


## Appendix 2: Full Project Proposal Template (once the EoI is shortlisted)

### (1) Summary page

	<b>Mekong-ROK Cooperation Fund (MKCF) Project Proposal</b>
<b>Project Classification (check all that applies and underline the most key area)</b>	
<input checked="" type="checkbox"/> Culture and Tourism <input type="checkbox"/> Human Resources Development <input type="checkbox"/> Agriculture and Rural Development <input type="checkbox"/> Infrastructure <input type="checkbox"/> Information and Communication Technology (ICT) <input type="checkbox"/> Environment <input type="checkbox"/> Non-traditional Security Challenges	
<b>Project Title</b>	
<b>Promoting Creative Industry for Heritage Tourism Development in the Mekong Region</b>	
<b>Brief Description of the Project</b>	
<p>Due to the impact of Covid 19 pandemic, the ‘cultural tourism’ sector in the Mekong countries has been hit particularly hard by the drop-in tourist numbers, with heritage sites experiencing slower recovery than other areas of the industry. The loss of cultural skills and knowledge is a risk as workers abandon their unique abilities and ways of life. As these workers leave in search of new opportunities, they take with them their local artisanal skills and cultural knowledge, potentially leading to a disappearance of traditional heritage and the foundation of cultural knowledge associated with key heritage monuments. Heritage locations are crucial to the tourism sector as they offer a unique contribution to the cultural identity of the Mekong countries.</p> <p>The project aims to provide human resource development in areas of Culture and Tourism. Creative industry has significant role in promoting heritage or cultural tourism sector being a significant contributor to the Mekong countries economy. The project recognizes the creative industry as a medium to promote cultural tourism for social and economic inclusion, cultural practitioners and artists being the heart of the creative economy, the creative industry is seen as the potential vehicle of growth amid economic slowdown. Creative industries have the capacity to be vital vehicles for the cultural artists and practitioners in the world heritage sites to provide diverse products and services, generate income and employment. The project will target the World heritage sites in Thailand, Cambodia, Myanmar, Vietnam and Laos.</p> <p>The objective of the project is to <i>enhance the economic potential of the creative industries</i> in the five Mekong countries by <i>strengthening creative industries for cultural heritage conservation and tourism development in the World Heritage Sites for socio-economic recovery in the aftermath of COVID-19 pandemic</i>.</p>	

To achieve this objective, the project builds up collaborative program with key institutions and organizations in Korea to promote creative industries, cultural tourism market linkages, heritage conservation, sustainable, institutional networking, environmentally friendly investment, technology transfer in the Mekong countries

The Three-Year project will have the following key outcomes:

Outcome 1: Developed and promoted viable creative/cultural industries for sustainable tourism development.

Outcome 2: Preserved, protected and promoted creative industries and intangible heritage for cultural enrichment and national identity.

Outcome 3: Creative MSMEs promoted through digital application platforms for market development.

Outcome 4: Sustainable solutions for cultural tourism and the creative industries promoted

Outcome 5: Innovative policies to harness the symbiotic potential of cultural tourism and the creative industries formulated.

Outcome 6: Monitoring and Evaluation for the project established and launched.

### **Year 1: Activities**

6.2.1: Form PSC and conduct PSC meeting

6.1.1: Conduct baseline study to map and develop taxonomy, industry classification, database of creative industries and associations.

1.1.1: Formulate business plans for creative groups associations.

1.1.2: Design and conduct training for management and development of creative industry association.

2.1.1: Conduct a country wise study to assess the legal, regulatory and institutional arrangements on IPR of creative industries.

5.1.1: Conduct one familiarization mission on creative industries in RoK for officials from organizations involved in promotion and development of creative industry in 5 Mekong countries.

### **Year 2: Activities**

6.2.1: Conduct PSC meeting

3.1.1: Conduct one Training on creative Marketing

3.1.2: Assist creative MSMEs to develop creative content

3.1.3: Develop artificial intelligence (AI) on application platform

3.1.3.1: Assist creative MSME to update information on Application function

3.1.4: Develop itineraries on Sustainable Heritage Tourism on 5 target cities on 5 topics and promote on digital application platform.

### **Year 3: Activities**

4.1.1: Conduct Modular training on Creative Industry Cluster Management and Promotion

4.1.2: Develop investment profiles to facilitate investment in clean energy, solid waste management, sustainable products etc.

4.1.3: Conduct investment meeting in 5 locations

4.1.4: Facilitate Creative Cluster twinning activities

4.1.5: Develop Creative cluster information profiles to add on application system

6.3 1: Conduct one final evaluation and submit report to MKCF.

**Country / Region**

Mekong countries namely Cambodia, Laos, Myanmar, Thailand, Vietnam and Republic of Korea.

