

APEC Project Proposal

Project Title and Number:	DESG 04 2022A - APEC Workshop on Promoting Creative Industries in the Aftermath of COVID-19: Sharing of Best Practices, and Identifying Opportunities and Challenges		
Fund Source: ASF Sub-Fund on Digital Innovation			
APEC Forum:	Digital Economy Steering Group (DESG)		
Proposing APEC Economy:	Indonesia		
Co-sponsoring Economies:	Chile; Hong Kong, China; Peru; the Philippines; Thailand		
Expected Start Date:	January 2023		
Project Completion Date: <i>See Chapter 7 Guidebook on APEC Projects</i>	December 2023		
Project Summary: <i>In 150 words -</i> <ul style="list-style-type: none"> • What is the issue that you will address or examine in your project? • Outline the key things your project will do, in terms of what, where, when and with whom. <i>(Summary <u>must be</u> no longer than the box provided. Cover Sheet must fit on one page)</i>	<p>According to the UN, Creative Economy Industries generates over 2 trillion USD in revenues, represents 3% of GDP and creates nearly 30 million jobs, mostly MSMEs, with 45% participation from women. It is projected to account for 10% of the global GDP in 2030. However, the COVID-19 crisis has brought this exceptional growth to a standstill, losing 20 – 40% of the revenue in 2020. Currently there is still limited discussion on how we could promote creative industry in APEC. Therefore, it is important to initiate discussion in APEC on reviving the creative economy, facilitated by the digital innovation. This will support an inclusive recovery that boosts MSMEs employment in the region, particularly following the Collective Action from the Aotearoa Plan of Action (APA) to: “Promote ecosystems that support MSMEs, including those in the creative industry, to take advantage of the digital economy”.</p> <p>A 2-day Workshop will be held in Bali, July 2023 to gather experts and participants from a multi-stakeholder, to discuss recommendations by sharing best practices, and identifying opportunities and challenges, in promoting the creative industries. This will be done especially on how to better utilize digital innovation in advancing key enablers of creative industries, such as distribution and marketing of products, increase access to financing, and strengthen network.</p>		
Summary of Proposed Budget (USD):	APEC Funding	Self-funding	Total Project Value
	121,113	Nil	121,113
List all project outputs: <i>For example:</i> <ol style="list-style-type: none"> 1. <i>Research and Background Paper</i> 2. <i>Workshop</i> 3. <i>Project Summary Report</i> 	<p><i>Project Overseers are encouraged to limit outputs to 3 or fewer</i></p> <ol style="list-style-type: none"> 1. Background Paper on Creative Industries in the Asia-Pacific Region 2. 2-day Workshop on Promoting Creative Industries in the Aftermath of COVID-19 3. Summary Report of the Workshop 		

Project Overseer Information and Declaration

Name: Rully F. Sukarno **Title:** Deputy Director for Regional Cooperation of Asia Pacific and African Affairs **Organization:** Ministry of Foreign Affairs **Tel:** +62 811-1975-261 **E-mail:** rullyfs@kemlu.go.id

As Project Overseer and on behalf of the above said Organization, I declare that this submission was prepared in accordance with the **Guidebook on APEC Projects** and any ensuing project will comply with said Guidebook. Failure to do so may result in the BMC denying or revoking funding and/or project approval. I understand that any funds approved are granted on the basis of the information in the document's budget table, in the case of any inconsistencies within the document. By submitting this APEC Project Proposal to the APEC Secretariat, I agree that the APEC Secretariat will collect, use, disclose, and transmit the data contained in the APEC Project Proposal, which I have provided to the APEC Secretariat in accordance with Singapore's Personal Data Protection Act 2012 and the APEC Secretariat's data protection policy (<https://www.apec.org/PrivacyPolicy>). The APEC Secretariat will transfer any data provided on this form, which may contain personal data of Project Overseer(s), to APEC member economies overseas via the APEC Secretariat.

Rully F. Sukarno

Project Details

Project Objective:

- State the overarching objective of the project in 100 words or less (refer to your Concept Note).
- Establish a Project Objective that is aligned with the planned Project Outcomes (Section B.5).

(Please be concise. Provide the context in Section A: Project Relevance below.)

The project aims to improve the capacity of APEC economies to enhance the utilization of digital innovation in support of the creative industries, especially learning from the lessons during the Covid-19 pandemic, and how digital innovation have contributed to several key enablers such as to distribute and market of products, increase access to financing, and strengthen network. This will be done by sharing proven policies/best practices, addressing existing challenges and promoting collaboration between APEC economies.

