Handbook on Proposal Development for ASEAN Cooperation Projects

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one identity
one community

Handbook on Proposal Development for ASEAN Cooperation Projects

The ASEAN Secretariat
Jakarta

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967. The Member States of the Association are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Viet Nam. The ASEAN Secretariat is based in Jakarta, Indonesia.

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FOREWORD

Over the years, ASEAN has developed and implemented various cooperation projects undertaken within and outside of the ASEAN Member States. Those projects are carried out either through cooperation among ASEAN Member States or in partnership with ASEAN External Partners.

The ASEAN cooperation projects aim at supporting the overall goal of ASEAN integration. They focus on addressing regional challenges and issues to avoid duplications with efforts that are better implemented at the national or local levels.

Based on the above long experiences, this "Handbook on Proposal Development for ASEAN Cooperation Projects" is prepared to provide guidance for the development of proposals for ASEAN cooperation projects as it provides detailed explanations on how to fill-up the ASEAN Cooperation Project Proposal Template and Completion Reports.

The Handbook also provides guidance for proposed ASEAN cooperation projects to be aligned with the current ASEAN's main documents that outline the ASEAN's overall goals and direction, namely the ASEAN Community Vision 2025, the Master Plan on ASEAN Connectivity (MPAC) 2025, and the Initiative for ASEAN Integration (IAI) Work Plan III. The Handbook further reminds the need for ASEAN cooperation projects to uphold ASEAN's purposes and principles in carrying out development cooperation endeavors with other parties. This includes ensuring ASEAN's centrality, as well as preserving inclusive and non-discriminatory principles. I believe the increased number of good quality ASEAN cooperation projects will contribute significantly to the ASEAN Integration and community building process. I thank the Sub-Committee on Development Cooperation of the Committee of the Permanent Representatives to ASEAN (CPR) in Jakarta for their contributions and guidance in the finalisation of this Handbook.

I sincerely hope that prospective project proponents, implementing agencies and other stakeholders interested to work and collaborate with ASEAN would take guidance from the Handbook to ensure forthcoming ASEAN cooperation projects will support and contribute to the realisation of the ASEAN goals and visions effectively.

DATO LIM JOCK HOI
Secretary-General of ASEAN

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ABBREVIATIONS AND ACRONYMS

AEC	ASEAN Economic Community
ADF	ASEAN Development Fund
AMS	ASEAN Member State(s)
AIMD	ASEAN Integration Monitoring Directorate
AMD	Analysis and Monitoring Division/Directorate
ASEAN	Association of Southeast Asian Nations
ASEC	ASEAN Secretariat
APSC	ASEAN Political-Security Community
ASCC	ASEAN Socio-Cultural Community
CLMV	Cambodia, Lao PDR, Myanmar and Viet Nam
CPR	Committee of the Permanent Representatives to ASEAN
DO	Desk Officer
DP	Dialogue Partner
ERD	External Relations Division
FBD	Finance and Budget Division
IA	Implementing Agency
IAI	Initiative for ASEAN Integration
M&E	Monitoring and Evaluation
MPAC	Master Plan on ASEAN Connectivity
PCPMD	Programme Coordination and Project Management Division
PCR	Project Completion Report
PoA	Plan of Action
SOP PAA	Standard Operating Procedures on Project Appraisal and Approval
SOP PFDR	Standard Operating Procedures on Project Financial Disbursement and Reporting
TPF	Trust and Project Fund

GLOSSARY

Action	Priority intervention identifiable by a small Roman numeral in the ASEAN Community Blueprints, to be used as a reference in order to define an ASEAN cooperation project's activity or area of intervention.
Action Line	Main sector of an ASEAN Community Blueprint, identifiable by a capital letter with an Arabic numeral.
Activity	Actions taken or work performed through which inputs such as funding and other types of resources are mobilised in order to produce specific project outputs.
Audit	An independent, objective assurance activity designed to add value and improve an organisation's operations. Such activity can help an organisation to accomplish its objectives by bringing a systematic, disciplined approach to the assessment and the improvement of the effectiveness of any risk management, control and governance processes.
Beneficiaries	Individuals, groups or organisations, whether targeted or not, that benefit either directly or indirectly from a given project. ASEAN should be the main beneficiary of ASEAN cooperation projects.
Blueprint	Detailed plan of action implemented to achieve objectives agreed upon by the ASEAN Community. ASEAN cooperation projects should contribute to the achievement of the goals and objectives of the ASEAN Political Security Community, ASEAN Economic Community, and ASEAN Socio-Cultural Community Blueprints.
Characteristic	The main thematic area of an ASEAN Community Blueprint, identifiable by a capital letter.

Desk Officer	ASEAN Secretariat staff who has purview over sectoral matters and who is assigned to the handling of a given project.
Evaluation	Systematic and objective assessment of an on-going or completed project, including its design, implementation and results. An evaluation should provide information which is both credible and useful, and thus enable the incorporation of any lessons learned into the development of follow-up programme or new project. Typically, evaluation looks into the relevance, efficiency, effectiveness, impact and sustainability of a given project.
Final Approving Body	Approving authority identified by the Terms of Reference (TOR) or agreement on the establishment of a Trust Fund or multi-year programme. For ASEAN and ASEAN-External Partner funds administered by the ASEAN Secretariat, the final approving body is typically CPR or CPR+1. While the relevant ASEAN Sectoral Body or Committee usually serves as the final approving body for Sectoral Body-established Trust Funds.
Implementing Agency	Legal entity that receives project funding, usually through the ASEAN Secretariat, in order to implement an approved ASEAN cooperation project. The proponent can be an implementing agency.
Indicator	Quantitative or qualitative factor or variable that provides a simple and reliable way of measuring achievement and to reflect any changes relating to a given project.
Lessons Learned	Findings and generalisations based on project review and evaluation exercises relating to projects that could be applied to broader situations and future projects. Lessons learned could highlight the strengths and weaknesses of preparation, design, implementation and achievement of project results as these factors affect performance, outcomes and impacts.

Means of Verification	Methodologies used to identify information sources and collection of information.
Monitoring	Continuous function that uses the systematic collection of data relating to specified indicators in order to provide the management and main stakeholders of an on-going project with information. This information can relate to the extent of any progress that is being made, as well as to the achievement of objectives and progress as regards the use of the allocated funds.
Objective	The intended physical, financial, institutional, social, environmental or other developmental results to which a project is expected to contribute.
Outcome	The likely or achieved short-term and medium-term effects of a project's outputs.
Outputs	The products, capital goods and services which resulted from a project. This may also include any changes which a given project brings about and which are relevant to the achievement of certain outcomes.
Programme	Set of projects or activities which relates to the same sector or theme and which is designed to achieve certain long-term development objectives.
Project	Group of activities designed to achieve an objective through a given budget and organisation within a given timeframe.
Proponent	Initiator or formulator of a project proposal. The proponent is taken to mean both the individual and the organisation that the proponent represents.
Result	The output, outcome or impact (be it intended or unintended, positive and/or negative) of a given project.

Sectoral Committee / ASEAN Body	Relevant ASEAN Sectoral Committee / ASEAN Body with a purview over sectoral matters, including the review, endorsement and sponsorship of project proposals at the sectoral level.
Stakeholder	Agencies, organisations, groups or individuals who have a direct or indirect interest in a project or its evaluation.
Sustainability	The capacity of national or regional institutions to successfully utilise project results after the termination of a project.

CHAPTER 1
About the Handbook

1.1. Purpose of the Handbook

This Handbook offers a simplified and practical reference for project proponents who are looking to develop and submit project proposals through the use of the ASEAN Cooperation Project Proposal Template. The Handbook is also aiming to guide proponents and relevant stakeholders through the implementation of their projects. This guidance encompasses assisting them in the monitoring of approved projects, as well in the completion and submission of completion reports through the use of the prescribed ASEAN Cooperation Project Completion Template. Both of these templates can be accessed at: *http://asean.org/resource/asean-project-templates/*.

The Handbook is primarily designed for projects accessing supports from the ASEAN Development Fund, ASEAN Cultural Fund and other ASEAN-established sources of funding. The book is also aimed at projects supported by ASEAN External Partners through the ASEAN-External Partner established Trust and Project Funds (TPF) under the management of the ASEAN Secretariat. Moreover, the main principles and key processes described in the Handbook are also applicable to guide the development of projects excluded from the Standard Operating Procedure on Project Appraisal and Approval (SOP PAA) and or those supported by partners that have yet to establish guidelines with ASEAN, including for the development of longer-term projects or ASEAN cooperation programmes with ASEAN External Partners.

1.2. Target Users of the Handbook

This Handbook has been designed for use by project proponents, as well as by other stakeholders at both regional and national levels. It contains relevant information on project proposal development in the context of ASEAN. It also provides detailed steps on filling-up the ASEAN project proposal template and describes the processes on the development, submission, implementation and completion of projects.

The Handbook is intended for:

- ASEAN Member States' (AMS) representatives to ASEAN Bodies, Committees or Working-Groups implementing projects in line with relevant strategic priorities under the ASEAN Community Blueprints;
- Individual proponents aiming to contribute to the above and/or the implementation of Plans of Action which are relevant to ASEAN External Partners;
- Line ministries or national-government agencies which are looking to implement regional projects under the sponsorship of an ASEAN Sectoral Committee / ASEAN Body;
- Other interested stakeholders who are looking to partner with ASEAN in pursuit of shared goals; and
- ASEAN Secretariat and ASEAN National Secretariat officers and staff who are aiming to fulfill their project-coordination and facilitation roles and providing guidance to potential proponents and cooperation partners.

1.3. Contents of the Handbook

The Handbook comprises five chapters. Chapters 1 and 2 describe the purpose of the Handbook, overview of ASEAN development cooperation and its collaboration with ASEAN External Partners and the ASEAN project cycle. Chapters 3 to 6 cover processes, references and general guidelines for filling-up the required templates.

Quick Guide to the Handbook

Chapter 1. About the Handbook	• Provides an overview of the Handbook and its target users (p.1)
Chapter 2. Overview of the ASEAN Cooperation Projects	• Provides an overview of the ASEAN cooperation project and its cycle, including the expected roles and responsibilities of proponents, the ASEAN Secretariat, the IA, the ASEAN Sectoral body and the final approval body (p.4)

Chapter 3. Formulation of Project Proposals	• Provides guidance for the initiation development and submission of concept and project proposals. This chapter also aims to guide project proponents through the process of filling in the ASEAN Cooperation Project Proposal Template (p.8)
Chapter 4. Project Appraisal and Approval	• Describes how project proposals are appraised and approved by the ASEAN Secretariat, ASEAN Sectoral Body and the final approving body (p.19)
Chapter 5. Project Implementation and Monitoring	• Provides guidance on the formalisation and disbursement of approved projects and the reporting requirements that have to be met during project's implementation (p.23)
Chapter 6. Project Completion and Reporting	• Provides guidance on the completion of projects and the utilisation of project results (p.26)

CHAPTER 2
Overview of the ASEAN Cooperation Projects

2.1. ASEAN Cooperation Projects

ASEAN Cooperation Projects are one of the implementing vehicles for the various development interventions, goals and objectives which are set out under the ASEAN 2025: Forging Ahead Together. This framework encompasses ASEAN Community Blueprints which address political security, economic and socio-cultural concerns.