**Budget**

Total budget (USD):

Total budget requested from MKCF (USD):

Total contribution if any including from third parties (USD):

**Proponent**

Name

Address

**Date of Submission**

SAMPLE



## Mekong-RoK Cooperation Fund (MKCF) Project Proposal

<b>Project Information</b>		
1.1. Project Title	<b>Promoting Creative Industry for Heritage Tourism Development in the Mekong Region</b>	
1.2. Country (s) / Region	Mekong countries (Cambodia, Lao PDR, Myanmar, Thailand, Viet Nam) and RoK	
1.3. Date of Submission	August 4, 2023 Revised on February 19, 2024	
1.4. Proponent Contact Details		
Contact person, position Organization Email address Telephone number Mailing address		
1.5. Project Area (check all that applies and underline the most key area)		
<input checked="" type="checkbox"/> Culture and Tourism <input type="checkbox"/> Human Resources Development <input type="checkbox"/> Agriculture and Rural Development <input type="checkbox"/> Infrastructure <input type="checkbox"/> Information and Communication Technology (ICT) <input type="checkbox"/> Environment <input type="checkbox"/> Non-traditional Security Challenges		
Project Milestone		
Estimated implementation start date Estimated implementation end date Project duration	<u>01/01/2024 revised 01/03/2024</u> <u>31/12/2026 revised 28/02/2027</u> 3 year(s) 0 month(s)	
Description of Financial Elements		
Project cost (USD)	Contribution (USD) if any	Total Project Cost (USD)
General description of organization ( <i>approx. 500 words</i> )		
<i>Briefly describe the legal status, vision, mission, programs, and relevant experiences to proposed project</i>		

MI goals and strategies support the GMS Cooperation Program and the ASEAN Economic Community (AEC), emphasizing enhanced physical connectivity in the GMS economic corridors and the realization of the GMS and ASEAN Economic Community (AEC) target of a single market and production base, equitable growth, and sustainable resource management. Currently, MI programs and activities focus on three main thematic areas: Agricultural Development and Commercialization, Trade and Investment Facilitation, and Sustainable Energy and Environment. MI works with a wide range of partners in all its fields of competence. MI collaborates with range of development partners including Japan, Republic of Korea, New Zealand, Swiss Agency for Development Cooperation, PR China, European Union, German International Cooperation, World Bank, Asian Development Bank, Thailand International Cooperation Agency, USAID, IDRC, FAO, and UNESCAP among others for implementing development projects focusing on three thematic areas of MI. MI received the ASEAN Prize in 2021, MI's goals and strategies support the capacity development organizations for regional cooperation and integration in the region to deliver standardized and customized programs, workshops, seminars, policy consultation, and research and development projects and works with and through a wide range of over 50 potentials Inter and Intra development and implementing partners supporting the GMS. MI has implemented over 300 projects for capacity development that cuts across MI's specialized development areas on Agricultural Development and Commercialization (ADC), Trade and Investment Facilitation (TIF), and Sustainable Energy and Environment (SEE).

Since its establishment in 1996, MI's commitment to organizing and implementing activities has led to valuable results from creating a talented pool of experts and specialist to developing dynamic and innovative training approached. Furthermore, MI works as Funds Manager for more efficient management and monitoring of the approved projects of the Mekong-Korea Cooperation Fund (MKCF) that was established in 2013 to encourage and support cooperation in the seven priority areas among five Mekong countries namely Cambodia, Lao PDR, Myanmar, Thailand and Vietnam through an annual contribution from the Republic of Korea (ROK) to MI. according to the launch of the Mekong-ROK partnership in 2011.

Likewise, MI's challenges have shaped the organization to what it is now today—a leading capacity building institute in the region and well recognized by all regional and international entities working in the Mekong region. In 2021, MI received the ASEAN Prize 2021 for its work in promoting a prosperous and harmonious sub-regional development, and contribution to a wider regional cooperation and integration.

MI has experience of designing and implementing multilateral projects in the Mekong region. MI led an important regional project on Sustainable and Smart Tourism in the Mekong countries. The three-year project assisted the five provinces of World Heritage sites in the Mekong countries to strengthen capacities in meeting the highly competitive tourism inbound market. Implemented by MI with support from the ROK in association with National Tourism Organizations and local destination management companies of Cambodia, Lao PDR, Myanmar, Vietnam, and Thailand, the three-year project introduced smart tourism digital tools and technologies and range of trainings, workshops, road shows, exchange programs, structured learning visits, information-sharing and adaption of best practices. Such capacity building activities are geared to expand small entrepreneurial businesses and deepen cultural interconnectedness and appreciation among and between heritage sites in the Republic of Korea and the Mekong region countries.