SECTION A: Project Relevance

1. **a) Issues: What problems does the project seek to address? Does it have sustained benefits for more than one economy in the APEC region?**

According to the UNESCO, creative industries represent 3% of global economy GDP, generates over 2 trillion USD in revenues, and creates 30 million jobs worldwide. In 2030 the creative industries is projected to account for 10% of the global GDP. However, the COVID-19 pandemic has impacted the industries. The creative industries market in the Asia Pacific Region generates nearly 1.5 trillion USD of revenues, with 743 billion USD in Asia, 620 billion USD in North America, and 124 billion USD in Latin America. However, in 2020, creative industries lost 20 – 40% of its revenues, and have left 10 million people unemployed.

At the same time, the crisis has demonstrated new opportunities of taking advantage of the digital innovation. With this, creative industries is likely to be a key driver of economic growth over the long term. Digital innovation has made it possible to distribute creative work online, through various platforms, whether through streaming platform for audio-visual category (films, music, etc), e-commerce platforms for crafts, fashion and design, or other platforms for application and interactive games distribution.

This project will focus on how digital innovation can support several key enablers of the creative industries, including how to better distribute the products and expand access to markets, how to better gain access to financing, and how to better collaborate through creative hub networks. The project will also focus on several sectors/categories of creative industries that are closely related to digital innovation, including but not limited to (1) crafts and design (including architecture, fashion, etc), (2) audio-visual, as well as (3) application and gaming.

Nevertheless, the potential of digital innovation is not evenly distributed within society, or among economies, since it also imposes challenges for small and medium scale business, who find it difficult to adapt with the necessary skills. Developing economies often struggle to find a proper policy approach to better support creative industries, and to provide the necessary infrastructure to attain the full potential of digital innovation. Therefore, the Project will discuss the challenges and opportunities of the creative industries through utilization of digital innovation in the APEC region.

- b) Alignment to APEC: Describe specific APEC priorities, goals, strategies and/ or statements that the project supports, and explain how the project will contribute to their achievement.**

This project is in line with the AIDER to “Developing an ecosystem that supports MSMEs, including those in the creative industry, to take advantage of the digital economy, including through discussion on policies and initiatives”. It also supports the Putrajaya Vision 2040, especially in one of the Collective Action from the APA 2nd Economic Drivers: Innovation and Digitalisation which states “Promote ecosystems that support MSMEs, including those in the creative industry, to take advantage of the digital economy”. The project will contribute towards the goal by identifying the relevant elements, to develop and promote ecosystem in the creative industries, as well as related elements that should be considered for future discussion of creative industries in APEC.

c) Alignment to Forum: How does the project align with your forum's work plan/ strategic plan?

The project is in line with the DESG Work Plan, especially to contribute towards APEC's implementation of the 2nd Economic Driver of Putrajaya Vision 2040 of Innovation and Digitalisation. Moreover, this project also directly contributes to key focus area 6 of the AIDER which is to Promote Innovation and Adoption of Enabling Technologies and Services, particularly in the area of creative industries.

2. **Eligibility and Fund Priorities: How does the project a) meet the eligibility criteria and b) support the funding priorities for the nominated Fund or Sub-fund?**

This project meets the eligibility criteria for the ASF Digital Innovation, for the following reasons: (1) it supports capacity building needs for APEC developing economies, especially by providing sharing of best practices between developed and developing economies regarding the potential, and challenges of creative industries, and (2) It is directly aligned with the APEC digital economy priorities identified in AIDER, such as the Focus Areas to develop an ecosystem to support creative industry to take advantage of the digital economy.

3. **Capacity Building: How will the project build the capacity of APEC member economies. For ASF projects, please identify the APEC developing member economies that will benefit from this project. (Refer to capacity building goals, objectives and principles at Appendix K of the Guidebook.)**

APEC developing member Economies will benefit from this project, especially for those Economies who are still in their early stage of engaging with the creative industries. This project will provide new opportunities to APEC Economies through sharing of best practices from Economies that has made advancement in the creative industries. This project will assist developing Economies in improving their policies and regulation to better engage and support their respective creative industries.