In general, ASEAN cooperation projects are initiatives proposed and sponsored by ASEAN committees, bodies and entities that should support ASEAN Community integration efforts. It may or may not involve collaborations with ASEAN External Partners. These projects can be implemented as either short-term projects or long-term programmes.

ASEAN maintains the ASEAN Development Fund (ADF) and ASEAN Cultural Fund (ACF) contributed by ASEAN Member States to support ASEAN strategic iniatives. Moreover, a number of ASEAN's Dialogue, Sectoral and Development Partners (collectively ASEAN External Partner) have established Funds with ASEAN to support their development cooperation with ASEAN. ASEAN also typically develops Plans of Actions (PoA), or similar documents with ASEAN External Partners to strengthen development cooperation in mutually agreed areas. The POA of Dialogue Partners cooperation may be accessed at *http://asean.org/asean/external-relations/*.

2.2. Main References for the Development of Project Proposals

ASEAN cooperation projects contribute to the implementation and achievement of the ASEAN Community Vision 2025. The following reference documents should be used in the identification of a given project's proposed contribution to the process of ASEAN Community building:

- **ASEAN 2025: Forging Ahead Together**

  It comprises the ASEAN Political-Security Community Blueprint 2025, the ASEAN Economic-Community Blueprint 2025, and the ASEAN Socio-Cultural Community Blueprint 2025. In order to achieve the goals of ASEAN Community Vision 2025, ASEAN and its respective sectoral bodies have established priorities and work plans (*http://asean.org/storage/2015/12/ASEAN-2025-Forging-Ahead-Together-final.pdf*).

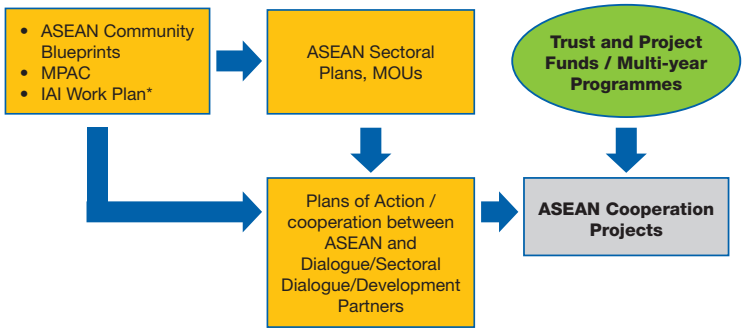
- **Initiative of ASEAN Integration (IAI) Work Plan III**

  This plan outlines five areas of strategic priorities and their objectives, as well as specific actions to be completed within each strategic area. The vision of the IAI Work Plan III is to assist the CLMV countries as they attempt to meet ASEAN-wide targets and fulfil their commitments in realising the goals of the ASEAN Community. The five areas of strategic priority are: (i) food and agriculture; (ii) trade facilitation; (iii) micro-, small- and medium-scale enterprises (MSMEs); (iv) education; and (v) health and well-being (*http://asean.org/storage/2016/09/09rev2Content-IAI-Work-Plan-III.pdf*).

- **The Master Plan on ASEAN Connectivity (MPAC) 2025**

  The Master Plan focuses on five strategic areas on: sustainable infrastructure; digital innovation; seamless logistics: regulatory excellence; and population mobility. MPAC 2025 was developed in consultation with the relevant ASEAN Sectoral Bodies, as well as other stakeholders (*http://asean.org/storage/2016/09/Master-Plan-on-ASEAN-Connectivity-20251.pdf*).

Figure 1. Framework of ASEAN Cooperation Projects



It is important that ASEAN cooperation projects adhere to the principles of the ASEAN Charter, including the principle of equality of treatment of Member States. For a project to be considered as an ASEAN cooperation project, it should:

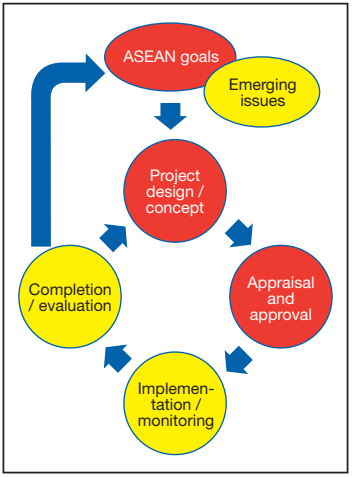
1. Address challenges at the regional level and create synergy with other projects that are addressing the same issues;
2. Be of benefit to ASEAN and engage all ASEAN Member States equally;
3. Align with the ASEAN Community Blueprints and other relevant ASEAN documents; and
4. Be endorsed by either the relevant ASEAN Sectoral Committee / ASEAN Body or the Committee of the Permanent Representatives to ASEAN (CPR), or both.

As part of the Initiative for ASEAN Integration (IAI) and the narrowing of the development gaps among ASEAN Member States, projects may opt to focus its support for Cambodia, Lao PDR, Myanmar and Viet Nam (CLMV). Such projects shall also be endorsed by the ASEAN Sectoral Committee and or ASEAN Body prior to final approval. Moreover, such projects are required to go through a secondary accreditation process to qualify them as IAI initiatives.

2.3. The ASEAN Cooperation Project Cycle

The ASEAN cooperation project cycle comprises four stages:

- ***Project proposal development/ project design.*** Project proponent develops their proposal using the ASEAN Cooperation Project Proposal Template.
- ***Appraisal and approval.*** The ASEAN Secretariat reviews the project proposals' compliance with the ASEAN Cooperation Project Proposal Template before submission to the ASEAN Sponsoring Body endorsement and to the final approving body.



- ***Implementation and monitoring.*** The proponent / IA implements, monitors and reports on the project's progress.
- ***Completion/evaluation.*** The proponent / IA uses monitoring data and evaluation findings in order to report on the project's achievements and results (when compared against the given indicators), the prospects for the sustainability of the results, any lessons learned which may provide guidance for planning future or related projects, and fund utilisation.

CHAPTER 3
Formulation of Project Proposals

3.1. Main Stakeholders for Proposal Development

Proponent initiates a project proposal. The proponent may come from an ASEAN Member State, ASEAN External Partner or the ASEAN Secretariat. Proponent has to channel project proposal through government line ministry / agency to identify priorities and focus the project to the ASEAN Community Blueprint or the sectoral body work plan.

IA is the legal entity nominated by the proponent that receives project funding, usually through the ASEAN Secretariat, and which then implements the approved project. The IA may be the proponent, or another agency or entity. IA is responsible for the achievement of a given project's objectives and outputs, monitoring and reporting, and the submission of the required project reports to ASEAN through the ASEAN Secretariat.

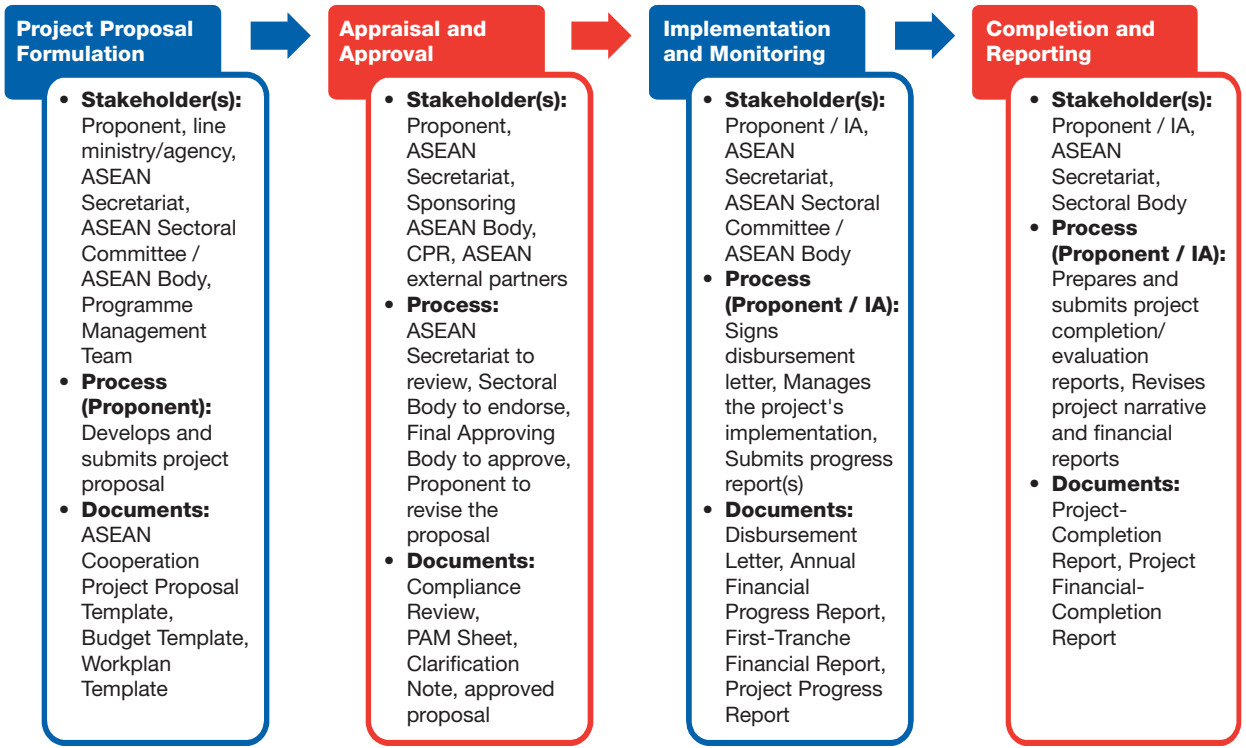
Roles and responsibilities of project proponent:

1. Develop project proposal in accordance with ASEAN project rules and guidelines, including the identification of the relevant ASEAN Sectoral Committee / ASEAN Body, and use of the prescribed project proposal template to be submitted electronically in Microsoft Word and Excel format. Project proponent may liaise with the ASEAN Secretariat in order to ensure that a project proposal is aligned with ASEAN Sectoral Committee / ASEAN Body priorities;
2. Consult with the relevant Programme Management Team (PMT) if applicable prior to submitting the project proposal for the ASEAN Secretariat's appraisal and approval process;
3. Submit a project proposal to the ASEAN Secretariat through an ASEAN Member State (ASEAN National Secretariat, line agencies, ASEAN bodies) or through the relevant ASEAN Secretariat Sectoral Division, Programme Cooperation and Project Management Division (PCPMD) or External Relations Division (ERD), or during a meeting of an ASEAN Sectoral Committee / ASEAN Body;
4. Attach the interim or completion reports of previous project phases when submitting recurring/next phase project proposal and take into account the results, feedback and inputs from the former during the

design of the latter. Next phase project proposal shall be processed as a regular proposal through the appraisal and approval process;

5. Identify the proposed source of funding before submitting the project proposal for appraisal. Proponent may seek the Desk Officer's (DO) assistance in identifying the potential funding source. The DO may consult ERD, PMT, PCPMD and Finance and Budget Division (FBD) on the most suitable funding source;
6. Revise the proposal based on comments received during the appraisal and approval process; and
7. Submit the project proposal to the ASEAN Secretariat at least 83 working days prior to the intended project implementation date.

Project proposal development within ASEAN comprises several steps. While the proponent is responsible for the development of initial formulation of a given project proposal, the ASEAN Secretariat has established a mechanism which aims to ensure that projects are aligned with the respective ASEAN sponsoring body's priorities. The related stakeholders, processes and required documents within the ASEAN project cycle are described in the next page.