**Project background and justification** (approx. 500 words)

*Briefly describe the reasons behind selection of project idea and how is it relevant to the identified priority sector (s) of MKCF and its significance in enhancing regional cooperation among the Mekong countries and RoK.*

### ***Reasons behind selection of project idea***

After the Covid 19 pandemic, the global economic activity started to recover, however the recovery remains highly divergent across countries. Similar phenomenon has been witnessed in many sectors of the economies of the Mekong countries, with adverse consequences for those most impacted, such as youth, and informal and low-skilled workers.

The 'cultural tourism' sector in the Mekong countries has been hit particularly hard by the drop-in tourist numbers, with heritage sites experiencing slower recovery than other areas of the industry. While popular beachside and tourist attractions have seen a return of visitors, heritage attractions have not been as successful.

The loss of cultural skills and knowledge is a risk as workers abandon their unique abilities and ways of life. As these workers leave in search of new opportunities, they take with them their local artisanal skills and cultural knowledge, potentially leading to a disappearance of traditional heritage and the foundation of cultural knowledge associated with key heritage monuments. Heritage locations are crucial to the tourism sector as they offer a unique contribution to the cultural identity of the Mekong countries.

Heritage tourist locations in the Mekong countries rely heavily on ticket sales and donations, making drops in tourist numbers particularly detrimental to their sustainability as significant tourist attractions. The funds generated by ticket sales are used to repair and maintain the sites in compliance with UNESCO's regulations.

New generations of tourists lack an affinity with heritage sites, which can be seen in the lower proportion of overall tourists who visit the Mekong heritage sites. This demographic tends to be older, less active, and spends less per day than the average tourist.

The display of cultural artefacts as remote and unconnected to the youth market can be a disincentive to younger travelers. To attract younger travelers, there must be a digital connection that brings these artefacts to life in a digital context, which can rejuvenate their interest in history, increase tourist numbers and potentially extend the number of days tourists spend in a location.

Limited capacity of the heritage site management authorities and public institutions responsible for the heritage sites in most of the Mekong countries are unable to comply with UNESCO heritage site standards as it requires continuous upgradation of knowledge and skills and furthermore declining ticket sales put at risk the ability of these tourist sites to fund the expensive maintenance and operations required to maintain each site's valuable heritage status.

Creative industry has significant role in promoting heritage or cultural tourism sector being a significant contributor to the Mekong countries economy. The importance of cultural/heritage tourism extends beyond

its economic impact, playing a critical role in providing employment opportunities, safeguarding cultural heritage, and encouraging people to visit the country.

***Relevance to the identified priority sector (s) of MKCF***

The project aims to provide human resource development in areas of Culture and Tourism in line with the action plan of Mekong-Republic of Korea Plan of Action (2021-2025) which indicates the priority areas in development cooperation between Mekong countries and the RoK. The project contributes to the article at 3.1.1 on joint projects and strengthen coordination among agencies of six countries and article 3.1.4 to step up joint efforts to preserve and restore cultural heritage of the Plan of Action.

To achieve this objective, the project builds up collaborative program with key institutions and organizations in Korea to promote creative industries, cultural tourism market linkages, heritage conservation, sustainable, institutional networking, environmentally friendly investment, technology transfer in the Mekong countries. The regional nature of the project aims to enhance regional cooperation among Mekong countries through promoting creative industries for cultural tourism for creative industry sectors resilient, growth and expansion.

***Significance in enhancing regional cooperation among the Mekong countries and RoK***

The creative industry has been severely affected during the Covid 19 pandemic. The impact has been varied and in different forms among the Mekong countries due to the level of economic development for response and recovery measures. Multilateral and regional coordination is thus essential to address the issues faced in the cultural and creative industries sector for their resilience, growth and sustainability.

Multilateral and regional coordination is thus essential to prevent the aggravation of imbalances in cultural and creative industries, to ensure that the benefits of digitalization are shared broadly and contribute to reducing inequalities.

Regional cooperation among the Mekong countries and RoK is necessary to address such issues of regional nature that transcend national boundaries and hence a concerted effort is necessary to address such issue through a variety of forms of collaboration, setting up joint projects, coordinating policies and regulatory frameworks, to shaping joint policies and institutions with multi-stakeholder's participation.

Creative industries could promote new ways of integration with the Mekong region's economy, through regional cooperation. They could thus become a more important economic sector recognized for its substantial contribution to GDP. With appropriate strategic policy support at both national and international levels and strengthening of the capacities of creative industry practitioners and entrepreneurs, the creative industries represents new opportunities for Mekong countries to create new products, open up access to regional and global markets and leap-frog into new areas of income and employment creation.