While the project provides direct benefit to the developing economies, this will also become an avenue for developed economies to obtain a better understanding on the important role of creative economy for the pandemic recovery and the potential of creative industries across the region. This will also improve the potential to collaborate between developed and developing economies to produce, distribute, and access creative goods and services. This project will also promote inclusiveness, as creativity ideas is not limited nor valued according to gender, ethnicity, and age.

SECTION B: Project Impact

4. **Outputs: Using a numbered list in chronological sequence, identify and describe the key products or services that will happen during the implementation of your Project in support of the Outcomes. This may include workshops, reports, analysis and research work, recommendations, best practice guidelines, action plans, websites etc. Be brief but describe key parameters, like purpose, duration, location, expected scope and scale, timelines etc.**

The project expected to deliver outputs as follows:

- 1) **Background Paper** of a minimum of 15 (fifteen) pages. The background paper will describe the general condition of creative industries in the APEC region, including (1) the exports and imports trend of creative goods, (2) how creative industries contribute to GDP and employment rate, and (3) the trend of government policies and approaches towards creative industries. It will also describe how digital innovation post Covid-19 pandemic contribute to several key enablers such as distribution of products, access to financing, and networks or hub for collaboration. Research will be conducted to collect information or secondary data about the condition of creative industries in the Asia-Pacific Region through Literature Review from relevant publications on creative economy such as UNCTAD, UNESCO, OECD, and ADB. The research will also provide statistical analysis, on how the creative industries have increased the utilization of digital innovation especially in the aftermath of Covid-19 pandemic. The Background Paper will be circulated no later than 2 months before the Workshop
- 2) **2-Day In-person workshop** will be held in Bali, Indonesia, in July 2023, to gather experts and participants from relevant stakeholder that include Governments and International Organizations, Private Sector, Communities,

and Academics. The 2-day workshop will consist of a public-private dialogue that discuss how to better bridge policy-maker and business sector, as well as several thematic panel discussions by policy experts, International organizations, and MSMEs representative. Several planned subjects include among others: (1) Better understanding the creative industries; (2) Opportunities, Challenges and Lesson Learnt from the COVID-19 crisis; (3) Challenges faced by MSMEs and developing economies in the creative industry (4) How digital innovation and technology can support key enablers of creative industries, including distribution and market of products, access to financing, as well as networks to promote collaboration; (5) Sharing of Best Practices and Lesson Learn from APEC Members including at least 3 best practices of success stories from member economies.

Session 1: Thematic panel discussion of "Better Understanding the creative industries"

The first session will set the tone of the Workshop and put the participants in the same understanding of what is considered as creative industries, discussing how the creative industries have evolved, and how various economies have actively participated in the creative industry.

Session 2: Panel discussion on "Opportunities, Challenges, and Lesson Learnt from the COVID-19 Crisis"

This session will discuss the findings from the Background Paper, as well as to better introduce the participant of the workshop on the importance of digital innovation, in overcoming the Covid-19 crisis, including to discuss the current trend of creative industries, and how the Covid-19 have changed some of the modus operandi in creative industries.

Session 3: "Challenges faced by MSMEs and developing economies in the creative industry"

This session will discuss how the uneven condition faced in the recovery of Covid-19, and how to better gain advantage of the digital innovation for developing economies.

Session 4-6: "How digital innovation and technology can support key enablers to creative industries"

This topic will be split into 3 (three) different sessions. The discussion of the role of digital innovation towards the identified key enablers of (a) distribution and market of products; (b) access to financing; and (c) promote network to promote collaboration will be discussed separately in each session.

Session 7: "Recommendations and the way forward"

Finally, there will be a dedicated session to discuss way forward and recommendations on how APEC could further promote creative industries in the APEC region. Short-term as well as long-term recommendations will be produced to promote creative industries in the APEC region. The meeting will propose several recommendations including for policy makers, and for the private sector.

A pre-workshop survey via e-mail will be undertaken to measure participants knowledge of the creative industries to be completed prior to their arrival in Bali. It will also be followed by a post-workshop survey to determine how the participants knowledge have improved as a result of the Worskhop. The survey will include questions such as: (1) How well do participants understand about creative industries; (2) How often do participants engage with the creative industries sector; (3) How well do participants know regarding their respective government policy on creative industries; (4) How do participants see the utilization of digital technology and innovation to better support creative industries in the aftermath of Covid-19, and other relevant questions.

