



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION ADDENDUM

7 July 2015

1. **Project Code** 15-AG-15-GE-OSM-B
2. **Project Title** Multicountry Observational Study Mission on Revitalizing Rural Economies for More Inclusive Development
3. **Duration** 14–18 September 2015 (five days)
4. **Venue** Taipei, Republic of China
5. **Addendum No.** 1
6. **Reference** APO Project Notification 15-AG-15-GE-OSM-B dated 7 May 2015
7. **Details** Changes in Project Notification Item No. 4 “Venue,” No. 5 “Implementing Organizations,” and No. 13 “Financial Arrangements”

7-1 Change in Item No. 4 Venue

The venue of the study mission will be **Taipei**, Republic of China.

7-2 Change in Item No. 5 Implementing Organizations

The National 4-H Club Association will be an additional implementing organization for this study mission.

7-3 Change in Item No. 13 Financial Arrangements

To be borne by participants or participating countries

For participants from profit-making organizations, except SMEs from APO member countries other than Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal:

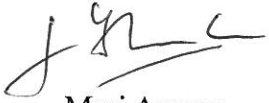
- a. Round-trip international airfare between the member country and **Taipei**, Republic of China.

To be borne by the APO

- b. Round-trip economy-class international airfare by the most direct route between the international airports nearest to the participants’ place of work and **Taipei**, Republic of China. As far as practicable, all participants should purchase discount tickets. Please note that the arrangements for the purchase of air tickets should follow the “Guide on Purchases of Air Tickets for APO Participants,” which will be sent to the selected participants. It is also available on the APO website and from APO Liaison Officers in

member countries.

Unless otherwise modified by the APO in writing, the provisions of the Project Notification dated 7 May 2015 pertaining to this study mission remain valid.

A handwritten signature in black ink, appearing to read 'Mari Amano', with a stylized flourish at the end.

Mari Amano
Secretary-General



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

7 May 2015

1. **Project Code** 15-AG-15-GE-OSM-B
2. **Title** Multicountry Observational Study Mission on Revitalizing Rural Economies for More Inclusive Development
3. **Timing and Duration** 14–18 September 2015 (five days)
4. **Venue** Republic of China
5. **Implementing Organizations**

Council of Agriculture, Executive Yuan
37 Nanhai Road, Taipei 10014, Republic of China
Phone: (886-2) 2381-2991
Website: <http://eng.coa.gov.tw/index.php>

China Productivity Center
2F, No. 79, Sec. 1, Xintai 5th Rd., Xizhi Dist.
New Taipei City 221, Republic of China
Phone: 886-2-2698-5886
Fax: 886-2-2698-2976
6. **Number of Overseas Participants** Up to 18 qualified participants from the Bangladesh, Cambodia, Fiji, India, Indonesia, Islamic Republic of Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam. Other member countries with special interest in this project may, however, nominate candidates upon consultation with the APO Secretariat.
7. **Number of Local Participants** Up to six qualified participants
8. **Closing Date for Nominations** 3 July 2015
9. **Objectives**
 - a. To study the policy and institutional settings for better revitalization of the rural economies;
 - b. To learn from the strategies, approaches, and successful models of revitalization of rural economies in the host country; and
 - c. To formulate strategic action plans to utilize and disseminate findings of the study mission.

10. Background

Over the years, many countries in the Asia and Pacific region have made remarkable progress in economic growth. However, the gap between urban and rural development has expanded as such growth has benefited mainly the urban population and has hardly trickled down to rural areas where the poverty rate remains high and job opportunities remain scarce. This trend, if not corrected, will lead to a continuous exodus of the population from rural to urban areas. Rural areas will become more unproductive, while urban areas will be affected by overpopulation that could lead to breakdowns in social services. It is critical to promote inclusive growth and development through accelerating the revitalization of rural economies.

Revitalization of rural economies is required for maintaining and revitalizing local communities, conservation of natural resources and environment, sustainable food production, protection of natural landscapes, maintenance of biodiversity, and preservation of wildlife. The main challenges in revitalizing rural economies are dwindling manpower, degradation of natural resources, a widening technology divide, poor infrastructure, weak farm-market linkages, land access and rights issues, limited access to affordable credit, and effects of climate change and associated natural disasters. There is a growing need for the revitalization of rural economies to promote inclusive growth in the region.

In many developing countries, the status of revitalization of the rural economy is far from satisfactory but countries like the Republic of China have undertaken successful initiatives in this area. Many lessons can be learned from the achievements of the host country, which can serve as a valuable reference for countries interested in promoting revitalization of rural economies and inclusive growth.