**Problems (to be addressed) (approx. 300 words)**

*Briefly describe the problem (s) and how the project intends to address the problem (s).*

The Covid 19 pandemic poses new and unprecedented challenges for every country, particularly in the tourism sector. The Mekong countries are no exception: with tourism a major contributor to their

economies, economic losses across the five countries are staggering. According to the Asian Development Bank, Thailand is projected to lose US\$5.6 billion or 1.11 per cent of its GDP and Vietnam will lose US\$1.01 billion or 0.41 per cent of its GDP, with travel and tourism among the most affected sectors.

Similar to other sectors, COVID-19 has largely affected the creative sector. The pandemic has raised awareness about problems in the creative industry sector. Artists and cultural practitioners do not have a recognized status in government policies, which is why there were not targeted welfare packages at the onset of the pandemic, and they were instead included in the general unemployment status. Artists have unique career trajectories, however, often as freelancers and many with second jobs, which can make it difficult to qualify for government assistance.

The businesses focused on creative productions are mostly MSMEs, with an emphasis on “small” rather than “medium”, with limited access to organized credit. Across the economy, SMEs have reported difficulty qualifying for COVID-19 assistance schemes and has to shut down as a result of the economic disruption.

The priority is to increase cooperation within the government and civil society organizations in creative domains to better understand the challenges facing the culture and creative sectors.

Most of the Mekong countries do not have a clear classification as to which businesses are labeled as creative industries or micro, small, and medium-sized enterprises (MSMEs) that do not belong to the creative sector. The classification is important because the creative industries require specific policy design approaches that cannot be generalized to most MSMEs. Hence, creating a regionally agreed taxonomy and definition of creative and cultural industries, are priorities particularly for support policies and incentives because of the uniqueness of the businesses.

MSMEs are one of the biggest economic contributors in all the Mekong countries. However, MSMEs in the creative sector have not received due attention as an economic vehicle, so there is a lack of inadequate policy support and technical assistance for improving their competitiveness.

Most of the Mekong countries, remains nascent in comparison with more developed Intellectual Property (IP) protection regimes and it will take some time before laws governing IP are in full *WTO* compliance. IP rights play an important role in supporting a thriving creative economy as they protect creativity and control the commercial exploitation of the products of scientific, technological and cultural creation. The ability to develop and use such products is a key driver of economic growth and for international competition, especially for the production and trade of technology-intensive goods and services. Mekong countries thus need to build capacity to develop and fully utilize the IP system to promote their creative industries.

Currently, Mekong Institute with support from MKCF is implementing a three-year project which will end in 2023. The project-initiated number of interventions and created initial results and some of the noteworthy results are the creation of a digital application and twining of World Heritage sites through MoUs between World Heritage sites in Mekong countries and RoK. This is aimed to create investment linkages particularly on cultural and environmental solutions. The proposed project will further this collaboration to access technology and transfer, finance, knowledge transfer in creative industries and



heritage site management.

Cultural heritages in the Mekong countries are valuable not only for educating people particularly younger generations but also in terms of promoting their roles, potentials, and strengths in tourism (Huynh & Piracha,2019). Performing arts, food, festivals, craft villages etc. are important cultural heritages of the Mekong countries. This sector is one of the most important aspects of attracting domestic and international tourists to the Mekong countries which has been severely affected during the Covid 19 pandemic.

Digital platforms are an essential part of an enabling environment for the creative industry. MSMEs in the creative economy require access to digital platform. Digitalization through the use of mobile and internet technologies positively affects the trading activities of creative industries, hence a comprehensive digital platform for tourists to explore and learn about the Mekong region's diverse cultures and communities is essential for travelers to access information to avail creative products and services.

Securing intellectual property (IP), creating a regionally agreed taxonomy and definition for creative economy, safeguarding and promoting culture, valuing local governments' initiatives in favor of creative and cultural industries, are priorities. The engagement of international institutions, such as the World Intellectual Property Organization (WIPO), the United Nations Education, Science and Culture Organization (UNESCO), the United Nations World Tourism Organization (UNWTO) is essential. (ADB report).

The creative industries are a fast-growing economic sector that holds great potential in the Mekong countries, which have rich traditions of art, music, dance, literature, film, and other forms of creative talent, as well as vast cultural heritage and profound traditional knowledge.

The project will target the World heritage sites in Thailand, Cambodia, Myanmar, Vietnam and Laos. These locations will have the opportunity to collaborate with similar World heritage sites in Republic of Korea through range of collaborative activities for knowledge and information sharing.

The key target stakeholders would comprise of

- MSMEs/Artisans representing - Performing arts, food, festivals, craft villages, arts, media, functional creators, cultural sites, performing arts, audiovisuals, and creative services etc.
- Heritage Site Management authorities- Officials of the Heritage Site authorities
- Provincial Government- Officials of Provincial Department of Tourism, Culture, Commerce and Industry

National Government agencies: Officials of National Ministry of Tourism, Culture, Commerce and Industry, standards and certification.