Project Proposal Formulation
Stakeholder(s): Proponent, line ministry/agency, ASEAN Secretariat, ASEAN Sectoral Committee / ASEAN Body, Programme Management Team
Process (Proponent): Develops and submits project proposal
Documents: ASEAN Cooperation Project Proposal Template, Budget Template, Workplan Template
Appraisal and Approval
Stakeholder(s): Proponent, ASEAN Secretariat, Sponsoring ASEAN Body, CPR, ASEAN external partners
Process: ASEAN Secretariat to review, Sectoral Body to endorse, Final Approving Body to approve, Proponent to revise the proposal
Documents: Compliance Review, PAM Sheet, Clarification Note, approved proposal
Implementation and Monitoring
Stakeholder(s): Proponent / IA, ASEAN Secretariat, ASEAN Sectoral Committee / ASEAN Body
Process (Proponent / IA): Signs disbursement letter, Manages the project's implementation, Submits progress report(s)
Documents: Disbursement Letter, Annual Financial Progress Report, First-Tranche Financial Report, Project Progress Report
Completion and Reporting
Stakeholder(s): Proponent / IA, ASEAN Secretariat, Sectoral Body
Process (Proponent / IA): Prepares and submits project completion/ evaluation reports, Revises project narrative and financial reports
Documents: Project-Completion Report, Project Financial-Completion Report

3.2. The ASEAN Cooperation Project Proposal Template

The ASEAN Cooperation Project Proposal Template sets out the minimum requirements for proponents. The template is available at: *http://asean.org/resource/asean-project-templates/*.

1. Project Details

Proposal Identification Code

The ASEAN Secretariat will fill in the relevant code.

Project Title

Formulate a concise project title that encapsulates the essence of the proposed project. Please attempt to reflect the main purpose of the project in the title, and not just the key activity or event that the project encompasses.

Brief Project Description (on the proposal's cover page) – 300 words max

Provide a brief description of the proposed project, its objectives and key outputs or activities. This description should be succinct but should also contain enough information so that approving bodies will be able to understand how the project will contribute to ASEAN's overall goals.

Recurring Projects

Indicate whether the proposed project is part of a series of projects (involving similar objectives, outputs and activities).

Recurring Projects are those which are repeated at fixed (regular) or irregular intervals and have the same or similar objective(s), outputs and activities. This could be a report or publication that is issued annually, or a training programme which is conducted regularly.

Next-Phase Projects are projects which continue and build upon the activities of previous projects, expanding or working on other additional areas which were not covered or explored by the previous projects. These are not considered as Recurring Projects. For both of these categories, please provide the project code of the previous project.

Project Classification

In order to be able to assess the eligibility of proposed projects, as well as their scope and contribution to the implementation of ASEAN strategies, the ASEAN Secretariat and approving bodies require proper project classification.

Scope

Indicate whether the proposed project is a Single-Sectoral (e.g. Agriculture) or Cross-Sectoral Project (e.g. Agriculture and Infrastructure), as this will involve different project appraisal and approval mechanisms and processing times:

- A single-sectoral project is sponsored by only one sectoral body.
- A cross-sector project is sponsored by more than one sectoral bodies.

For cross-sectoral project, proponent should specify the particular ASEAN Community Blueprint, the Characteristics and Action Line to which the focus and/or the largest part of the budget allocation will apply. This will help the ASEAN Secretariat to identify the Lead Division which will coordinate the proposal in question. (See the discussion of ASEAN Community Blueprints below).

Pillar

Refer to the ASEAN Community Blueprints (ASEAN Economic Community Blueprint, ASEAN Socio-Cultural Community Blueprint, ASEAN Political Security Community Blueprint) in order to ascertain which of these blueprints the proposed project relates to. Specify the respective ASEAN Community Blueprint, the Characteristic and Action Line. Tick either "IAI" or "Connectivity" if the proposed project relates to the Initiative for ASEAN Integration Work Plan III or to the Master Plan for ASEAN Connectivity 2025 respectively.

- ASEAN 2025: Forging Ahead Together
- Initiative of ASEAN Integration (IAI) Work Plan III
- The Master Plan for ASEAN Connectivity (MPAC) 2025

Nature of Cooperation

Categorise the proposed project according to the nature of its cooperation.

There are five broad stages of cooperation with regard to the regional integration within ASEAN:

1. Confidence building: in order to build understanding as regards the common areas of interest and the potential for achieving objectives through cooperation and actions at the regional level;
2. Harmonisation: in order to take a common approach within Member States as regards the management of programmes;
3. Special assistance: in order to bridge any development gaps and assist any Member States who requires assistance to be able to adopt harmonised management practices;
4. Joint efforts: to create regional institutions that can act on behalf of the Member States in areas where there have been agreements to delegate responsibility; and
5. Regional integration and expansion: to enlarge the scope of influence by showcasing successful institutions as models of regionalism, and to promote the adoption by others through a process of bi-regional cooperation.

Type of Intervention

In order to achieve an accelerated integration process, a number of development interventions can be employed. Based on the experience of ASEAN, three key project goals aimed at fostering regional integration can be distinguished:

1. Harmonisation of national policies: in order to create a regionally consistent legislative framework for certain institutional practices;
2. Harmonisation of institutional mechanisms: in order to implement consistent regional management practices and regimes, especially within the public sector; and
3. Capacity building in the relevant key and supporting sectors: in order to initiate the necessary institutional changes, so that the above harmonisation efforts can be achieved.

Project Duration

Please select an applicable duration period.

Proposed Commencement/Completion Date

A project is considered to have "commenced" on the date that the proponent / IA is informed of the approval and upon receipt of the first disbursement. A project is considered to have been "completed" when the project completion report and unspent balance, if any, is received and verified by the ASEAN Secretariat.

Participating ASEAN Member States

ASEAN cooperation projects are expected to involve the participation of all Member States. If a project involves the participation of all Member States but in different ways (e.g. through different levels of assistance) or does NOT involve all Member States, please indicate the reason for this.

Sponsoring ASEAN Body

Identify the relevant ASEAN Sectoral Committee / ASEAN Body which oversees the areas that the project is intending to support. Annex 1 sets out a list of ASEAN Sponsoring Bodies which could endorse the project. The proponent should contact the ASEAN National Secretariat in their respective country in order to identify the most appropriate national focal point and or consult with the ASEAN Secretariat.

It is important to work with the relevant line ministries in order to ensure that the project is fully aligned with the relevant sectoral plans, as well as with the priorities of the project funding. For project funds with PMT established at the ASEAN Secretariat, the PMT can facilitate and provide technical assistance during the development of the project proposal.

If the project involves cross-sectoral issues, then the proponent needs to identify other ASEAN Sectoral Committee / ASEAN Body in addition to the lead ASEAN Sponsoring Body.

Proponent's Name and Address

Provide the name and contact details and address of the proponent. The proponent will become the contact person during the project's appraisal and approval stages.

If the IA is different from the proponent, then the complete name, contact details and address of the institution should also be provided.

The IA will be responsible for receiving the funding, the implementation of the project, and monitoring as well as ultimate completion. The IA should also communicate regularly with the ASEAN Secretariat, as well as submit progress and completion reports.

Date of Proposal Submission

Indicate the date of the proposal submission to ASEAN Secretariat, the overall plan for the project's implementation, as well as the estimated duration of the project's implementation.

Proposed Funding Source(s)

Please consult with the ASEAN Secretariat and/or the relevant ASEAN Sectoral Committee / ASEAN Body in order to identify a proposed source of funding.

Proposed Project Budget (total)

State the proposed total project budget in US dollars. This should be consistent with the detailed budget proposal which is set out using the required project proposal template.

2. Project Justification, Regionality and Beneficiaries – 600 words max

a) Current Problem

Briefly describe the issues or problems in the region or sector that the project seeks to address. Explain the cause of these issues or problems. The write-up has to be clearly linked to the project's objective(s).

b) Regionality

Show that the problem or issue affects more than one ASEAN Member State and requires regional action. This is essential if the project is to be considered as an ASEAN cooperation project.

c) Project History

List any related projects/activities, whether the previous projects/activities or those which are currently being implemented. Describe how this new project will complement them. For Recurring Project, please include details of any outputs/lessons learned during the previous project.

d) Beneficiaries

Please state who will directly benefit from this project. The proponent could also identify who will indirectly benefit from its implementation.

3. Project Results

Present the intended project results in the form of the following table:

Project Objective/Outcome: The intended physical, financial, institutional, social, environmental, or other development results to which a project is expected to contribute. If applicable, the project can have more than one objectives.

Outputs (What results will the project lead to, for example any products and services, or changes that are relevant to the achievement of the objective(s).)	**Indicators (to measure the project's achievement)** How will the project's achievement be measured? Please indicate feasible quantitative or qualitative factor.	**Means of Verification** How will information be collected to support these indicators?
Main Activities: List the actions or activities that the project will carry out to achieve the above results/outputs.		
The project can have more than one result/output. Please add rows above as necessary.		

4. Project Management Arrangements – 600 words max

a) Management Arrangements

Briefly describe the management structure of the project (including responsibilities, coordination mechanisms and the project-management reporting line). Please ensure to include the role of any sponsoring ASEAN Bodies/Committees in the description of any management arrangements.

b) Human-Resource Inputs

Specify the type and number of personnel who will be involved in the project. If applicable, please include the Terms of Reference for each position in the annexes.

c) Monitoring and Evaluation Arrangements

Describe the plan which outlines how the monitoring and reporting of the project will be carried out. Please note that a progress report will be required for any project which spans two financial years or which lasts for longer than a single year. Please note that a project evaluation will also be required for any project which has a budget of more than USD 1 million or which will last for longer than a single year. Project evaluation should be budgeted for accordingly.

5. Project Sustainability – 300 words max

State how the output(s) of the project will be sustained after the project is completed.

6. Gender and Other Cross-Cutting Issues – 300 words max

a) Gender

Please indicate how gender-related issues will be taken into account during the project's implementation, including how the project will ensure equal opportunities for participation where appropriate, and how this aspect will be monitored. The proponent may also describe if the following is part of the project:

- Promotes the participation of women in decision-making processes;
- Addresses gender stereotypes and conveys a positive image of women and girls;

- Promotes the allocation of resources for gender-responsive projects and programmes; and
- Others as appropriate.

b) Other Cross-Cutting Issues

State how other cross-cutting issues have been adequately taken into account, i.e. the Environment, IT, Human Rights, etc.

7. Potential Risks

Outline any significant potential risks or threats within the proponent's control which could ultimately affect the success of the project, such as a lack of capable human resources, security issues, political risks, etc. Present these risks/threats along with corresponding mitigation strategies using the following table:

Risk / Threat	Mitigation Strategy

The Followings are Required Annexes:

Annex 1 – Budget Proposal

Using the budget format provided by the ASEAN Secretariat, outline any input costs under the relevant subheadings. Include a project evaluation budget for any projects which have an estimated budget of more than USD 1 million or which will last for longer than one year.

Annex 2 – Indicative Work Plan

Use the work plan format provided by the ASEAN Secretariat in order to develop a work plan which sets out a timeframe for each of the project's main activities. The work plan should cover the entire period of the project.