- 3) **Final Report** of a minimum of 20 (twenty) pages with at least 6 recommendations will be submitted. It will consist of but not limited to the following sections on: (1) introduction of the project; (2) opportunities, challenges and lesson learnt from Covid-19 on creative industries in the Asia-Pacific Region; (3) How to better utilize digital innovation in promoting creative industries in the aftermath of Covid-19, especially how it will contribute to key enablers in the creative industries such as distribution and market of products, gaining access to financing, and networks to promote collaboration (4) set of recommendation to improve capacity building for creative industries from policy-maker perspective, as well as business sector perspective; and (5) Key findings from the discussion, and recommendation on what APEC can do to further promote creative industries. The final report will be published in the APEC Publication Website and circulated to all APEC economies and to be presented in DESG for information purpose.

5. **Outcomes:** Using a numbered list, describe the specific impacts, changes or benefits that the Project is expected to deliver, which directly support the Project Objective (above). These include changes in policy,

processes, or behaviour in the participating institutions, or in APEC more broadly. Be sure that each Outcome can be measured and is a direct result of the project.

The following outcomes are expected from this project:

- 1) Workshop participants' have a better understanding on the challenges and opportunities of creative industries, particularly how digital innovation can be utilized to promote creative industries in the aftermath of Covid-19. These outcomes will be measured with survey distributed prior to and after the workshop. All the participants will be required to complete this survey as part of the evaluation criteria.
 - 2) Participants will be better equipped and have more knowledge on how to apply these best practices in their respective economy gained from the Workshop. The outcome will be measured by post-survey distributed after the workshop.
 - 3) Generate interest in doing future work and conducting further discussions on how to better leverage digital innovation to support the growth of creative industries in the APEC region. This can be measured through a post-workshop survey distributed at the end of the workshop.
6. **Beneficiaries: Who are the direct project participants and users of the Outputs? Describe their qualifications, level of expertise, roles/level of responsibility, gender, economies represented, government departments, APEC fora involvement, etc. Explain how they will use and benefit from the project. Who else will benefit from the project and how?**

The primary beneficiaries will be policymakers related to Creative Industries in APEC Economies including those in agencies that handles creative industry, and other related ministries responsible for MSMEs, or responsible for digital economy transformation. While representative from related public organization such as the respective ministry that handles creative industries is preferable, we also welcome participant from other related fields such as those who handle digital issues, and MSMEs. Since related government organization that handles creative industries is new to several economies, there are no specific requirement on level of seniority. However, the respective participants need to have a good understanding of creative industries or digitalization in their respective economies.

Secondary beneficiaries are relevant international organizations such as UNCTAD, UNESCO, or even OECD that benefit from this project through the final report's publication that discuss opportunities of the creative industries in the APEC region. Private sector including industry association will also provide necessary inputs regarding the needs and how policymaker can better support creative industries in the future. Creative industry players from respective sectors, as well as from the digital innovation provider such as E-Commerce platform, or streaming platform will also benefit from this project. Other fora in APEC, such as SMEWG also will gain benefit from this project. In addition, we will also circulate invitations and Final Report to the SMEWG for further comment. The key findings and recommendations produced from the project can be a reference to carry on the work under the DESG program, particularly on how to further utilize digital technologies to promote creative industries.

7. **Dissemination: Describe plans to disseminate all output documents/reports and other results of the project, including:**
- **Whether the document(s) and/or report(s) will be an APEC Publication**
 - **The number, form and content of publications (Note: Electronic publication is preferred. APEC will not fund publications that are only presentation slides, or website maintenance)**
 - **Channels of dissemination (identify any websites, including the APEC website, or social media)**
 - **The target audience of each output document/report**
 - **Any intention to sell outputs arising from this project**

The final report will be published electronically on the APEC Publication website. These documents will also be disseminated electronically to workshop speakers, participants and DESG members. Other target audience are policy makers and business community in APEC member economies and participating economies. The PO will inform relevant stakeholders of the report after it has been published.

The documents will be prepared by an appointed contractor with close monitoring and steering direction by the PO. Storing all the documents online will allow all economies have equal access to the documents at low cost and be able

to share them with their relevant home economy parties. Final report will be circulated through relevant sub fora such as DESG for endorsement and will be presented to CTI for information. APEC will receive ownership of all publications. APEC Intellectual Property and Logo will be attached on all publications produced in this report. The PO has no intention to sell outputs arising from this project. PO will submit all workshop presentation documents to the Secretariat for upload to the MDDB after the workshop, conducting a thorough nomenclature check to ensure to issues.