### **Project Objective (approx. 500 words)**

*Briefly describe the Overall objective, Specific objectives, and outputs the project intended to reach in contribution to (1) national (2) regional priorities and (3) consistency to the MKCF Priorities?*

The project recognizes the creative industry as a medium to promote cultural tourism for social and economic inclusion, cultural practitioners and artists being the heart of the creative economy, the creative

industry is seen as the potential vehicle of growth amid economic slowdown. Creative industries have the capacity to be vital vehicles for the cultural artists and practitioners in the world heritage sites to provide diverse products and services, generate income and employment.

The project will be centered on local people's needs and expectations, with a view to preserving its traditions and encouraging its creativity and thereby contributing to the promotion of cultural diversity while fostering an inclusive and sustainable development.

The **overall objective** of the project is *to enhance the economic potential of the creative industries in the five Mekong countries by strengthening creative industries for cultural heritage conservation and tourism development in the World Heritage Sites for socio-economic recovery in the aftermath of COVID-19 pandemic.*

The **sub objectives** are to:

1. develop and promote viable creative/cultural industries for sustainable tourism development.
2. preserve, protect and promote folklore and intangible heritage for cultural enrichment and national identity.
  - a. Protection of copy rights and creativity through Intellectual property rights (IPRs) in the heritage sector, arts, media, functional creations etc.
  - b. develop a regional taxonomy on the creative industry.
3. promote MSMEs representing local artists, cultural practitioners, and cultural enterprises through digital platforms for market development and Creative Marketing and Promotion (ADB)
4. introduce sustainable solutions for cultural tourism and the creative industries following the MoUs conducted among the pilot World Heritage sites in Mekong and RoK<sup>1</sup>
5. promote innovative policies to harness the symbiotic potential of cultural tourism and the creative industries.

### **Project Description** (approx. 500 words)

*Describe the main activities (Refer to (3) Indicative Work Plan. Provide information on how the activities are linked to objectives that the project intends to achieve*

### **Outcome 1: Developed and promoted viable creative/cultural industries for sustainable tourism**

<sup>1</sup> MoU conducted between Mekong World Heritage Sites and RoK under the Project on Sustainable and Smart Tourism Development in Mekong countries funded by MKCF (2020-2023)

**development.**

***Output 1.1: Strengthened and established cooperatives among cultural groups/creative industry.***

*Activities*

- 1.1.1: Formulate business plans for creative groups associations, identify functions and serves for its members, revenue streams and membership development plan for sustaining growth and expansion.
- 1.1.2: Design and conduct training for management and development of creative industry association.

**Outcome 2: Preserved, protected and promoted creative industries and intangible heritage for cultural enrichment and national identity.**

***Output 2.1: Strengthened protection of copy rights and creativity through Intellectual Property Rights (IPRs) in the heritage sector, arts, media, functional creations etc.***

*Activity*

- 2.1.1: Conduct a country wise study to assess the legal, regulatory and institutional arrangements on IPR of creative industries.

**Outcome 3: Creative MSMEs promoted through digital application platforms for market development.**

***Output 3.1: Promoted creative MSME through Digital Platforms***

*Activities*

- 3.1.1. Conduct one Training on creative Marketing
- 3.1.2: Assist creative MSMEs to develop creative content
- 3.1.3: Develop artificial intelligence (AI) on application platform.
- 3.1.3.1: Assist creative MSME to update information on Application function
- 3.1.4 Develop itineraries on Sustainable Heritage Tourism on 5 target cities on 5 topics and promote on digital application platform;
  - Mekong cruises
  - Mekong heritage city tours
  - Mekong gastronomy tours
  - Mekong wellness tours
  - Mekong craft village tourism

**Outcome 4: Sustainable solutions for cultural tourism and the creative industries promoted (MoUs conducted among the pilot World Heritage sites in Mekong and RoK<sup>2</sup>)**

***Output 4.1: Introduced Sustainable Solutions for Cultural tourism and Creative Industries***

---

<sup>2</sup> MoU conducted between Mekong World Heritage Sites and RoK under the Project on Sustainable and Smart Tourism Development in Mekong countries funded by MKCF (2020-2023)

*Activities*

- 4.1.1: Conduct Modular training on Creative Industry Cluster Management and Promotion
- 4.1.2: Develop investment profiles to facilitate investment in clean energy, solid waste management, sustainable products etc.
- 4.1.3: Conduct investment meeting in 5 locations
- 4.1.4: Facilitate Creative Cluster twinning activities- joint programs on music, food, art and textiles.
- 4.1.5: Develop Creative cluster information profiles to add on application system

**Outcome 5: Innovative policies to harness the symbiotic potential of cultural tourism and the creative industries formulated.**

***Output 5.1: Promoted Innovative Practices in Cultural and Creative Industries.***

*Activity*

- 5.1.1: Conduct one familiarization mission on creative industries in RoK for officials from organizations involved in promotion and development of creative industry in 5 Mekong countries.