Annex 3 – Notation on Additional Supporting Documents

List any relevant additional supporting documents which are submitted with the project proposal (reports, memoranda of understanding, etc.) and should enhance the understanding of the proposed project and its overall strategy.

CHAPTER 4
Project Appraisal and Approval

Project proposals have to go through official review and appraisal processes which are undertaken by the ASEAN Secretariat, the relevant ASEAN Sectoral Committee / ASEAN Body and the final approving body.

4.1. General Principles

1. Projects can be recognised as ASEAN cooperation projects if it meets the criteria for ASEAN cooperation projects as described in Chapter 2;
2. The SOP PAA ensures that the above is adhered;
3. Projects processed and approved through the SOP PAA are considered ASEAN cooperation projects; and
4. ASEAN External Partners could request for recognition of a project as an ASEAN-External Partner cooperation project, upon getting the necessary approval from the ASEAN side.

4.2. Inclusion and Exclusion

Projects seeking funding support from the ASEAN Development Fund (ADF), the ASEAN Cultural Fund (ACF), and TPF managed by ASEAN Secretariat that were established by ASEAN and with ASEAN External Partners are required to be processed through the SOP PAA. Likewise the following are also required to go through the SOP PAA:

- Projects seeking funding support from external funds but outside of TPF which are established and administered by the ASEAN Secretariat, provided that ASEAN and the concerned ASEAN External Partner have yet to agree on guidelines on project appraisal and approval for the said fund; and
- Projects seeking funding support from TPF established by ASEAN Sectoral Committee / ASEAN Body that do not have their own established appraisal and approval process.

There are few variations of procedures to recognise the partnership or cooperation. The following has to go through the main elements of the SOP PAA which are the endorsement of an ASEAN Sponsoring Body, and/or final approval by the relevant approving body or the CPR:

- ASEAN cooperation projects funded by individual ASEAN Member State (AMS);
- Multi-year programmes or project facilities funded by ASEAN External Partners. The sub-projects and activities under the endorsed multi-year programmes or project facilities shall be approved using the existing agreed governance mechanism, such as Project Steering Committee, which, in principle, shall be based on the main elements of the SOP PAA;
- Projects and programmes to be funded by ASEAN Sectoral Dialogue Partners and ASEAN Development Partners; and
- Projects and programmes funded by other external partners including multi-lateral and international organisations such as the World Bank, the ASEAN Development Bank and the United Nations agencies, the endorsement needed is until the ASEAN Sectoral Body while the CPR will be notified.

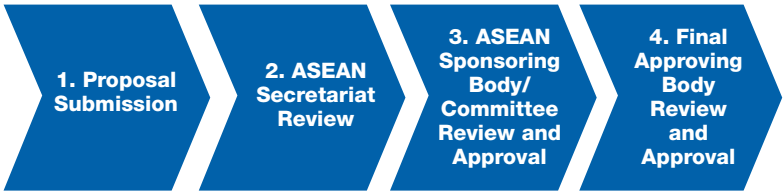
4.3. Duration of Appraisal and Approval

Proponent should take this process into account when planning the implementation of any project. In general, in cases where project is seeking funding support from the ASEAN Secretariat managed fund, Proponent should allocate at least 83 days for single-sectoral project and 96 working days for cross-sectoral project prior to the intended implementation date. This includes 30 days for revisions of project proposal by the proponent.

The proponent may request an extension for a proposal revision of up to 20 working days (4 weeks), as prescribed in the SOP PAA processes. The PCPMD will oversee the process of appraisal and approval.

4.4. SOP Appraisal and Approval Process

The four main elements of the appraisal and approval process can be described below.



a) ASEAN Secretariat Review

The ASEAN Secretariat review will focus upon the adherence of the project proposal to the ASEAN Cooperation Project Proposal Template, as well as on the clarity of each section of the template, including benefits and the participation of the AMS, objectives, outputs, indicators, means of verification, and also the management of the project.

Projects that have already been endorsed by the relevant ASEAN Sectoral Committee / ASEAN Body, recurring and or valued under US$100,000 can be exempted from the full application of the SOP PAA, provided that the ASEAN Secretariat can confirm that due diligence and compliance to the existing rules and procedures had been followed in the development of the proposal.

b) ASEAN Sponsoring Body/Committee Review and Approval

The ASEAN Secretariat submits the proposal to the ASEAN Sectoral Committee / ASEAN Body for its review and subsequent approval.

Some projects may have been approved by the relevant ASEAN committees and/or bodies prior to ASEAN Secretariat review. The ASEAN Secretariat shall take due diligence in reviewing that the project adheres to the existing policies and guidelines prior to submission to the final approving body.

For any project excluded from SOP PAA and,submitted for recognition under the "Guidelines for Recognition of Projects Supported by ASEAN's External Partners Outside of the ASEAN Trust and Projects Funds", ASEAN Secretariat will submit the project proposal to either the relevant ASEAN Sectoral Committee / ASEAN Body first and then for the final approval of the CPR.

If the project proposal is submitted or presented by ASEAN External Partner to the ASEAN Sectoral Committee / ASEAN Body, either at a meeting or through a letter, the project proposal may be considered directly by the ASEAN Sectoral Committee / ASEAN Body. Project proposal under this category will use the format as agreed by the concerned sectoral body. The ASEAN Sectoral Committee / ASEAN Body may ask the ASEAN Secretariat to conduct its assessment according to the Guidelines mentioned above.

c) Final Approving Body Review and Approval

Projects seeking funding from TPF should obtain approval from both ASEAN, usually through the ASEAN CPR, and the relevant ASEAN External Partner. This process takes approximately 45 working days.

For projects without a relevant ASEAN Sectoral Committee / ASEAN Body, upon meeting criteria as prescribed in the Guidelines mentioned above, the project proposal will be submitted by the PCPMD to the CPR for endorsement and its subsequent recognition.

If the project proposal is revised by the ASEAN External Partner and if the change(s) fulfil one or more of the criterion which required resubmission to the CPR, the proposal will then be submitted for the Post CPR Approval process by PCPMD.

CHAPTER 5
Project Implementation and Monitoring

5.1. Fund Disbursement

After a project proposal has been approved, the proponent and the IA will be notified. The approved project proposal becomes the basis for the implementation of the project by the nominated IA.

The IA will sign a disbursement letter with the ASEAN Secretariat in order to assume responsibility for the implementation of the project and as part of accountability to report on the received funds. The IA has to ensure that the project's implementation is consistent with the approved project proposal.

For projects utilising TPF being managed by the ASEAN Secretariat, funding will be disbursed in US dollars to a bank designated by the IA. An official Disbursement Letter will then be issued following the approval of the project. This letter will clarify the reporting requirements for the IA which has been entrusted the funds and also set out an official timeline for the submission of progress and completion reports. Please refer to Annex 4 for the Disbursement Letter template.

The IA has to confirm separate bank-account details for the calculation of any funding balance. Any unspent balance and/or interest which remain from the funds should be returned to the ASEAN Secretariat account after the completion of the project, as prescribed in the Disbursement Letter.

All IA recipient bank accounts should be in the name of an official institution. Moreover, it is vital that a consultation with the ASEAN Secretariat is undertaken in the event that a recipient bank account is instead under the name of an individual.

Funding will be disbursed in tranches depending on the nature and the duration of the project. For projects of over a year's duration, initial funding amounting to 70% of the total fund will be disbursed. The proponent / IA can request for a disbursement of 20% of the total fund as a second tranche upon submission of the relevant progress report and the final balance of 10% will be settled upon completion of the project.

For projects of less than a year's duration, initial funding amounting to 90% of the total fund will be disbursed with the final balance of 10% to be settled upon submission of an ASEAN Project Report. Projects that fall into this category include workshops, meetings and disbursements of emergency funding.

5.2. Project Implementation

In general the IA is to be responsible for:

1. Managing the project implementation in accordance with the approved project proposal and also in accordance with ASEAN Project Guidelines, including the requirements for financial disbursement and project reporting;
2. Seeking endorsement from the relevant ASEAN Sectoral Committee / ASEAN Body and the CPR, through the relevant DO, regarding revisions needed to the project proposal, including budgets, objectives and timeframe;
3. Acting as a focal point and main resource for the project's implementation, if requested by the ASEAN Sponsoring Body and/or by the ASEAN Secretariat;
4. Updating any changes which are made regarding the contact person to the DO, and/or the relevant ASEAN Sectoral Committee / ASEAN Body; and
5. Undertaking project monitoring and preparing progress and completion reports, in accordance with the Disbursement Letter, the approved project proposal and the TOR of the fund and for submission to the relevant ASEAN Sectoral Committee / ASEAN Body and/or DO.

5.3. Monitoring and Progress Reporting

Project monitoring and reporting are essential components of project implementation. The IA is fully responsible for the implementation of the approved monitoring plan and reporting mechanism, so as to ensure that projects are implemented as efficiently and effectively as possible, and are ultimately able to achieve its objectives and required outputs.

The ASEAN Secretariat sets out the following progress-reporting scheme:

- For multi-year projects, the IA should submit a progress report (including financial report) every calendar year. Any such progress report should aim to furnish the ASEAN Secretariat and the ASEAN Sponsoring Body with information regarding the progress of the project's implementation. The report should also address any problems or challenges encountered during the implementation of the project, as well as any changes or adjustments which have been made to the planned activities and results. The report should also discuss the implications of such changes or adjustments, as regards the project budget.
- A progress report, including an interim financial report, is also required by the ASEAN Secretariat for auditing purposes and is applicable to any projects spanning two calendar years. Progress report should be submitted 30 days after the end of each calendar year.
- The proponent is also required to submit a First Tranche Financial Report before asking for the additional 20% of the next tranche. This type of report is only applicable to projects which have a 70-20-10 disbursement ratio.

CHAPTER 6
Project Completion and Reporting

6.1. Introduction

The proponent / IA is required to prepare and submit project reports, using the prescribed ASEAN Cooperation Project Report Template, to the DO from the ASEAN Secretariat within 60 working days after the project is fully implemented. If applicable, the proponent / IA is also required to revise any project narratives, financial report and evaluation report based on comments, inputs and recommendations made by the ASEAN Sponsoring Body and the ASEAN Secretariat.

The completion report has to refer to the approved project proposal and should be presented in a structured manner. It should include the following:

- The project's outputs, deliverables and other achievements and its contributions to ASEAN Community Blueprint and to ASEAN goals in general;
- How the project has benefitted the people or institutions in ASEAN Member States;
- Budget expenditures, reflecting the utilisation of the received funds. The Project Financial Report as an annex of the ASEAN Cooperation Project Report template should be used to explain actual expenditure vis-a-vis the received disbursements, interest income from bank deposit and to reflect any remaining balance to be returned to the ASEAN Secretariat.
- Lessons learned from the implementation of the project, which could include good practices on proposal development, implementation and utilisation of the project results, with a view to contribute in designing future or similar projects; and
- How the sustainability of the project results has been ensured.

For projects with significant amounts of funding and/or of a multi-year duration, it is recommended that a project-evaluation exercise also be included.

6.2. The ASEAN Cooperation Project Report Template

The ASEAN Cooperation Project Report Template sets out the minimum requirements which have to be met by any implementing agencies. The template can be downloaded from the ASEAN website[1].