11. Scope and Methodology

The tentative topics to be covered are:

- a. Multifunctional rural areas and their contribution to the national economies: an overview;
- b. Inclusive growth and development: key concepts, global trends, and initiatives;
- c. Legislation, policy, and institutional arrangements for revitalization of rural economies;
- d. Successful models for revitalizing rural economies;
- e. Local/traditional handicrafts and value-added agricultural products to revitalize rural economies: the OVOP model;
- f. Rural/leisure tourism for revitalizing local economies;
- g. Development of entrepreneurship for revitalizing rural economies; and
- h. Capacity building of local institutions and communities for sustainable local economies revitalization.

The study mission will consist of visits to sites of successful cases of revitalization of local economies in the host country, theme presentations, sharing of experiences among member countries, and individual/group exercises.

The tentative program itinerary is given below:

Day/Date		Activity
Sunday	13 Sept. 2015	Arrival of participants in the Republic of China
Monday	14 Sept.	Opening session Presentation of resource papers
Tuesday	15 Sept.	Field/company visits
Wednesday	16 Sept.	Field/company visits
Thursday	17 Sept. (AM)	Field/company visits
	(PM)	Sharing of country experiences
Friday	18 Sept.	Group exercise Formulation of follow-up action plans

Program evaluation
Summing-up session
Closing session
Saturday 19 Sept. Departure of participants from the Republic of China

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Senior officials of government, policymakers, representatives of rural communities, and executives of NGOs in charge of promotion and implementation of rural community/integrated community development projects, preferably those with the focus on enterprise development in rural areas.
Experience	At least three years of experience in the position described above.
Education	University degree or equivalent qualification from a recognized university/institution.
Language	All proceedings of the project are conducted in English, and participants are frequently required to make oral and written presentations. They must therefore be proficient in spoken and written English. Those who are not proficient in English will not be accepted.
Health	Physically and mentally fit to attend an intensive project requiring participants to complete a number of individual and group activities and strenuous fieldwork. It is therefore recommended that member countries do not nominate candidates likely to suffer from physical and mental stress.
Age	Candidates who fit the above profile are typically between 35 and 55 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

13. Financial Arrangements

To be borne by participants or participating countries

For participants from profit-making organizations, except SMEs from APO member countries other than Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal:

- a. Round-trip international airfare between the member country and the Republic of China.
- b. Participating country expenses of US\$50 per participant, payable to the APO in convertible currency.

For all participants:

- a. Participants' insurance premiums: All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to

US\$10,000.00 for the entire duration of the project and travel, and must submit to the APO Secretariat a copy of the comprehensive travel insurance certificate before participation. Such insurance should be valid in the host country. This insurance requirement is in addition to existing government insurance coverage in some member countries. If any participant is unable to insure himself/herself as stipulated above, he/she should secure this insurance in the host country at the commencement of the project and pay the premium himself/herself, if necessary, from the per diem allowance provided. Neither the APO nor the implementing organizations will be responsible for any eventuality arising from accident or illness.

- b. All expenses related to visa fees and airport taxes.
- c. Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period because of early arrival or late departure, for example, due to either limited available flights or any other reason.

To be borne by the host country

- a. Per diem allowances and hotel accommodation for up to 18 overseas participants for up to six days at the rate to be specified later.
- b. All local implementation costs.

To be borne by the APO

- a. All assignment costs of overseas resource persons.
- b. Round-trip economy-class international airfare by the most direct route between the international airports nearest to the participants' place of work and the venue city in the Republic of China. As far as practicable, all participants should purchase discount tickets. Please note that the arrangements for the purchase of air tickets should follow the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants. It is also available on the APO website and from APO Liaison Officers in member countries.

14. Actions by Member Countries

- a. Each participating country is requested to nominate three or more candidates in the order of preference. Please ensure that candidates nominated meet the qualifications specified under section 12 above.
- b. No form of self-nomination will be accepted. All nominations must be endorsed and submitted by an APO Director, Alternative Director, Liaison Officer, or their designated officer.
- c. Please note that nomination of a candidate does not necessarily guarantee that he/she will be selected. Selection is at the discretion of the APO Secretariat. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent enough. Sometimes candidates are not selected because they are overqualified for a project.
- d. Each nomination should be accompanied by the necessary documents. A nomination lacking any of these documents may not be considered: two copies of the candidate's

biodata on the APO biodata form together with a passport-sized photograph. The biodata form can be downloaded from the APO website (www.apo-tokyo.org). We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the Agriculture Department, APO Secretariat (e-mail: agr@apo-tokyo.org, fax: 81-3-5840-5324).