8. **Gender:** What steps will the project take to ensure the participation and engagement of both men and women in project activities? How do the project outcomes and the project objective benefit women? Please indicate the target percentages of female participants, and female speakers/experts, in the table below:

Targets		Steps to Secure Female Participants	Benefit to Women
Female Participants (%)	At least 40% female participants	A specific criterion to be included in advertisement and advertisement and communication specifically design to encourage women participation in workshop and dialogue	Women participations on inputs of policy design, women's opinions and feedback are accounted for
Female Speakers/Experts (%)	At least 50% of experts is female	A specific criterion to be included in the selection of speakers and experts in workshop and dialogue	Encourage women for strategic position such as business owners.

PO is committed to collecting sex disaggregated data for all speakers and participants (not only those funded by APEC) at the project event. This data will be included when submitting a Completion Report to the Secretariat upon completion of the project, as well as providing guidance to future POs on their own gender parity targets.

Referring to the *Guide on Gender Criteria for APEC Project Proposals* in the *Guidebook on APEC Projects*, please tick the pillar or pillars that this project supports, in promoting women's economic empowerment:

5 Pillars (you may tick more than one)	
1	Access to Capital and Assets <input checked="" type="checkbox"/>
2	Access to Markets <input checked="" type="checkbox"/>
3	Skills, Capacity Building, and Health <input checked="" type="checkbox"/>
4	Leadership, Voice and Agency <input type="checkbox"/>
5	Innovation and Technology <input checked="" type="checkbox"/>

The project will contribute to the 4 identified pillars of women's economic empowerment, as the project will discuss how digital innovation can better support creative industries player, including women to gain access to capital and markets,

as well to prepare them the necessary skills to better gain advantage of the digital innovation. There will also be a session under the thematical session on the challenges that women face in the creative industry sector.

SECTION C: Project Effectiveness

9. **Workplan:** Produce a Workplan using the table below. Refer to the Outputs section and make sure you include:

- All outputs as Deliverables such as research work/survey, events, and project reports/publications
- Other Deliverables such as agenda, participant/speaker lists, evaluation activities, etc.
- Procurement steps and contractor related milestones
- Engagement with other economies, organizations and/or working fora
- One Monitoring Report per calendar year and a Completion Report two months after the Project Completion Date
- Indicate if you intend to record any project event. Refer to the *APEC Project Event Recording Policy* at Annex N of the Guidebook.

Timeline	Tasks	Deliverables
Mar 2023	Expected start of the project (week 1)	Approved Project proposal
	Submit draft ToRs for short-term clerical staff and consultant to the Secretariat (week 1)	Draft Tor and contract
Apr 2023	Expected approval of the ToR and contract (week 3)	Contract signing by PMU and consultant
	Develop background paper by consultant (week 3)	Draft background paper
	1 April: Submit the APEC Project Monitoring Report to the Secretariat	APEC Project Monitoring Report
	Identify, contact and invite suitable expert speakers (week 3)	List of speakers and contacts
	Develop draft GIC and agenda for Workshop (week 3)	Draft GIC and agenda
May 2023	Manage all logistics (Week 1 - 4)	
	Circulate draft background paper for comments (week1)	Draft background paper
	Circulate GIC and agenda for workshop (week 1)	GIC and agenda for the workshop
	Request APEC member economies to nominate participants (week 1)	List of participants for workshop
	Compile comments and suggestion from member economies on the Background paper (week 2)	Revised draft of the background paper
	Compile and submit APEC-funded travellers list (week 3)	APEC-funded travellers list

Timeline	Tasks	Deliverables
	<p>Invite domestic stakeholders (week 4)</p> <p>Circulate final draft Background Paper (week 4)</p> <p>Draft pre and post-workshop surveys (week 4)</p> <p>Submit quotations for hosting (week 4)</p>	<p>List of domestic stakeholders' participants</p> <p>Final draft Background paper</p> <p>Pre and post-workshop surveys</p> <p>Quotation submitted</p>
Jun 2023	<p>Finalize all logistics (week 1 – 4)</p> <p>Request deadline for chosen speakers to submit their presentation materials (PPT format) (week 1)</p> <p>Finalize the workshop agenda and presentation materials from speakers (week 3)</p> <p>Circulate pre workshop survey to participants and speakers (week 4)</p>	<p>Presentation materials from speakers</p> <p>Final agenda and presentation materials</p> <p>Pre workshop survey</p>
Jul 2023	<p>Conduct a 2-Day Workshop in Bali, Indonesia</p> <p>Circulate post workshop survey</p>	<p>6 speakers to present on the two days workshop.</p> <p>8 total sessions including public-private dialogue, thematic discussions, and recommendation session</p> <p>Retrieved surveys from participant to gather feedback on the effectiveness of the workshop.</p>
Aug 2023	<p>Compile draft Final Report Report (week 1)</p> <p>Submit the draft Final Report to APEC Secretariat (week 4)</p>	<p>Draft Final report, workshop presentations and other materials</p> <p>Draft Final Report</p>
Sep 2023	<p>Compile comments and suggestions from the APEC Secretariat and member economies on the draft Final Report (week 4)</p>	<p>Revised Final report</p>
Oct 2023	<p>Circulate the Final Report for endorsement (week 2)</p> <p>Publish the endorsed report (week 4)</p>	<p>Final Report (endorsed)</p> <p>APEC publication</p>