PROJECT COMPLETION REPORT TEMPLATE

1. Project Details

Project-Identification Code

Enter the identification code which has been assigned to the project.

Project Title

Enter the project title, as stated in the project proposal.

Sponsoring ASEAN Body

Name the ASEAN Sectoral Committee / ASEAN Body which is sponsoring the project.

Implementing Agency's Name and Address

Enter the name and address of the agency or entity which is implementing or which has implemented the project, as well as the name, phone and fax number(s) and e-mail address of the contact person who either is or has been in charge of the project.

Funding Source

Enter the project's source of funding.

Approval Date

Enter the date upon which the project was approved by the final approving entity, i.e. the date the legal document was issued (DD/MM/YY).

Approved Project Budget

Enter the total approved budget (in US dollars).

[1] http://www.asean.org/wp-content/uploads/2012/05/Completion-Report-Template.docx

Commencement Date

Enter the date of the project's commencement and explain if this commencement date was different to the planned date of commencement, as stated in the project proposal (DD/MM/YY).

Date of Disbursement

Enter the date that the ASEAN Secretariat disbursed the project funds (DD/MM/YY). If applicable, give reasons if the disbursement date differed from the planned commencement date.

Planned Completion Date

Enter the planned date of project's completion, as stated in the project proposal (DD/MM/YY).

Completion Date

Enter the date of the project's completion (DD/MM/YY).

Report Prepared by

Enter the name of the person(s) who prepared the report.

Date of Report Preparation

Enter the date of report's preparation (DD/MM/YY).

Section A: Annual Interim Report

Budget Spent

Enter the total amount of budgetary expenditure during the reporting period (in US dollars), either during the course of the previous six months (for interim reports) or during the course of the past financial year (for annual interim reports).

2. Project Progress

a) Implementation Progress

Briefly outline progress which has been made as regards the implementation of the project's activities during the course of the reporting period, making reference to the work plan. In particular,

highlight any problems or challenges which have jeopardised the timely and successful completion of the project and discuss possible solutions. These problems or challenges may relate either to risks and mitigation strategies which were foreseen during project design (as stated in the project proposal) or to unforeseen obstacles and developments which will require corrective action.

b) Progress Towards the Achievement of Objectives

Make a brief assessment of the likelihood that the project's objectives (as stated in the project proposal) will be achieved and whether they can be achieved within the assigned timeframe.

Mention any difficulties which have been experienced as regards the participation of the project's intended beneficiaries and of ASEAN Member States, and the implications that such difficulties may ultimately have as regards the achieving of the project's objectives. Also state whether or not any risks that potentially stand in the way of the project objectives being achieved (as stated in the project proposal) have actually become reality and, if so, whether and what mitigation measures have been taken.

c) Plan Adjustments

If applicable, briefly describe and give reasons for changes/ adjustments which were made to the project's objective, indicators or activities during its implementation and address any changes approved by the governing mechanism of the project and the requirements of the funds, which were made to the planned completion date of the project, if applicable. Attach a revised work plan, if applicable.

d) Budget Implications

If applicable, describe the implications of any adjustments which were made to the project's planned budget and attach a revised budgetary breakdown.

Annex A. 1 – Annual Financial Report

Using the reporting format provided by the ASEAN Secretariat, give a detailed breakdown of the project's budget including: planned expenditure, actual expenditure and variances.

Annex A. 2 – Output Documents

Attach documents only to the extent that they are necessary and helpful as regards being able to understand the report's contents (e.g. lists of participants, descriptions of workshop proceedings and surveys/studies/ evaluation reports).

Section B: Completion Report

Actual Completion Date

Enter the date upon which the implementation of the most recent project activity was completed (DD/MM/YY). If applicable, give reasons if there has been any deviation between the actual completion date and the planned completion date.

3. Project Results

a) Direct Beneficiaries

Briefly describe any beneficiaries who directly participated in the project. Provide details on the numbers involved (planned/reached), as well as on the types (planned/reached) of any participants, and explain reasons for any deviations.

b) Achievements

Using the table provided in the template, state the objective of the project, the outputs which need to be produced in order to achieve this objective, and the indicators, as stated in the project proposal. Assess the project's actual achievements against those which were planned, and explain the reasons for any deviations.

c) Plan Adjustments

If applicable, briefly describe and give reasons for changes/ adjustments which were made to the project's objective, outputs and activities during its implementation.

d) Project Outcome

Briefly state how the project will contribute to overall ASEAN Community Blueprints, what difference it has made so far, and how it will benefit people or institutions in ASEAN Member States.

Report on any additional effects or unexpected benefits that the project has generated, in addition to the expected outcomes. What additional effects did the project end up generating and what unintended, unfavourable project side effects were observed?

4. Project Sustainability

State how the sustainability of the project's results has been ensured (e.g. agreements on follow-up activities). Briefly assess the potentials and risks involved in attempting to sustain the project's results (e.g. through sustained support from ASEAN Member States).

5. Overall Project Assessment

Outline two or three key findings or lessons which were learned during the implementation of the project and offer some guidelines regarding the design and implementation of future or related projects.

6. Financial Analysis

Using the table, provide an overview of planned and actual project revenues (and other contributions), expenditures (eligible costs) and any variances.

Annex B. 1 – Project Financial Report

Using the report format provided by the ASEAN Secretariat, give a detailed breakdown of the project's budget including: planned expenditure, actual expenditure and any variances.

Annex B. 2 – Output Documents

Attach documents only to the extent that they are necessary and helpful as regards being able to understand the report's contents (e.g. lists of participants, descriptions of workshop proceedings and surveys/studies/evaluation reports).

ANNEX 1
List of ASEAN Sponsoring Bodies
(as of March 2017)

A. ASEAN Political-Security Community

1. ASEAN Senior Official's Meeting (SOM)
2. ASEAN Defence Senior Officials' Meeting (ADSOM)
   - 2.1. ASEAN Defence Senior Officials' Meeting Working Group (ADSOM WG)
3. Senior Officials Meeting on Transnational Crime (SOMTC)
   - 3.1. SOMTC Plus Australia (SOMTC+Australia) Consultation
   - 3.2. SOMTC Plus Canada (SOMTC+Canada) Consultation
   - 3.3. SOMTC Plus China (SOMTC+China) Consultation
   - 3.4. SOMTC Plus the European Union (SOMTC+EU) Consultation
   - 3.5. SOMTC Plus India (SOMTC+India) Consultation
   - 3.6. SOMTC Plus Japan (SOMTC+Japan) Consultation
   - 3.7. SOMTC Plus the Republic of Korea (SOMTC+ROK) Consultation
   - 3.8. SOMTC Plus China, Japan, ROK (SOMTC+3) Consultation
   - 3.9. SOMTC Plus New Zealand (SOMTC+NZ) Consultation
   - 3.10. SOMTC Plus Russia (SOMTC+Russia) Consultation
   - 3.11. SOMTC Plus the United States (SOMTC+US) Consultation
   - 3.12. SOMTC Working Group on Counter-Terrorism (WG on CT)
   - 3.13. ASEAN-Russia Joint Working Group on Counter-Terrorism and Transnational Crime (ARJWG on CTTC)
   - 3.14. ASEAN-Japan Counter-Terrorism (AJCT) Dialogue
   - 3.15. SOMTC Working Group on Trafficking in Persons (WG on TIP)
   - 3.16. Heads of Anti-Specialist Units (HSU)

4. ASEAN Senior Officials on Drugs Matters (ASOD)
    4.1. ASOD+Japan Consultation
    4.2. ASOD+China Consultation
    4.3. ASOD+ROK Consultation
    4.4. ASOD+3 Consultation
5. Directors-General of Immigration Departments and Heads of Consular Affairs Divisions of Ministries of Foreign Affairs Meeting (DGICM)
    5.1. ASEAN Immigration Intelligence Forum
6. ASEAN ARF Senior Officials' Meeting (ASEAN ARF SOM)
7. Executive Committee of the SEANWFZ Commission
8. ASEAN Intergovernmental Commission on Human Rights (AICHR)

B. ASEAN Economic Community

1. ASEAN Senior Economic Officials Meeting (SEOM)
2. Economic Cooperation (Under SEOM)
    2.1. ASEAN-Australia New Zealand FTA Joint Committee
    2.2. ASEAN-China FTA Joint Committee
    2.3. ASEAN-Japan CEP Joint Committee
    2.4. ASEAN-Korea FTA Implementing Committee
3. Under Competition, Customer Protection & IPR Division (Under SEOM)
    3.1. ASEAN Small Medium Enterprise Working Group (SMEWG)
    3.2. ASEAN Expert Group on Competition (AEGC)
    3.3. ASEAN Committee on Consumer Protection (ACCP)
    3.4. ASEAN Working Group on Intellectual Property Rights Cooperation (AWGIPC)
    3.5. ASEAN Patent Search and Examination Cooperation (ASPEC) Task Force
4. Under Enterprise and Stakeholder Engagement Division (Under SEOM)
    4.1. ASEAN Coordinating Committee on Micro, Small, and Medium Enterprise (ACCMSME)

5. ASEAN Finance and Central Bank Deputies Meeting (AFDM)
    5.1. ASEAN Finance and Central Bank Deputies Meeting Working Group (AFDM WG)
6. Senior Officials Meeting of the ASEAN Ministers on Agriculture and Forestry (SOM-AMAF)
    6.1. ASEAN Food Security Reserve Board (AFSRB)
    6.2. ASEAN Working Group (AWG) on Halal Food
    6.3. ATF on Genetically Modified Food Testing Network
    6.4. ASEAN Task Force (ATF) on Codex
    6.5. ASEAN Sectoral Working Group on Crops (ASWGC)
    6.6. ASEAN Sectoral Working Group on Livestock (ASWGL)
    6.7. ASEAN Sectoral Working Group on Fisheries (ASWGFi)
    6.8. ASEAN Sectoral Working Group on Agriculture Cooperatives (ASWGAC)
    6.9. ASEAN Sectoral Working Group on Agriculture Training and Extension (AWGATE)
    6.10. ASEAN Technical Working Group on Agriculture Research and Development (ATWGARD)
    6.11. ASEAN Senior Officials on Forestry (ASOF)
    6.12. Joint Committee on ASEAN Cooperation and Joint Approaches in Agriculture and Forestry Products Promotion Scheme
    6.13. ASEAN Ministers on Agriculture and Forestry Plus Three (AMAF Plus 3)
    6.14. Senior Officials Meeting for AMAF Plus 3 (SOM AMAF Plus 3)
    6.15. ASEAN-India Ministerial Meeting on Agriculture and Forestry (AIMMAF)
    6.16. ASEAN India Working Group in Agriculture and Forestry (AIWGAF)
    6.17. ASEAN-China Ministerial Meeting on Quality Supervision, Inspection and Quarantine (SPS Cooperation)
    6.18. ASEAN-China SPS Cooperation Contact Points' Meeting
7. Gulf Cooperation Council (GCC)
    7.1. ASEAN GCC Working Group on Agricultural Investment and Food Security

