PROJECT NOTIFICATION

Ref. No.: 23-RC-07-GE-DLN-A-PN2200109-003

Date of Issue	08 December 2022
Project Code	23-RC-07-GE-DLN-A
Title	APO Productivity Talk
Timing and Duration	January–December 2023 (12 months)
Hosting Country(ies)	Not Applicable
Modality	Digital Multicountry
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Not Applicable
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Qualifications of Participants	Not Applicable
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

The APO's Productivity Talk (P-Talk) series is a platform where 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 became a flagship program, with more than 175 sessions conducted and an average of 3,000+ views per month, 6,000+ shares, 8,000+ likes, and nearly 4,000 subscribers since the program was first launched in April 2020.

The theme for 2023 is "Transformation and Productivity." The pandemic has accelerated transformation in various sectors and organizations and sped up the adoption of digital technologies by several years. Now the main task is to sustain and maintain the transformations driven by productivity by enhancing skills, promoting efficient reallocation of labor and capital, addressing new forms of competition and challenges, and adopting emerging digital services. If businesses can achieve sustainable transformation, they will eventually generate a virtuous cycle of growth and equitable distribution of productivity gains through creating better jobs.

The P-Talks in 2023 will showcase how various sectors can sustain transformation and productivity improvement from the perspectives of governments, industry leaders, NPOs, academics, technology entrepreneurs, and others.

3. Methodology of Implementation

a. The P-Talk, Top Talk, and P-Innovator 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. Presentations by selected resource persons on specific themes may be considered for publication in the *Productivity Insights* report series for more in-depth coverage of topics discussed during P-Talk sessions.

4. Scope and Methodology

The talks feature eminent resource persons, professionals from NPOs, productivity practitioners, and academics who share the latest knowledge on productivity-related topics and practical applications in various sectors followed by discussions with moderators and interactions with live viewers. They are broadcast on the APO YouTube channel and showcase the APO's digital transformation efforts with outreach to a global audience.

5. Qualifications of Participants

The sessions are 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 resource persons by asking questions and/or making comments in the comment box after the live sessions. The resource persons or APO Secretariat will respond to the comments and questions.

8. Actions by Member Countries

a. Promote the sessions through NPOs' social media platforms and websites.

b. Recommend resource persons based on the theme for Secretariat's consideration.

9. Actions by the APO Secretariat

a. Identify and invite resource persons and moderators to give presentations and facilitate the sessions.

b. Make public announcements of the sessions on APO social media platforms and website.

c. Carry out in-depth analyses of selected presentation topics and publish them in the *P-Insights* report series if appropriate.

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Secretary-General