Timeline	Tasks	Deliverables
Nov 2023	Develop APEC Project Completion Report (week 1)	Draft APEC Project Completion Report
Dec 2023	Submit APEC Project Completion Report and supporting documents to APEC Secretariat (week 1)	APEC Project Completion Report
6-12 months after Project Completion	Participate in Long-Term Evaluation of APEC Projects Survey conducted by APEC Secretariat	

10. **Risks:** What risks could impact project implementation and how will they be managed?

No.	Risks	How will it be managed?
1	Low feedback of participants for survey	Circulating the post-workshop survey as the final item in the Workshop agenda, to ensure that participants fill the survey. Continuation involvement of input or suggestions from economies and related fora will be conducted until the process of creating the project report.
2	Different understanding of what constitutes as creative industries rendering the recommendation unfocused.	Contractor and organizer will provide several strategic sectors closely related to digital innovation of through the background paper, to avoid over-broad discussions of creative industries

11. **Monitoring and Evaluation:** The project's success will be measured by the extent to which it has delivered all its planned Outcomes, in support of the Project Objective. Please use the matrix table below to indicate your project evaluation plans by specifying *what will be measured, which indicators will be used, what the target goals are, and how they will be evaluated and reported.*

**Examples have been given in the fields below for your easy reference. Please amend according to your project requirements. % of speakers/participants, if mentioned, should be consistent with Section B.8.

	Evaluation Focus	Indicators	Target Goals	Evaluation Method	Reporting Method
Outputs	1. Background Paper	1. Contracted executed	March 2023	Certification by PO	Contract
		2. ToR for the Background Paper finish	March 2023	ToR for the Background Paper	Completion Report
		3. Background Paper completed, Number of Pages	Minimum 15 Pages, May 2023	Background Paper	Final Report of the Background Paper

	Evaluation Focus	Indicators	Target Goals	Evaluation Method	Reporting Method
	2. Workshop	1. Contracted executed	May 2023	Certification by PO	Contract
		2. % of participating men/women (excl. speakers/experts)	60/40	Event Attendance List	Completion Report
		3. No. of speakers/experts engaged	8	Event Attendance List	Completion Report
		4. % of speakers/experts (men/women)	50/50	Event Attendance List	Completion Report
		5. No. of attending economies	17	Event Attendance List	Completion Report
		6. No. of travel eligible economies	11	Event Attendance List	Completion Report
	3. Final Report	1. No. of pages	Minimum of 20 Pages	Certification by PO	Email to the Secretariat
		2. Submission to the Secretariat	August 2023	Submission to the Secretariat	Email to the Secretariat
		3. No. of recommendations made	6 recommendations made	Submission to the Secretariat	Email to the Secretariat
Out-comes	1. Best practices in promoting Creative Industries in the aftermath of Covid-19 by utilizing digital innovation.	1. Number of best practices or success story from member economies presented at the workshop including opportunities and challenges related to the topic presented during the workshop	3	Included in the Final Report	Report to the Working Group
	2. Workshop Participants have a better understanding on the challenges and opportunities of creative industries	1. % of participants report substantial knowledge increase	75%	pre-workshop and post-workshop surveys	Completion Report
		2. Developing APEC economies report substantial knowledge increase	70%	pre-workshop and post-workshop surveys	Completion Report
		3. Women report substantial knowledge increase	33%	pre-workshop and post-workshop surveys	Completion Report