8. Committee on Science and Technology (COST)
    8.1. Sub-Committee on Biotechnology (SCB)
    8.2. Sub-Committee on Food Science and Technology (SCFST)
    8.3. Sub-Committee on S&T Infrastructure and Resources Development (SCIRD)
    8.4. Sub-Committee on Meteorology and Geophysics (SCMG)
    8.5. Sub-Committee on Marine Science and Technology (SCMSAT)
    8.6. Sub-Committee on Materials Science and Technology (SCMST)
    8.7. Sub-Committee on Microelectronics and Information Technology (SCMIT)
    8.8. Sub-Committee on Sustainable Energy Research (SCSER)
    8.9. Sub-Committee on Space Technology and Applications (SCOSA)
9. Telecommunications and Information Technology Senior Officials Meeting (TELSOM)
10. Coordinating Committee on Services
    10.1. Business Services Sectoral Working Group (BS-SWG)
    10.2. ASEAN Chartered Professional Engineers Coordinating Committee (ACPECC)
    10.3. ASEAN Architect Council (AAC)
    10.4. Healthcare Services Sectoral Working Group (HS-SWG)
    10.5. Logistics and Transport Sectoral Working Group (LTS-SWG)
11. AIA Council - ASEAN Investment Area Council
    11.1. Coordinating Committee on Investment (CCI)
12. IAI Task Force
13. CLMV Senior Economic Officials Meeting
14. ASEAN National Tourism Organisations
    14.1. ASEAN Tourism Resourcing, Monitoring, and Evaluation Committee (ATRMEC)

15. Senior Transport Officials Meeting (STOM)
    15.1. ASEAN Transit Transport Coordinating Board
    15.2. ASEAN Land Transport Working Group
    15.3. ASEAN Transport Facilitation Working Group
    15.4. ASEAN Air Transport Working Group
    15.5. ASEAN Maritime Transport Working Group
16. ACCSQ - ASEAN Consultative Committee on Standards and Quality
    16.1. ASEAN Cosmetic Committee (ACC)
    16.2. Automotive Product Working Group (APWG)
    16.3. Joint Sectoral Committee on Electrical and Electronic Equipment (JSCEEE)
    16.4. Medical Device Product Working Group (MDPWG)
    16.5. Prepared Foodstuff Product Working Group (PFPWG)
    16.6. Pharmaceutical Product Working Group (PPWG)
    16.7. Rubber-based Product Working Group (RBPWG)
    16.8. Traditional Medicine and Health Supplement Product Working Group (TMHSPWG)
    16.9. WG1 - Standards and MRAs
    16.10. WG2 - Accreditation and Conformity Assessment
    16.11. WG3 - Legal Metrology
17. CCA - Coordinating Committee on the implementation of the ATIGA
    17.1. Sub-Committee on ATIGA Rules of Origin (SCAROO)
    17.2. Meeting of Legal Experts (MLE)
    17.3. ASEAN Committee on Sanitary and Phytosanitary Measures (AC-SPS)
18. Senior Officials Meeting on Energy (SOME)
    18.1. ASEAN Centre for Energy (ACE) Governing Council
    18.2. Regional Energy Policy and Planning Sub-Sector Network
    18.3. Energy Efficiency and Conservation Sub-Sector Network
    18.4. Renewable Energy Sub-Sector Network
    18.5. Nuclear Energy Cooperation Sub-Sector Network
    18.6. Heads of ASEAN Power Utilities/Authorities (HAPUA)

19. ASEAN Senior Officials Meeting on Minerals (ASOMM)
    19.1. Working Group on Capacity Building on Minerals
    19.2. Working Group on Trade and Investment in Minerals
    19.3. Working Group on Sustainable Mineral Development
    19.4. Working Group on Mineral Information and Database
20. ASEAN Community Statistical System (ACSS) Committee

C. ASEAN Socio Cultural Community

1. Senior Officials Committee For ASCC (SOCA)
2. ASEAN Senior Officials on the Environment (ASOEN)
    2.1. ASEAN Working Group on Environmental Education (AWGEE)
    2.2. ASEAN Working Group on Environmentally Sustainable Cities (AWGESC)
    2.3. ASEAN Working Group on Coastal and Marine Environment (AWGCME)
    2.4. ASEAN Working Group on Nature Conservation and Biodiversity (AWGNCB)
    2.5. ASEAN Working Group on Water Resources Management (AWGWRM)
    2.6. ASEAN Working Group on Climate Change (AWGCC)
    2.7. ASEAN Working Group on Chemicals and Waste (AWGCW)
3. Conference of the Parties to the ASEAN Agreement on Transboundary Haze Pollution (COP)
    3.1. Committee (COM) under the COP to the ASEAN Agreement on Transboundary Haze Pollution
    3.2. Technical Working Group (Southern Region)
    3.3. Technical Working Group (Mekong Sub-region)
4. Senior Officials Meeting on Health Development (SOMHD)
    4.1. Health Cluster 1: Promoting Health Lifestyle
    4.2. Health Cluster 2: Responding to all Hazards and Emerging Threats
    4.3. Health Cluster 3: Strengthening Health System and Access to Care
    4.4. Health Cluster 4: Ensuring Food Safety

5. Senior Officials Meeting on Youth (SOMY)
6. ASEAN University Network (AUN)
    6.1. AUN-Board of Trustees (AUN-BOT) Meeting
7. ASEAN Senior Officials Meeting Responsible for Culture and Arts (SOMCA)
8. ASEAN Senior Officials Meeting Responsible for Information (SOMRI)
    8.1. SOMRI Working Group on ASEAN Digital Broadcasting (SOMRI WG-ADB)
    8.2. SOMRI Working Group on Information, Media and Training (SOMRI WG-IMT)
    8.3. SOMRI Working Group on Content and Production (SOMRI WG-CP)
9. ASEAN Committee for Culture and Information (ASEAN-COCI)
    9.1. ASEAN Sub-Committee on Culture
    9.2. ASEAN Sub-Committee on Information
10. ASEAN Senior Officials Meeting on Education (SOM-ED)
11. ASEAN Senior Officials Meeting on Social Welfare and Development (SOMSWD)
12. ASEAN Senior Officials Meeting on Rural Development and Poverty Eradication (SOMRDPE)
13. ASEAN Committee on Women (ACW)
14. ASEAN Commission on the Promotion and Protection of the Rights of Women and Children (ACWC)
15. ASEAN Conference on Civil Service Matters (ACCSM)
16. ASEAN Senior Labour Officials Meeting (SLOM)
    16.1. Senior Labour Officials Meeting's Working Group on Progressive Labour Practices to Enhance the Competitiveness of ASEAN (SLOM-WG)
    16.2. The ASEAN Occupational Safety and Health Network (ASEAN-OSHNET)
    16.3. The ASEAN Committee on the Implementation of the ASEAN Declaration on the Protection and Promotion of the Rights of Migrant Workers (ACMW)

17. ASEAN Committee on Disaster Management (ACDM)
    17.1. ACDM Task Force for the Establishment of AHA Centre
    17.2. AHA Centre Governing Board
    17.3. ACDM Working Group on Risk Assessment, Early Warning and Monitoring (RAEWM)
    17.4. ACDM Working Group on Preparedness and Response (P&R)
    17.5. ACDM Working Group on Prevention and Mitigation (P&M)
    17.6. AHA Centre ICT Review Meeting
    17.7. Training Management Working Group Meeting (TMWGM)
    17.8. Conference of the Parties (COP) to AADMER
18. ASEAN Senior Officials Meeting on Sports (SOMS)

D. Others

1. ASEAN Connectivity Coordinating Committee (ACCC)

ANNEX 2
Sample of Project Proposal

ASEAN Cooperation Project Proposal

1. PROJECT DETAILS

Proposal Identification Code (to be provided by the ASEAN Secretariat):

Project Title:
ASEAN Youth Travel Journalism Training

Brief Project Description – 300 words max:

The ASEAN region is one of the fastest growing regional destinations in the world. The region's natural beauty and diverse cultures are regarded to be the primary factors that continue to draw tourists to ASEAN countries. Consequently, tourism has been one of ASEAN's key growth areas and has proven resilient, in spite of various global economic challenges. Unfortunately, this growth in tourism is not being followed by steps which are intended to nurture this growing interest in Southeast-Asian destinations. One issue that needs to be addressed is a lack of comprehensive and updated information for tourists regarding the region's many travel destinations, especially tourists who are travelling independently. Tourism is highly dependent on media coverage, because the vast majority of travel decisions are made by people who have never seen the destinations in question first-hand. Travel blogs can be utilised as a kind of online travel diary for travellers all across the world and are easily accessible by international tourists. Furthermore, travel blogs are often considered to be more reliable sources of updated information for tourists as regards popular tourist destinations. Increasing the number of reliable and well-updated travel blogs then should be able to make a beneficial contribution to tourism across the Southeast-Asian region. A lack of updated information has been hindering the promotion of Southeast-Asian destinations to date however and is thus continuing to slow the growth of regional tourism.

This project will address the aforementioned issue through the promotion of travel journalism among young people, especially through the medium of travel blogging. The project is aiming to educate 50 travel bloggers drawn from ASEAN Member States in the art of article writing, photography, blog management and marketing. By carefully selecting the project participants, we are aiming to ensure that only those who actually run active travel blogs will have the opportunity to further develop their capacities to manage their blogs as a reliable resource for tourists, be they tourists from the ASEAN region or from elsewhere in the world. Finally, the project will also set up a network of young ASEAN travel bloggers. The project's participants will be the first members of this network and will seek to sustain the results of the training sessions through their activities.

Recurring Project: Yes ☐ **No** ☒ If Yes, Previous Project Identification Code:

Project Classification:
ASEAN Socio-Cultural Community Blueprint

Scope:	**Single Sector** ☒	**Cross-Sector** ☐	
Pillar:	**(Main) Blueprint:**		
	E.1. Towards an Open and Adaptive ASEAN	**Connectivity** ☐ **Linkage:**	**IAI** ☐
	E.2. Towards a Creative, Innovative and Responsive ASEAN	**Strategy:** **Key Action(s):**	
	E3. Engender a Culture of Entrepreneurship in ASEAN		
	(Main) Characteristic:		
	Action Line(s):		
	Action(s):		

Information below to be completed by the ASEAN Secretariat

Nature of Cooperation:	**Confidence Building** ☐
	Harmonisation ☐
	Special Assistance ☐
	Joint Effort ☐
	Regional Integration/Expansion ☒
Type of Intervention:	**Policy Initiative** ☐
	Establishment of Institutional Mechanisms ☐
	Human Capacity Building ☒

Project Duration: < 6 months ☒ **6-12 months** ☐ **> 12 months** ☐
Proposed Commencement Date: **March 6, 2017**
Proposed Completion Date: **March 10, 2017**

Participating ASEAN Member States: All ☒
If not all (or not all in the same way), specify and give reasons:

Sponsoring ASEAN Body
ASEAN Senior Official Meeting on Tourism
Sectoral Committee / Main Body:
Meeting Number / Date:
Working Group / Sub-Committee:
Meeting Number / Date:

Proponent's Name and Address:
(As proposed by proponent)
Implementing Agency's Name and Address (if different from above):
(As proposed by proponent)

Date of Proposal Submission: 31 October 2016

Proposed Funding Source(s):
ASEAN Cultural Exchange Fund

Proposed Project Budget (total in USD):
USD 128,672.5

Information below to be completed by the PCMPD

Recommendation from the ASEAN Secretariat

Meeting No./Date :

Action : ☐ Endorsed ☐ Not Endorsed

Approval of the Committee of Permanent Representatives to ASEAN (CPR)

Meeting No./Date :

Action : ☐ Endorsed ☐ Not Endorsed

2. PROJECT JUSTIFICATION, REGIONALITY AND BENEFICIARIES – 600 words max

(a) Current Problem

Tourism has been one of the key growth sectors across the ASEAN region and has proven resilient amid various global economic challenges. The huge variety of tourist attractions located across the region drew 105 million tourists to the ASEAN region in 2015, an increase of 24% when compared to the 81 million tourists who visited the region in 2011. Data from the Pacific Asia Travel Association (PATA) shows that during the first few months of 2012, ASEAN was the fastest growing destination region in the world, followed by South Asia. According to the World Travel and Tourism Council, tourism made a significant and direct contribution to ASEAN's GDP (4.4%) and employment levels (3.2%) back in 2011. In addition, the sector accounted for an estimated 8% of total capital investment in the region. The sector has also seen increased interest, not only from the usual markets in Europe and the Americas, but also from Asia's economic giants and emerging markets. The region's natural splendour and diverse cultures are regarded to be the primary factors drawing tourists to the region.

