



## PROJECT NOTIFICATION

Reference No.: 105

<b>Date of Issue</b>	17 May 2023
<b>Project Code</b>	23-CP-31-GE-OSM-A
<b>Title</b>	Multicountry Observational Study Mission on Service Innovation
<b>Timing</b>	12 July 2023–13 July 2023
<b>Hosting Country(ies)</b>	Republic of China
<b>Venue City(ies)</b>	Not Applicable
<b>Modality</b>	Online
<b>Implementing Organization(s)</b>	China Productivity Center and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	57
<b>Local Participants</b>	12
<b>Closing Date</b>	28 June 2023
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Discover the drivers for creating a culture that fosters service innovation and cultivates creative thinking; learn about service design thinking and innovation, employee-led initiatives, and public-private partnerships to accelerate the culture of innovation; and deepen understanding of operations and processes through virtual site visits in the ROC and discuss lessons learned.
<b>Rationale</b>	The APO Vision 2025 emphasizes innovation-led productivity. Employee-led open innovation is a popular method implemented in the Asia-Pacific region to create platforms to systematically generate social value and business growth. The service sector has become increasingly important in the Asia Pacific region; hence, innovation is essential for enabling service providers to deliver better and more efficient services to customers.
<b>Background</b>	<p>Cultivating a culture of innovation is a key to enhancing productivity. It is essential for businesses to contribute new value to consumers, users, and society in changing market conditions. Agility in response to the pandemic, introducing digitalization, and reshaping business models for sustainability all contribute to a culture of innovation. Innovation requires a holistic mindset in tackling environmental concerns, sustainability, and social well-being.</p> <p>One way to nurture the culture of innovation is through adopting design thinking approaches, which is a holistic, intuitive, and customer-focused problem-solving approaches to maximize impact and profit for shareholders, according to the McKinsey report in 2023. An article in the Harvard Business Review in 2023 highlighted design thinking as a way to generate broad commitment to change by involving customers and other stakeholders in problems and solutions. Another approach is developing national policies to encourage open innovations, emphasizing investment in startups. Understanding these driving forces for enhancing creativity and employee engagement can result in more resilient business models. This study mission will examine methodologies to create an innovation culture by focusing on design thinking approaches and design-driven company culture.</p>
<b>Topics</b>	Introducing service design thinking and innovation; Methods to encourage an innovation culture; Public-private-sector relationships to nurture service innovation; and Virtual site visits in the ROC.
<b>Outcome</b>	Understand concepts and drivers for creating corporate cultures to enhance service innovation; apply design thinking approaches and initiatives to advance innovation culture; and learn from case studies from the ROC for adaptation in other members.
<b>Qualifications</b>	Government officials, representatives of industrial associations, leaders and representatives of enterprises, and entrepreneurs.

Please refer to the implementation procedures circulated with this document for further details.



Dr. Indra Pradana Singawinata  
Secretary-General