JPC, the APO Secretariat will select a production company to develop the videos, including the pre- and postproduction processes.
- b. The assigned resource persons and/or company representatives will show applications of specific productivity techniques in real-life settings.
- c. The video clips will be uploaded to APO YouTube channel and shared with NPOs.
- d. The videos will also be used as references for APO digital multicountry and in-country projects.

## **7. Actions by NPOs**

NPOs are encouraged to upload and share the videos through their social media platforms and websites.

## **8. Actions by the JPC**

- a. Identify resource persons and companies to be featured in the videos.
- b. Recommend a production company for the video series.

## **9. Actions by the APO Secretariat**

- a. Assign the resource persons and video production company.
- b. Announce the videos on social media platforms and the APO website when completed.



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