**Outcome 6: Monitoring and Evaluation for the project established and launched.**

***Output 6.1: Baseline data established***

*Activity*

- 6.1.1 Conduct baseline study to map and develop taxonomy, industry classification, database of creative industries and associations in key sectors, their current status, challenges and prospects.

***Output 6.2: Established and conducted Project Advisory Committee (PAC) meetings (online) in year 1, Year 2 and Year 3***

*Activity*

- 6.2.1: Form PAC and conduct PAC meetings in Year 1,2 &3

***Output 6.3: Final evaluation conducted.***

*Activity*

- 6.3 1: Conduct one final evaluation and submit report to MKCF.

**Regional nature of the project (with the maximum length of approx. 300 words)**

*Describe how the problem or issue affects more than one Mekong country and requires regional actions and how it will be addressed in the project.*

The COVID-19 pandemic has highlighted the need for the Mekong countries to nurture a creative economy that embraces the circular approach. This will minimize the consumption of raw materials, energy, and water, and reduce waste products throughout the life cycle of products. This paradigm shift is in line with

low-carbon development. This scenario will require supportive government policies to make the creative units sustainable and adopt business processes that are environmentally sensitive and use production processes/technologies that promote circular economic principles.

The creative workers/own-account enterprises need a comprehensive support package for sustenance including market intelligence, technology transfer, protection of intellectual property rights, skilling, access to technology, among others (ADBI 2022).

The proposed project has been designed to address this issue through an inter play of institutional market intelligence, responsible investment, technology transfer, protection of intellectual property rights, skilling, access to technology etc.

E-platforms will be used as an effective marketing tool for the creative industry for online trading. The inter play of related organizations and their collective approach will help the to provide the creative MSMEs with skill upgrading to adapt their goods and services to market demand and appropriate technological equipment. E-Platform will be used for sourcing recycled/underutilized raw materials, which will help lower the production costs for creative units and create clean business strategies.

*Explain how the project promotes cooperation between the Mekong countries and the ROK to address the identified regional issue(s).*

The project aims to provide human resource development in areas of Culture and Tourism in line with the action plan of Mekong-Republic of Korea Plan of Action (2021-2025) which indicates the priority areas in development cooperation between Mekong countries and the RoK. The project contributes to the article at 3.1.1 on joint projects and strengthen coordination among agencies of six countries and article 3.1.4 to step up joint efforts to preserve and restore cultural heritage of the Plan of Action.

To achieve this objective, the project builds up collaborative program with key institutions and organizations in Korea to promote creative industries, cultural tourism market linkages, heritage conservation, sustainable, institutional networking, environmentally friendly investment, technology transfer in the Mekong countries. The regional nature of the project aims to enhance regional cooperation among Mekong countries through promoting creative industries for cultural tourism for creative industry sectors resilient, growth and expansion.

The project outcomes are aligned with the goals of the MKCF for ‘People for Inclusive Society’ centered on local people's needs and expectations, with a view to preserving its traditions and encouraging its creativity and thereby contributing to the promotion of cultural diversity while fostering an inclusive and sustainable development. Hence, the support of MKCF is critical for the project to enhance regional cooperation through adoption of sustainable tourism practices in the region.

**Partnership with organisation(s) in Mekong countries and RoK (approx. 300 words)**

*Explain how institutional arrangements will be adopted in the project to collaborate with partner organisations (s) in the Mekong countries and RoK (if any)*

The institutional arrangements for implementation of the project will be done at two levels.

**Regional-** Address regional issues through a regional platform of cooperation and collaboration between

Mekong countries and Republic of Korea. This will involve international organizations and regional institutions involved in creative industries in Republic of Korea and Mekong region. Organizations such as International Property Organization (IPO), the United Nations Education, Science and Culture Organization (UNESCO), the United Nations World Tourism Organization (UNWTO) will be involved in policy level meetings and consultations.

RoK organisations particularly the organisations with whom MoU has been concluded among Mekong countries and RoK e.g. Seoul City and Jeonju will participate in the project to follow up on the agreed activities and explore additional areas of interest to promote creative industries in the region.

**National level-** The project work will collaborate with the national partners both in the government, private sector, and academia on creative industry capacity building activities. The Ministry of Culture tourism, Industry and Trade and related think tanks will be the partners at national level and will represent in the task force committee. Private sector bodies such as Chamber of Commerce and Industry Association will be the national partners and will be engaged in consulted and will have key representation in the Taskforce committee.

