



CONCEPT NOTE

Promoting the Network for ASEAN Rural Product Development on One Village One Product Model

1. Background and Rationale

Agriculture and rural development are fundamental areas affecting the economic, social and political stability of many member countries and ASEAN as a region. Currently, agriculture maintains a key role in the ASEAN Economic Community (AEC) and contributes to the realization of many AEC goals such as creating and developing a highly competitive, uniform, efficient and effective economic region, which is fully integrated into the global economy.

Despite the numerous natural advantages, traditional and modernized agriculture and rural areas are characterized by high sensitivity and vulnerability. Agriculture sector and rural areas in ASEAN are considered unsustainable and uncompetitive, unequipped to properly leverage resources for production development, science and technology transfer, and human resource training. Productivity, quality, added value of goods, and the ability to respond to natural disasters are still limited.

In the context of globalization, in which international trade offers many market opportunities as well as competition challenges, rural areas are confronted by problems of poverty and adaption to climate change, many ASEAN Member States (AMS) have been promoting economic restructuring, sustainable rural economic development in order to achieve the goals of poverty reduction, social security and environmental protection. AMS are assessed to have great potentials and gaps in the development of local rural products associated with biodiversity and conservation of traditional culture, enhancing market competitiveness and promoting its local resources for rural economic development.

Currently, many AMS have been implementing rural development programs, which focus on developing rural industries to diversify livelihoods and promote community's advantages contributing to economic restructure, job creation, income improvement and sustainable poverty reduction. Many policies and

solutions to support infrastructure development, organize production, enhance technology capacity, and promote trade activities etc. have been implemented. Therefore, developing rural industries and local products is a concern of AMS, which can benefit from experience sharing and upscaling on the basis of mutually beneficial cooperation.

The Government of Viet Nam as well as some AMS constantly pays attention to and has issued a strategic Resolution on Agriculture, Farmer and Rural Area, promoting community participation to develop infrastructure, economy, culture and society of rural areas. The Resolution includes an important content on rural economy development through promoting community strength and local identity to develop local products, rural industries, farmers' economic organizations (cooperatives, common interest groups, farms, SMEs).

At the 41st Meeting of the ASEAN Ministers on Agriculture and Forestry (the 41st AMAF) held in Brunei Darussalam from October 14-16, 2019 and the 11th Meeting of ASEAN Ministers on Rural Development and Poverty Eradication (AMRDPE) in Myanmar from November 04-08, 2019, Viet Nam proposed an initiative to promote the Network for ASEAN Rural Product Development on One Village One Product Model. The Meetings noted Viet Nam's proposal and supported Viet Nam to formulate a Concept Note, which shall be further discussed at the ASEAN Sectoral Working Group on Agricultural Cooperative (ASWGAC).

2. Objectives

The Network for ASEAN Rural Product Development on One Village One Product Model to promote mutual support and connection in ASEAN, aiming to:

- a) Promote cooperation, ~~and~~ partnership and network activities to stimulate local rural potentials and advantages, promote community creativity in developing rural industries and rural SMEs, improve income for rural residents and contribute positively to the socio-economic development of countries, thereby creating common prosperity for rural areas in the ASEAN region;
- b) Share implementing experiences, scale up policies, solutions, models of livelihood development, job creation, income generation, social security improvement and poverty reduction, environmental protection in rural areas;
- c) Enhance local community capacity in developing and organizing the implementation of development programs/projects such as developing farmers' economic organizations, infrastructure, culture, education and health, environment to create a new look for rural areas;
- d) Connect to promote and support trades (in country and oversea) of rural products of the AMS, contributing to introducing and connecting markets, forming an effective and sustainable trade network among countries for rural products;

e) Mobilize funding and technical assistance from international partners for the development of rural industries and rural SMEs, establish reciprocal partnership mechanisms to develop rural industries and rural SMEs, share understanding and knowledge between ASEAN and its partners at national and regional levels.

3. Scope

Promote the Network for ASEAN Rural Product Development on One Village One Product Model.

Create a forum for cooperation, exchange and sharing among AMS on rural product development on one village one product model which is to develop inclusive and sustainable rural economy.

Participation in the activities of the Network by AMS is voluntary.

4. Related ASEAN Sectoral Working Groups

The ASEAN Sectoral Working Group on Agricultural Cooperative (ASWGAC).

5. Key Activities

a) Launching and establishing the Network for ASEAN Rural Product Development on One Village One Product Model - Conduct workshops and conferences at all levels to develop contents, TOR, mechanisms and plans for implementing the Network;

- Form specialized working groups to promote the Network.

b) Promotion activities:

- Mobilize financial and technical assistance from international partners to support Network establishment and implementation;

- Mobilize and encourage the participation of related economic organizations (e.g. enterprises and cooperatives) to participate in activities of the Network;

- Organize national and international forums, fairs and exhibitions to promote specialty, indigenous products, thereby fostering trade links, enhancing values, sharing experiences, and promoting local cultures.

6. Mechanisms

- In the first 3 years, Viet Nam will chair and organize Network activities (including International Fora, an International Fairs). After its third year, AMS will review the activities of the Network and discuss its possible future action plan.

- All AMS to nominate focal points in the ASWGAC to join the Network.

- Each year, the Network will organize one (01) annual meeting.

- For first three years, activities conducted under the Network will be carried out on a voluntary and self-funding basis.

7. Deliverables in 2020

The Concept Note “Promoting the Network for ASEAN Rural Product Development on One Village One Product Model” will be submitted to the 42nd ASEAN Ministerial Meeting on Agriculture and Forestry (AMAF) in Cambodia in October 21 2020 for adoption.

8. Steps to Implement the Initiative

- Viet Nam as the Chair of ASEAN 2020 will work closely with the ASEAN Secretariat and AMS to prepare a draft Concept Note “Promoting the Network for ASEAN Rural Product Development on One Village One Product Model”.
- The draft Concept Note will be sent to the ASEAN Sectoral Working Group on Agricultural Cooperative (ASWGAC) for consideration and comments and SOM-AMAF Chair and Leads and SOM AMAF Focal Points for inputs.- The final draft Concept Note will be submitted to the Special Senior Officials Meeting of the 41st Meeting of the ASEAN Ministers on Agriculture and Forestry (Special SOM-41st AMAF) for endorsement before submitting to the 42nd AMAF in Cambodia in October 21 2020 for adoption.