Over the course of the last year, media outlets such as travel blogs, TV travel shows and online news portals have played a pivotal role in boosting global tourism and in promoting emerging destinations. The relationship that exists between tourism and the media is both vital and complex. Tourism is highly dependent on media exposure, because the vast majority of travel decisions are made by people who have never seen the destinations concerned first-hand. One of the primary media outlets that can be utilised to boost tourism across the ASEAN region is the travel blog. Travel blogs are especially popular among young people and feature online diaries posted by global travellers which can be easily accessed by tourists all over the world. Furthermore, the travel blog is often considered to be a more reliable source of information for tourists as regards being able to find updated information which relates to popular destinations. Increasing the number of available, reliable and well-updated travel blogs should thus ultimately make a beneficial contribution to tourism across the Southeast Asian region.

(b) Regionality

The primary objective of the training is to provide young people from across ASEAN Member States with the opportunity to improve their travel-blog management skills and thus to boost tourism across the region. Moreover, as most Southeast Asian countries are connected to easily accessible transportation networks, many travellers consider visiting more than one country when travelling to the region. Providing information on the various itineraries and transportation options that exist within the region through the medium of the travel blog should thus prove very useful for tourists and encourage them to visit more than one country. As such, the proposed training programme is considered relevant to all AMS and will be truly regional in nature.

(c) Project History

This is a first-time project.

(d) Beneficiaries

i. Youth bloggers: 50 participants, five drawn from each ASEAN Member State who meet the following criteria:
   - Are between 18 and 25 years of age.
   - Have an excellent level of English.
   - Have owned and actively managed a travel blog for the past 12 months.
   - Have posted at least 20 travel journal articles from different destination in their blogs.

ii. Government Officials: One representative from the Ministry of Tourism and one representative from the Ministry of Telecommunications and Information.

iii. ASEAN Secretariat: Two representatives.

3. PROJECT RESULTS

Project Objective/Outcome:
To promote the Southeast-Asia region as an integrated travel destination and to increase the number of visitors, both from countries within the ASEAN region and from outside the ASEAN region.

Outputs	Indicators	Means of Verification
Output 1: Greater awareness of the importance of non-conventional, promotional travel outlets as regards boosting tourism.	• Increased understanding among the participants regarding the importance of blogs as a promotional means of boosting tourism within the ASEAN region.	• Pre-testing/post-testing

	• News articles published on the participant's blogs about Ubud.	• Published articles.
Main Activities: 1. Training on article writing, photography, blog management and marketing. 2. Day trip to Ubud followed by the writing of articles about the visit. 3. Focus Group Discussion in order to review selected articles. 4. Sharing of best practices and lessons learned in travel journalism and travel-blog management.		
Output 2: ASEAN Travel Blogging Network is established by the youth participants.	• A committee for ASEAN Travel-Blogging Network has now been formed.	• Signatory document on the establishment of the network.
Main Activities: 1. Socialisation of the plan to establish the network prior to training in order to raise awareness of the importance of the network among the participants. 2. Establishment of the network during training.		

4. PROJECT MANAGEMENT ARRANGEMENTS – 600 words max

(a) Management Arrangements

- The ASEAN Senior Official Meeting on Tourism (SOMT) will be the Sponsoring ASEAN Body for the project and will be responsible for overseeing the project's overall implementation. The SOMT will also be consulted regarding the selection of participants, including the extending of invitations to potential bloggers.
- The ASEAN Secretariat will be involved in the development of project proposals during the appraisal and approval process. The relevant sectoral divisions, especially the ICT and the Tourism Division, will facilitate the consultation process with the SOMT and ensure that the project is aligned with SOMT priorities as well as the ASEAN Community Blueprint 2025.
- The project proponent is responsible for ensuring the success of the project's implementation.
- The IA is responsible for the following:
  - Preparation of necessary documents, including invitations, administrative arrangements, tentative programmes and all of the activities that they entail, as well as other logistical arrangements which relate to the organisation of proposed activities;
  - Coordination with all of the relevant sectoral bodies and stakeholders in order to identify activity participants;

- General preparations, which should be undertaken with the assistance of the ASEAN Secretariat, as well as carried out in reference to Summary Records/Minutes relating to the respective activity, so that they can be adopted by all of the participants; and
- Submission of the project's completion and financial reports to the ASEAN Secretariat within 60 days of the implementation of the project.

(b) Human-Resource Inputs

The IA will execute the project through its existing staff. It is not therefore anticipated that a project team will have to be specifically recruited. The IA will allot five existing staff members to the project, specifically: one project coordinator, three project officers and one administrative assistant.

(c) Monitoring and Evaluation Arrangements

The monitoring and evaluation of the project will be undertaken by the IA with the assistance and cooperation of the ASEAN Secretariat. The IA for the project will prepare the project's completion and financial reports, which should include a full account of any funds which were disbursed from the ASEAN Development Fund (ADF), within 60 days of the project's final activity being completed. All reports are to be submitted to the ASEAN Secretariat. Any unspent portion of the project budget must be returned within 90 days of the project's completion.

Project participants will be evaluated through written examinations given both before and after the training in order to assess the knowledge that they have gained. Questionnaires will also be drawn up and these will focus on the progress of the project's implementation. These questionnaires will be circulated to the participating countries so as to monitor their progress.

5. PROJECT SUSTAINABILITY – 300 words max

As part of efforts to ensure that the project results are sustained, the project will implement the following:

- A rigorous participant-selection process. Seeing as this project requires its participants to have established and to actively maintain travel blogs, all of the participants should be both the owners and administrators of such blogs. This will hopefully ensure that after they have participated in the training, the project's participants will immediately apply their newly acquired skills on their respective websites. The project also requires participants to have published at least 20 articles over the course of the past 12 months, so as to ensure that only those who actively maintain their websites will receive the training, as there is a higher likelihood that such participants will continue to maintain and update their websites.

- The project participants are also required to produce one article relating to their experience of the training sessions, and to then publish these on their websites. This is to ensure that any newly acquired skills will be immediately applied.

- The participants name will be shared with the SOMT in the hope that support will continue to be extended to the participants in the future, i.e. by involving the participants in future cross-visits among AMS and by encouraging them to post their articles on the website.

6. GENDER AND OTHER CROSS-CUTTING ISSUES – 300 words max

(a) Gender

The gender balance of the project's participants will be taken into account. The aim of the project is that at least 30% of the training participants will be female. This is part of a gender mainstreaming effort.

(b) Other Cross-Cutting Issues

- The project will also incorporate some cross-cutting elements, and Information, Communication and Technology (ICT) will be included as part of the blogging activity and will require a certain amount of IT capacity. As such, the training will touch base with some practical IT skills.
- Finally, the project will seek to empower young people, who are to be the main beneficiaries of the training.

7. POTENTIAL RISKS – 300 words max

Risk / Threat	Mitigation Strategy
It has been noted that some potential risks may ultimately affect the success of this project. Specifically, due to the participant criteria, a suitable number of appropriate young people may not be selected in time.	In order to avoid this situation arising, strong support from the ASEAN National Secretariat will be required in order to socialize the training among the AMS and, where possible, to approach potential participants.
The training sessions will be conducted in English. Problems could arise if the participants only have a limited capacity in English and if they consequently cannot fully understand the training materials and are unable to interact with facilitators during the exercises and activities.	In order mitigate this risk, the organiser will hire interpreters or local facilitators. Coordination with the relevant AMS will also be undertaken in order to ensure that the participants have a sufficient level of English.

Annex 1 – Budget Proposal

Project Title : ASEAN Youth Travel - Journalism Training
Project Venue : Bali
Duration/Period : 6-10 March 2017

Budget Line	Description	Unit Cost	Quantity 1	Unit 1	Quantity 2	Unit 2	Total Cost (USD)
I. PROGRAMME/ACTIVITY COST							
A. Airfares							
A.1	Regional airfares for participants from 9 AMS (except for Indonesia)	650	70	person	1	time	45,500
A.2	Airfares for SOMT reps	650	2	person	1	time	1,300
A.3	Airfares for international-resource personnel	2,000	2	person	1	time	4,000
A.4	Airfares for ASEAN Secretariat staff, committee, local-resource personnel	400	9	person	1	time	3,600
Total Airfare Budget							54,400
B. Per-diem/Accommodation							
B.1	Accommodation and per diem for participants from 9 AMS	100	70	person	5	day	35,000
B.2	Accommodation and per diem for ASEAN Secretariat and resource personnel	100	6	room	5	day	3,000
B.3	Accommodation and per diem for SOMT	100	2	person	3	day	600
Total Per-Diem and Accommodation Budget							38,600

Budget Line	Description	Unit Cost	Quantity 1	Unit 1	Quantity 2	Unit 2	Total Cost (USD)
C. Meeting package / Workshop / Seminar							
C. 1	Meeting package	45	83	person	5	day	18,675
Total Meeting-Package/Workshop/Seminar Budget							600
D. Field Trip							
D.1	Local transportation	300	2	unit	1	time	600
Total Field-Trip Budget							600
SUB TOTAL - PROGRAMME/ACTIVITY COSTS (I)							**112,275**
II. OPERATIONAL COSTS							
E. Administrative							
E.1	Equipment rental/other services	2,000	1	lumpsum	1	time	2,000
E.2	Secretariat supplies	1,500	1	lumpsum	1	time	1,500
Total Administrative-Staff Budget							3,500
F. Personnel							
F.1	Documentation/note taker	200	2	person	3	day	1,200
Total Support-Staff Budget							1,200
SUB TOTAL - OPERATIONAL COSTS (II)							**4,700**
SUB TOTAL (I+II)							**116,975**
Contingency 10%							**11,697.5**
Total							**128,672.5**

Annex 2 – Indicative Work Plan

INDICATIVE WORK PLAN

ASEAN Youth Travel - Journalism Training, March 2017

Objective/ Output	Planned Activities	Time-frame																				Budget (USD)
		Month 1				Month 2				Month 3				Month 4				Month 5				
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
Objective: To promote the Southeast-Asian region as an integrated travel destination and to increase the number of visitors, both from countries within the ASEAN region, as well as from countries external to the ASEAN region.	1. Proposal Formulation																					
	2. Proposal Submission																					
	3. ASEAN Approval																					
	4. Participant Selection																					
	5. Confirmation of Resources and Personnel																					
	6. Venue and Other Logistical Preparations																					
	7. Consolidation of Test Results (for monitoring and evaluation purposes)																					
	8. Drafting of Completion Reports																					
	9. Submission of Completion Reports																					