*Describe the project activities that will be conducted jointly with the Mekong and/or RoK partner organisation (s)*

The project outcome 4 on Sustainable solutions for cultural tourism and the creative industries promoted will be conducted jointly with Mekong country and RoK based organisation. This refers to the MoUs concluded as part of the project on Sustainable and Smart tourism in the Mekong countries. Under this project, several MoUs have been signed in areas of skill development, culture tourism, heritage monument management, technology transfer etc among the pilot World Heritage sites in Mekong and RoK which will be followed up for implementation in this project. Series of activities are planned as listed below:

Assist in Internship arrangement of vocational school students in RoK and Mekong countries: Students from the Mekong heritage towns will be selected to arrange internship opportunities with RoK and other Mekong countries in areas of gastronomy, traditional craft, music, hospitality etc.

Furthermore, the project Outcome 5 also specifies RoK collaborative event to conduct one familiarization mission on creative industries in RoK for officials from organizations involved in promotion and development of creative industry in 5 Mekong countries.

The specific joint activities in partnership with RoK organisations planned in the projects are:

- 4.1.1: Conduct Modular training on Creative Industry Cluster Management and Promotion
- 4.1.2: Develop investment profiles to facilitate investment in clean energy, solid waste management, sustainable products etc.
- 4.1.3: Conduct investment meetings in 5 locations
- 4.1.4: Facilitate Creative Cluster twinning activities- joint programs on music, food, art and textiles.
- 4.1.5: Develop Creative cluster information profiles to add on application system

**Target beneficiaries and Project Coverage (approx. 300 words)**

*Briefly describe whom the proposed project will directly and indirectly benefit.*

The project will have both direct and indirect beneficiaries. The direct beneficiaries of the project through various training activities, workshops, IPR protection, utilizing digital platforms, policy initiatives and assessment studies will benefit range of stakeholders comprising of the following:

- MSMEs representing - Performing arts, food, festivals, craft villages, arts, media, functional creators, cultural sites, performing arts, audiovisuals, and creative services etc.
- Heritage Site Management authorities- Officials of the Heritage Site authorities
- Provincial Government- Officials of Provincial Department of Tourism, Culture, Commerce and Industry
- National Government agencies: Officials of National Ministry of Tourism, Culture, Commerce and Industry, standards and certification.

The project will also have indirect beneficiaries who will gain through the activities particularly in the improvement of the business for gainful employment and income, creative artisans to access new markets through the digital platforms, students and youths to access the range of knowledge products and digital platforms created in the project. Furthermore, travelers and tourist to the Mekong region will have access to useful and relevant information for their travel destinations.

*Geographical coverage of the project.*

The project will target the World heritage sites in Thailand, Cambodia, Myanmar, Vietnam and Laos. These locations will have the opportunity to collaborate with similar World heritage sites in Republic of Korea through range of collaborative activities for knowledge and information sharing.

**Value Add for the MKCF Involvement/ Potential (approx. 300 words)**

*Please specify why the MKCF involvement is critical for the project and the potential of the project to contribute to the achievement of the Fund's objectives*

The regional nature of the project aims to enhance regional cooperation among Mekong countries through promotion of creative industry for sustainable tourism being an important sector for income and employment. Creative industry has significant role in promoting heritage or cultural tourism sector being a significant contributor to the Mekong countries economy. The importance of cultural/heritage tourism extends beyond its economic impact, playing a critical role in providing employment opportunities, safeguarding cultural heritage, and encouraging people to visit the country.

The project outcomes are aligned with the goals of the MKCF for 'People for Inclusive Society' centered on local people's needs and expectations, with a view to preserving its traditions and encouraging its creativity and thereby contributing to the promotion of cultural diversity while fostering an inclusive and sustainable development. Hence, the support of MKCF is critical for the project to enhance regional cooperation through adoption of sustainable tourism practices in the region.

**Project Sustainability (approx.300 words)**

*Explain how the project sustainability will be ensured in the long run, after the project is implemented with support from the MKCF*

The sustainability of the project is ensured through the collaborative effort to enhance ownership among the Mekong countries of the results and outcomes of the projects. The organizations in the government, private sector and academe are involved in all the stages of the project which is supported through the

formation of the Project Advisory Committee (PAC). The PAC will comprise of government representatives from Ministry of Tourism, Business associations and Universities/institute in creative industry sector which will be tasked to provide technical guidance and guide the project to ensure the project objectives are met and results create positive impact.

The assessment studies, mid-term and end of project evaluation will provide the necessary directions to monitor the progress and measure the results and outcomes.

