



PROJECT NOTIFICATION

Reference No.: 518

Date of Issue	27 January 2025
Project Code	25-SN-07-GE-VSN-C
Title	APO Vision 2025 Outreach
Timing	1 January 2025–15 December 2025
Hosting Country(ies)	All Member Countries
Venue City(ies)	All Member Countries
Modality	Hybrid
Implementing Organization(s)	National Productivity Organizations and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Closing Date	31 March 2025
Remarks	Not Applicable

Objectives	Promote the APO Vision 2025, deepen understanding of productivity concepts among APO members, and enable greater support for National Productivity Organizations (NPOs) as the main bodies spearheading productivity movements in APO members.
Rationale	The APO Vision 2025 outlines strategic targets to be achieved by 2025, calling for active involvement from the entire region's productivity community. The APO Vision 2025 Outreach Program enables members to proactively disseminate information on the vision and engage all stakeholders in its pursuit, ensuring collective effort for the vision's success.
Background	<p>The APO Vision 2025 aims to achieve "inclusive, innovation-led productivity growth in Asia and the Pacific" with specific goals, key result areas, and deliverables. These are translated into APO program areas and annual project lineups to ensure alignment with the vision's strategic direction.</p> <p>Achieving the vision requires continuous efforts to raise awareness and disseminate its aspirations. The APO Vision 2025 Outreach Program empowers members to promote the vision's goals and targets, particularly "inclusive, innovation-led productivity growth," fostering a sense of ownership of the productivity concept and emphasizing its continuing relevance throughout the region.</p> <p>The APO Vision 2025 Outreach Program has two biennial themes for 2022 to 2025: 1) Innovations for Higher Productivity (2022–23); and 2) Inclusive Productivity (2024–25). Activities for each year will be tailored by individual NPOs.</p>
Topics	Nationwide promotion of the APO Vision 2025 mission, goals, key result areas, and strategic thrusts; and productivity concepts, tools, and approaches aligned with the central theme of "inclusive productivity."
Outcome	Increased awareness of APO Vision 2025 initiatives, broader recognition of NPOs as key productivity-promoting institutions in APO members, and greater engagement and commitment from all stakeholders in productivity agendas.
Qualifications	Not applicable.

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



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