Objective/ Output	Planned Activities	Time-frame																				Budget (USD)
		Month 1				Month 2				Month 3				Month 4				Month 5				
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
Output 1: Greater awareness of the importance of non-conventional, promotional travel outlets as regards boosting tourism.	10. Training in article writing, photography, blog management and marketing																					
	11. Day trip to Ubud followed up by the writing of articles about the visit																					
	12. Focus Group Discussion in order to review selected articles																					
	13. Sharing of best practices and lessons learned regarding travel journalism and the management of travel blogs																					
Output 2: ASEAN Travel-Blogging Network is established by the youth participants.	14. Socialisation of the plan to establish the network prior to training																					
	15. Establishment of the network during training																					

Annex 3 – Notation on Additional Supporting Documents

ASEAN Youth Travel - Journalism Training
March 2017, Bali

Agenda (Tentative)

Day 1
Opening remarks
Session 1: Introduction to Training and Pre-Testing
Break
Session 2: What Makes a Travel Journalist?
Lunch
Session 3: Travel Writing, Photography, Video and Documentaries (Part 1)
Break
Session 4: Travel Writing, Photography, Video and Documentaries (Part 2)
Day 2
Session 5: Core Blogging Concepts
Break
Session 6: What Must Be Included in a Blog?
Lunch
Session 7: Content Creation, How to Leverage Content, Pre-Schedule Blog Posts
Break
Session 8: Understanding the Basics of Back-Linking
Day 3
Session 9: Search-Engine Optimisation
Break
Session 10: Blog Management
Lunch
Session 11: Brand Development, Content Marketing and Methods of Monetisation

Break
Session 12: Social Strategy
Day 4
Excursion to Ubud
Day 5
Session 13: Clinic on Travel Writing, Preparation of Articles for Posting on Blogs and Post-Testing
Break
Session 14: Introduction to the ASEAN Youth Travel-Blogger Network
Lunch
Session 15: Establishment of the ASEAN Youth Travel-Blogger Network
Closing remarks

ANNEX 3
Sample of Completion Report

ASEAN Cooperation Project Report

For multiyear projects: After end of project:

Annual Interim Report ☐ **Completion Report** ☒
(Complete section A) (Complete section B)

1. PROJECT DETAILS

Project Identification Code:

Project Title: ASEAN Youth Travel - Journalism Training

Sponsoring ASEAN Body: ASEAN Senior Officials Meeting on Tourism (SOMT)

Implementing Agency's Name and Address:
(as stated in the project proposal)

Funding Source: ASEAN Cultural Exchange Fund

Approval Date: 10 January 2017

Approved Project Budget: (as proposed)

Commencement Date: 6 March 2017
Date of Disbursement: 15 January 2017
Reason(s) for Deviation, if applicable:

Planned Completion Date: 10 March 2017
(for Annual Interim Reports and Completion Reports)
Completion Date: 10 March 2017
(for Completion Reports - provide reason(s) for any deviation, if applicable)

Report Prepared By: *(as proposed)*

Date of Report Preparation: 12 April 2017

SECTION A: ANNUAL INTERIM REPORT

Budget Spent:

2. PROJECT PROGRESS

(a) Progress in Implementation

(Describe any progress and, if applicable, highlight any problems or challenges that could potentially endanger the completion of the project).

(b) Progress Towards the Achievement of the Objective
(Provide a brief assessment of the likelihood of the objective being achieved and, if applicable, highlight any potential difficulties).

(c) Plan Adjustments
(If applicable, describe the reasons for any changes which were made to the project's objective and activities).

(d) Budget Implications
(If applicable, describe any budgetary implications as regards the Plan Adjustments).

Annex A.1 – Annual Financial Report
(Use the financial report template set out in Annex A of the Project Financial Disbursement and Reporting/PFDR section).

Annex A.2 – Output Documents
(Attach documents only to the extent that they are necessary or helpful as regards understanding the report's content, including lists of participants or details of any workshop proceedings).

SECTION B: COMPLETION REPORT

3. PROJECT RESULTS

(a) Direct Beneficiaries
(Provide details on the numbers and types (planned/reached) of any participants and explain the reasons behind any deviations)

(b) Achievements

Results	Indicators		Reasons for deviations
	Planned	Achieved	
Objective: To promote the Southeast-Asia region as an integrated travel destination and to increase the number of visitors, both from countries within the ASEAN region and from outside the ASEAN region.			

Results	Indicators		Reasons for deviations
	Planned	Achieved	
Output 1: Greater awareness of the importance of non-conventional, promotional travel outlets as regards boosting tourism.	Increased understanding by participants regarding the importance of blogs as a promotional means of boosting tourism within the ASEAN region.	Through surveys and the use of the pre-testing/post-testing method, the project found that 100% of the participants had managed to increase their capacities as regards the subject matter and had gained overall understanding of the importance of blogs as a promotional means of boosting tourism within the ASEAN region.	
	New articles published on the participant's blogs about Ubud.	At least one article about Ubud published on 48 of the participants' blogs.	Only 48 youth bloggers managed to publish an article on Ubud as of the date of this report. One (from Cambodia) had been sick while another (from Myanmar) needed more time in order to finalise the article with corresponding pictures.

Results	Indicators		Reasons for deviations
	Planned	Achieved	
Output 2: ASEAN Travel-Blogging Network is established by the youth participants.	A committee for the ASEAN Travel-Blogging Network has now been formed.	A committee for the ASEAN Travel-Blogging Network has been formed and is now working to establish a work plan for the coming year.	

(Using the table, assess the project's achievements against those planned and explain the reasons for any deviations)

(c) Plan Adjustments

(If applicable, describe the reasons for any changes which were made to the project's objectives, outputs and activities during its implementation).

(d) Project Outcome

(Describe how the project is contributing to ASEAN Community Blueprints).

A project contributes to the ASEAN Socio-Cultural Community Blueprint 2025 by providing an enabling tool which can be used by young people so that they may become more open, adaptive, creative, innovative and entrepreneurial when promoting tourism within the ASEAN region:

E.1. Towards an Open and Adaptive ASEAN

iii. Showcase ASEAN to the outside world using various approaches e.g. ASEAN arts, film festivals and heritage programmes.

- In this project, travel blogs are being used as a means of showcasing the ASEAN region to the world. By training young people to improve their writing and photography skills, more potential tourists will be attracted to their blogs and use them as references when making travel decisions, thus enhancing the chances of ASEAN being made a travel destination.

E.2. Towards a Creative, Innovative and Responsive ASEAN

i. Enhance the competitiveness of ASEAN human resources through the promotion of life-long learning, pathways, equivalencies and skills development as well as the use of information and communication technologies across age groups.

- Through the sharing of best practices and lessons learned in travel journalism and travel-blog management, young people have not only been able to contribute to the boosting of tourism across the ASEAN region, but also to learn innovative methods of self and professional development.
- The Focus Group Discussion provided a platform through which the participants could openly and intellectually engage in fruitful discussions, as well as respond to creative ideas in a learning environment.

E3. Engender a Culture of Entrepreneurship in ASEAN

ii. Promote and nurture creative and inclusive social entrepreneurship for youths, persons with disabilities, women and vulnerable and marginalised groups.

- Training in blog management and marketing increases the opportunities available to young people to actively and flexibly participate in the global economy without any constraints relating to big capital, structures or bureaucracy. The strengthening of young people's capacities as regards entrepreneurship has created building blocks for the creation of sustainable and resilient communities across ASEAN.
- Through the establishment of an ASEAN travel-blogging network, young people are now able to take advantage of many available resources, as well as significant social and material support, and this in turn should lead to an elevated sense of camaraderie and more creative entrepreneurship.

4. PROJECT SUSTAINABILITY

(State how the sustainability of the results will be ensured)

- In order to ensure sustainability, only those who own and manage their own travel blogs, and who had also published more than 20 articles over the course of the past 12 months, were selected.
- Post-training, participants had to produce and publish one article drawn from their own experiences in order to ensure that their newly acquired skills were applied.
- The participants' names have been shared with the SOMT for the purpose of possible future projects, e.g. cross-visits between AMS. Participants have also been encouraged to write and publish travel articles on their own websites, as well as to contribute to the SOMT website using the skills gained during their training.

5. OVERALL PROJECT ASSESSMENT

(Outline two or three key findings and lessons learned)

In general, the feedback was positive:

- 95% of participants strongly agreed or agreed that the training had had a positive impact, had been well organised and had offered a decent programme and activities.
- 96% of participants had already published an article about Ubud on their travel blogs as of the preparation date of this report.
- 100% of participants had an increased understanding of the importance of blogs as a promotional means of boosting ASEAN tourism.
- 94% of participants cited Session 11 (Brand development, content marketing and methods of monetisation) as their favourite session.
- 90% of participants cited an excursion to Ubud as their favourite project activity.

However, 90% of participants suggested that for future events:

- Greater interaction with local communities should be accommodated, as this should enhance both their experiences and their writing on certain topics, e.g. seaweed farming, local cuisine and cooking, etc.
- Participants should be required to contribute to a local village or school, e.g. through a village or beach clean-up, or by teaching 2-3 hours of English or other practical skills at a school, etc.

6. FINANCIAL ANALYSIS

	Planned	Actual	Variance
Total Project Revenue:	128,672.5		0
Other Contributions:			
Total Eligible Project Costs:		128,672.5	0
Total Balance:	128,672.5	128,672.5	0

(Based on the table, provide an overview of the planned and actual project revenues, expenditure and variances)

Annex B.1 – Project Financial Report *(Use the financial report template set out in Annex A of the Project Financial Disbursement and Reporting/PFDR section).*
Annex B.2 – Output Documents
The information below should be completed by ASEC Financial Completion Report (including budget proposal, financial summary, financial report and attachments) : ☐ Additional Output Documents attached, i.e. list of participants, agenda, programme of activities, proceedings/summary record, operational manuals, etc. : ☐

ANNEX 4
Sample of Disbursement Letter

Ref. No.

Disbursement Letter

[Dear…]

Subject: _____(Name of Project)

_____(Name of ASEAN's approving body) agreed that _____(Name of Implementing Agency) will be responsible for the implementation of the Project, and that the Project will be financed by the _____(Name of the Fund).

In this regard and pursuant to the Terms of References (TOR) of _____(Name of the Fund), the ASEAN Secretariat would like to propose the following arrangements for the disbursement of the funds for the purpose of the implementation of the Project.

Project Title:
Approved amount:
Location:
Payment will be done as follows:

Payment	Amount	% of Total	Remarks
Initial Payments		70%	Upon receipt by ASEC of this letter duly signed by the Implementing Agency
		20%	Upon request of Proponent
Final Payment		10%	Upon submission of all project completion reports
Total		100%	

Appendices considered as an integral part of this agreement.
App – 1 Description of activities as per approved project document and approved budget
App – 2 Reporting Arrangement

If _____(Name of Implementing Agency) agrees to the above arrangements, this letter and your reply letter, agreeing on the above arrangement shall constitute our basis on the implementation of the Project.

Sincerely

DSG or Name and Title of Authorised Officer Implementing Agency

Ref. No.

For inquiries, contact:
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