- e. The APO Medical and Insurance Declaration/Certification Form. Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses listed on the reverse side of the medical form. However, for all others, medical certification by a licensed physician on the reverse side of the medical form is required.
- f. Necessary documents are to be submitted electronically. In that case, there is no need to send a hard copy by postal mail. However, if the documents are submitted by fax, member countries are requested to mail the originals of the documents to the APO Secretariat as well. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please give the candidate's name and the project code on the reverse side of the photograph.
- g. Member countries are requested to adhere to the nomination deadline given on page 1. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- h. For member countries where nominations are required to be approved by higher government authorities and require a longer time, the APO Liaison Officers/NPOs are urged to send the names of nominees on or before the deadline, indicating that government approval will follow.
- i. If a selected participant becomes unable to attend, he/she should inform the APO Liaison Officer/NPO in his/her country immediately and give the reason for withdrawal. The NPO concerned is requested to transmit that information to the APO Secretariat and the host country promptly.
- j. NPOs are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the project.
- k. Each selected participant should be instructed to arrive at the venue one day before the start of the official project. Also, he/she is expected to return home upon completion of the official project because he/she is visiting the host country for the specific purpose of attending this APO study mission.
- l. NPOs should inform participants that they must attend all five days of the project to qualify for the certificate of attendance.

15. Actions by the APO Secretariat

- a. Under normal circumstances, candidates who are selected will be informed of their acceptance at least four weeks prior to the start of the project.
- b. If some candidates fail to qualify or be unable to participate after selection, or if some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.

16. Project Preparation

The participants are required to prepare a country case study prior to departure for the project venue. In preparing the country case study, they are expected to follow the attached "Guidelines for the Preparation of Country Case Studies."

17. Postproject Actions

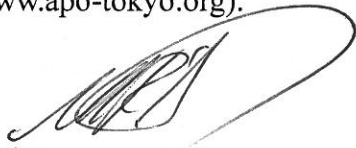
All participants are required to prepare action plans and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the project.

18. Evaluation of Participants

If the conduct/attendance/performance of a participant is not satisfactory, these will be reported to the APO director concerned.

19. Guide for Participants

Other conditions for participation are given in the *APO Guide for Participants*, which is available from APO Liaison Officers/NPOs in member countries and on the APO website (www.apo-tokyo.org).



Mari Amano
Secretary-General

15-AG-15-GE-OSM-B

Multicountry Observational Study Mission on Revitalizing Rural Economies for More Inclusive Development, 14–18 September 2015, Republic of China

Guidelines for Preparation of Country Case Studies

Participants are expected to share genuine experiences related to the study mission subject with participants from other countries. As a part of sharing, each selected participant is required to submit a country case study keeping in mind the scope and objectives of the study mission and topical outline provided below. The paper may be written in the personal capacity of the participant but must be substantiated and should reflect an accurate account of the current status of “Revitalizing Rural Economies.” It must be supported by statistical data/information wherever appropriate.

The paper should be typewritten, single-spaced, on standard A4-size paper, and be between 5 and 7 pages in length, excluding tables/figures. A soft copy of the paper should reach the APO and China Productivity Center, the Republic of China, no later than **16 August 2015**.

Participants are encouraged to provide in their papers as much relevant, useful information as possible *but they must avoid including unnecessary general information on agriculture as well as the profile of their country.*

Participants are also required to prepare a summary of their papers not exceeding 300 words. It should contain only the salient points of the paper. The summary will be used to prepare the highlights of the workshop.

The following topical outline is suggested as a guide. It is not meant to restrict the preparation of the paper but rather to encourage the inclusion of other equally relevant information to make it more substantial and meaningful.

Tentative Topical Outline

1. Provide a comparison between the rural and urban sectors of your country in terms of population (rural vs. urban), contribution of farm and nonfarm rural sectors to employment and national GDP, government support for rural and urban areas, among others.
2. Is there any national movement for revitalization of the rural economy in your country? If yes, which model of revitalization (e.g., OVOP) is your country pursuing? Give a brief account of the model in terms of: national regulation, policy, and institutional arrangements; programs and projects completed and/or in progress; and impact of such interventions on the revitalization of rural economies and key success factors. For this purpose you may select one or two national/regional/local projects.
3. Describe the major issues and challenges in revitalization of rural economies in your country. What should be done to remove such bottlenecks?
4. Provide a list of references/bibliography to acknowledge the sources of information and data used in the preparation of your paper.