	Evaluation Focus	Indicators	Target Goals	Evaluation Method	Reporting Method
	3. Recommendations on how to implement best practices in promoting creative industries	1. No. of recommendations made	6 (3 for Private Sector, and 3 for Policymaker)	Included in the Project Report	Report to the Working Group The Longer-term Evaluation of APEC Projects (LTEAP)
	4. Generate interest in doing future work and conducting further discussions on how to better leverage digital innovation to support the growth of creative industries in the APEC region.	1. % Of participants report increased interest in doing future work on this topic'	50%	Post-workshop surveys	Completion Report

12. **Linkages:** Describe the involvement of other APEC fora, and other relevant organizations. Include:

- **Engagement:** How are you engaging other relevant groups within and outside APEC?
- **Previous work:** How does this project build on, and avoid duplication of, previous or ongoing APEC initiatives, or those of other organizations working in this area?
- **APEC's comparative advantage:** Why is APEC the best sources of funds for this project?

The organizer will invite representations from DESG as the main participants, while also circulate the invitation for representative from IPEG, PPSTI, SMEWG, PPWE, and TELWG to better promote cross-fora collaboration as well as provide a more comprehensive input towards this Project. We will also invite non-APEC stakeholders from international and regional organizations, private sector and business associations in each of the respective member economies to share their best practices in the workshop. Project Overseer will also seek nomination of experts from ABAC and related international organization to speak in the program.

The project will build on and strengthen existing APEC works related to creative industries particularly in relation to the inclusivity of women and MSMEs. Furthermore, the project will among others, highlight the leveraging of digital technology in creative industries, learning from the experience during the Covid 19 pandemic.

SECTION D: Project Sustainability

13. **Sustainability:** Describe how the project will continue to have impact after the APEC Funding is finished.

- How will the Beneficiaries be supported to carry forward the results and lessons from the project?
- After the project completion, what are the possible next steps to build on its Outputs and Outcomes? How will you try to ensure these future actions will take place? How will next steps be tracked?
- How will progress on the Outcomes (Question 5) be measured?

The workshop will be designed to generate greater understanding among all participants regarding the opportunities and challenges of promoting creative industries in the aftermath of Covid-19 by utilizing digital innovation, so that business sector in the creative industries can gain the full benefit from digital innovation.

One of the main outcomes of the workshop will be a set of recommendations for APEC to further promote creative industries that will be developed and compiled from best practices and successful experiences from participating member economies. There will be a dedicated session built in towards the end of the workshop to discuss and decide on these recommendations. The organizers will work with the consultant and speakers to further refine the recommendations post-workshop. The organizers will then circulate it to DESG members for further feedback and input before circulating it widely among all participants. This will ensure that the recommendations are tangible, actionable and aligned with the DESG work program.

14. **Project Overseers: Who will manage the project? Note that the scope of the duty includes managing of contractors and specialists. Include brief profile(s) of the PO(s) and any other main point(s) of contact responsible for this project.**

Rully F. Sukarno, Deputy Director for Regional Cooperation of Asia Pacific and African Affairs, Ministry of Foreign Affairs will manage the project. He is a Foreign Service Officer with 24 years of experience, in various capacities including administrative and management. He received his Master's Degree from Boston College. He currently serves as the coordinator for APEC affairs in the Ministry of Foreign Affairs.

He will be assisted by Muhammad Mirza Zen, Foreign Service Officer, staff at the Ministry of Foreign Affairs. The project overseer information is as follows:

Organization: Directorate Regional Cooperation of Asia Pacific and African Affairs, Ministry of Foreign Affairs of Indonesia

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SECTION E: Project Efficiency

15. **Budget: Complete the Itemized Budget and Budget Notes for the project in the template below. The Budget should include calculation assumptions (e.g., unit costs) and Self-funding contributions. Please consult the Guidebook on APEC Projects for eligible expenses.**

APEC Project Itemized Budget Please consult the eligible expenses in the Guidebook on APEC Projects

All Figures in USD	# of Units	Unit Rate	APEC Funding	Self-funding	Notes
Direct Labour					
Speaker's and moderator's honorarium (<i>government officials ineligible</i>)	6 speakers 2 moderators	700	5,600		
Short-term clerical fees (please provide details of scope of work and deliverables in Budget Note 1 - Direct Labour)	160 hours	24	3,840		Refer to Budget Note 1
Consultant fees (Consultants Secretary's fees to be included in cost and packaged together)	220 hours	72	15,840		Refer to Budget Note 1

