



## PROJECT NOTIFICATION

Ref. No.: 22-RC-65-SP-INF-A-PN2200098-001

<b>Date of Issue</b>	14 December 2022
<b>Project Code</b>	22-RC-65-SP-INF-A
<b>Title</b>	Productivity Gemba Videos (Series 2)
<b>Timing and Duration</b>	December 2022–March 2024 (16 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 the 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, and agriculture sectors.
- c. Share insights on implementation from practitioners' viewpoints.

## 2. Background

Under a special cash grant from the Government of Japan, the APO Secretariat in collaboration with the Japan Productivity Center (JPC) developed series of videos focusing on Japanese methods for enhancing productivity and quality in the manufacturing, service, and agriculture sectors. Emphasizing "*gemba*," a Japanese word that may literally be translated as "site," the videos showcase the best practices of Japanese companies in applying productivity enhancement methods. They include how leaders play their roles in leading productivity enhancement within organizations, employee involvement and contributions, service quality to customers, and digital transformation.

This year, the project will continue by producing another 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. This new series will expand the scope by exploring *gemba* in more specific topics such as efficient fresh food cold chains, Green Productivity through environmentally friendly plastic collection and recycling businesses, effective digitalization of SMEs, and other relevant topics that contribute to productivity enhancement.

Similar to the first series, the second will also be utilized to enrich the learning experiences of both APO multicountry and in-country projects, supplement e-learning 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 applications 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 efficient fresh food cold chains, Green Productivity through environmentally friendly plastic collection and recycling businesses, effective digitalization of SMEs, 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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Secretary-General