



PROJECT NOTIFICATION

Reference No.: 607

Date of Issue	1 May 2025
Project Code	24-SN-07-GE-VSN-C
Title	APO Vision 2025 Outreach (VSN)
Timing	1 January 2024–31 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 December 2025
Remarks	This PN supersedes the version issued on 29 January 2024 (Reference No. 266) to update the program timing.

Objectives	Disseminate information on 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 developed Vision 2025 to set the direction and targets to be achieved by 2025, which will require the involvement of the entire productivity community in the region. The APO Vision 2025 Outreach Program enables members to proactively disseminate information on the vision and engage all stakeholders in achieving its goals.
Background	<p>The APO Vision 2025 is meant to achieve “inclusive, innovation-led productivity growth in Asia and the Pacific.” This involves specific goals, key result areas, and deliverables, which are translated into program areas and annual project lineups to ensure that APO activities are aligned with the intent and direction of the vision.</p> <p>The achievement of goals and deliverables of the vision requires continuous efforts to raise awareness and disseminate its aspirations. The APO Vision 2025 Outreach Program supports members in raising awareness of the vision goals and targets, particularly “inclusive, innovation-led productivity growth,” creating 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 Quality (2022–23); and 2) Inclusive Productivity (2024–25). Specific activities will be decided by individual NPOs.</p>
Topics	Nationwide promotion of the APO Vision 2025 mission, goals, key result areas, and strategic thrusts.
Outcome	Increased awareness of APO Vision 2025 initiatives and broader recognition of NPOs as key productivity-promoting institutions in APO members.
Qualifications	Not Applicable

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



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