All Figures in USD	# of Units	Unit Rate	APEC Funding	Self-funding	Notes
Travel (Speaker, Experts, Researchers)					
Per diem (incl. accommodation and "75% additional payment")	6 persons x 3.75 days	195	4,388		The 2-Day Workshop will be held in Bali, Indonesia.
Airfare	6 persons	3,500	21,000		
Travel for Participants (from travel-eligible economies only. Active participants only)					
Per diem (incl. accommodations and "75% additional payment")	22 persons x 3.75 days	195	16,088		The 2-Day Workshop will be held in Bali, Indonesia.
Airfare (<i>restricted economy class</i>)	22 persons	Variable	39,357		Unit value is estimated based on average quotations of direct roundtrip economic flight from capital city of travel eligible economies to Bali, Indonesia.
Other items					
Communications (telephone, fax, mail, courier)			500		
<i>Hosting</i> (provide breakdown, e.g., room rental, stationery)	Conference Venue room rental, 2 days	7,000	14,000		The 2-Day Workshop will be held in Bali, Indonesia.
	Provision of Stationery	500	500		
Total:			121,113		

Budget Note 1: Direct Labour - Provide information for APEC-funded positions, including a list of general duties, total hours per contracted tasks and who will be contracted, if known. (It is not acceptable to contract staff from your own organization or government employees.)

- 1) **Honorarium** – please refer to the Honorarium Payment Schedule at Appendix M of the Guidebook when proposing an honorarium rate for each Speaker/Expert:

Please use one row for <u>each</u> Speaker/Expert you propose APEC to fund*:				
No.	Indicate Role: Speaker? Moderator? Panelist?	Total time spent at the Project Event (in hours)	Proposed Honorarium Rate	Additional Information, if any
1.	Speaker (6)	3 Hours	700	

Please use one row for <u>each</u> Speaker/Expert you propose APEC to fund*:				
No.	Indicate Role: Speaker? Moderator? Panelist?	Total time spent at the Project Event (in hours)	Proposed Honorary Rate	Additional Information, if any
2.	Moderator (2)	3 Hours	700	

*The roles/details of speakers/experts may be restructured according to final project requirements.

- 2) **Contractors to be funded by APEC (Short-Term Clerical Staff, Event Logistics Provider, Consultant and Researcher) - Please use one table per Direct Labor item and list all relevant tasks to be performed by the Contractor(s). Please provide the number of work hours for each task.**

Short-Term Clerical Staff: An individual with an administrative and clerical backgrounds will be contracted for this project.

No.	Specific Tasks	No. of Hours
1.	Identifying and contacting venues and vendors with adequate equipment and assist in finalizing agreement.	28
2.	Drafting General Information and Administrative Circular	26
3.	Identifying and inviting relevant representatives from academic, business, communities, civil society, and government, as well as confirming their participation in the workshop	36
4.	Designing flyers to be posted in the governments' social media accounts	15
5.	Coordinate with the APEC Secretariat to confirm participation from APEC economies.	14
6.	Conducting a dry run one day prior the event	14
7.	Ensuring and supervising all aspects of event during the workshop.	14
8.	Finishing administrative works with the venue	13
Total:		160

Contractor / Consultant with scope of works and time allocation per task as follows:

No.	Specific Tasks	No. of Hours
1.	Conducting research for the Background Paper to gain better understanding and knowledge about the creative industries in the Asia-Pacific Region, and to enrich the discussion at the workshop for a better final report;	38

No.	Specific Tasks	No. of Hours
2.	Working with speakers and discussants in drafting, revising and finalizing agenda of workshop including elaboration of each agenda session and ensure speaker's materials are in line with the topic;	24
3.	Creating a list of suitable potential speakers	24
4.	Developing ex-ante and ex-post evaluation	20
5.	Taking notes during the workshop	16
6.	Collecting and analyzing necessary primary or secondary data during and at the end of the project, including but not limited to number of participants, as well as female participation, ex-ante and ex-post surveys,	24
7.	Drafting the final report of minimum of 20 (twenty) pages will be submitted to report and evaluate the implementation of the workshop, which will report on and evaluate the implementation of the workshop, introduction of the project, findings derived from discussions at the workshop, suggested recommendations.	74
Total:		220

Budget Note 2: Waivers - Provide details of any requests for waivers from the normal APEC financial rules, with justifications in the 'Notes' column of the budget table, or below if the waiver requires a detailed explanation.

Not Applicable.