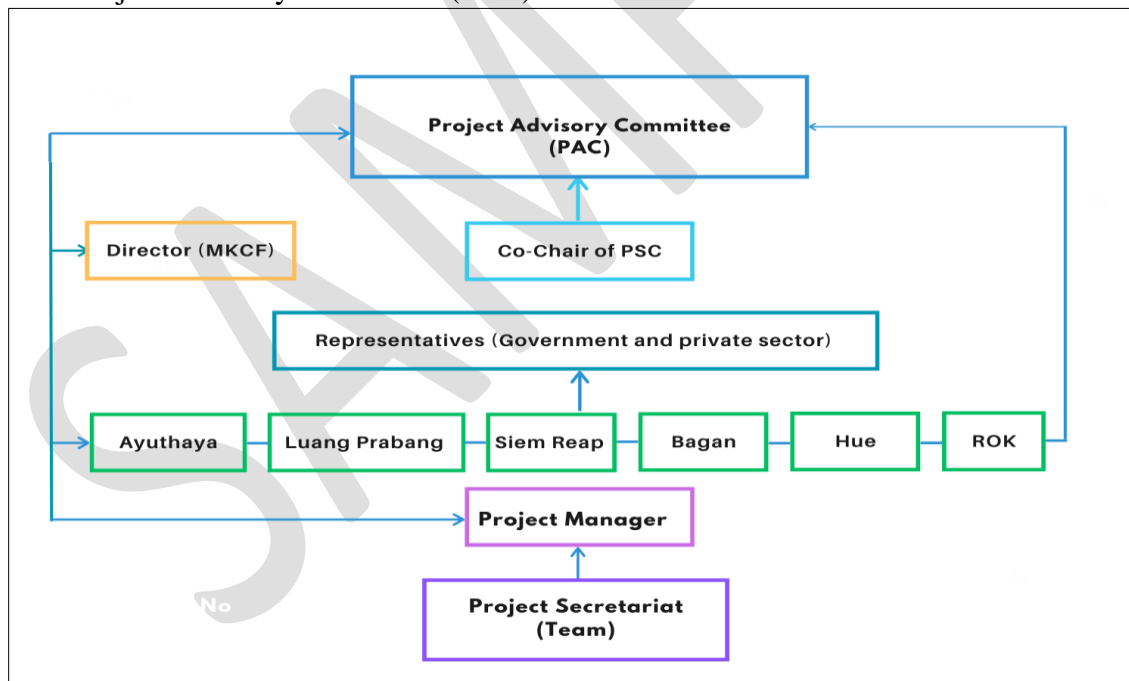
The exit strategy will put in place in the end of project evaluation results to be shared in the final year of the project with the PAC to carry forward the results of the project in their provincial tourism development plans and heritage town development and maintenance; private sector to expand investment in the identified areas and universities/institute to implement MoUs, adopt the training materials in their academic curriculum.

### Management Arrangements (approx. 500 words)

Describe the project management structure of the project, coordination mechanism with the Mekong country partners, relevant stakeholders, MKCF secretariat and MoFA.

### Project Management Structure

#### Formation of Project Advisory Committee (PAC)



A Project Advisory Committee (PAC) will be formed with the project team and key stakeholders. The primary objective of the PAC is to review the progress and provide necessary directions to the project team on the project strategies and deliverables. The PAC will report on its activities and deliberations to MKCF. Specific functions and duties of the PAC are:

1. To assess progress, gaps and undertake measures and recommendations for effective coordination among the project coordinate in project implementation
2. To review Project progress and update to MKCF.



3. To review the project performance based on the M&E report and progress reports made by the project team and external evaluator
4. To facilitate joint activities of the planned activities and act a focal point for local coordination.

The primary objective of PAC is to provide technical advices and recommendations to the project team and local partners in regard to the project implementation strategies and approach. The PAC will meet every year to review the progress, provide necessary advice to follow up on activity implementation and ensure local coordination support.

The PAC will meet one time per year at least one month. Results of the PSC meeting will be reported also to the MKCF in the annual report.

The PAC will comprise of representatives from both government and private sector form the 5 Mekong countries and RoK. The committee will be co-chaired by private and public sector each year and will be nominated among the committee members for the successive project year. The Project Manager of the project will be Coordinator of the PAC. MKCF Director will be the member of the committee in an advisory role to provide necessary guidance.

*Describe briefly the implementation arrangement of joint activities with the partner organisations (s) in the Mekong countries and or RoK.*

The Project Advisory Committee will play a crucial role in the implementation of the project activities. The PAC will represent key stakeholders. The first meeting of the PAC will review and endorse the roles and responsibilities. The PAC members key roles in the implementation of the project activities include:

- Facilitate and provide inputs on the road map and to introduce IPR in respective countries;
- Actively participate in the task force to introduce IPR in respective countries;
- Actively participate in the consultation process on regional taxonomy on creative industry among the stakeholders of the Mekong countries;
- Review and endorse the on regional taxonomy on creative industry;
- Provide inputs to the implementation strategies of the project through identification of stakeholders' needs and priorities;
- Facilitate identification and nomination of members of creative industry to the training events organized within the project;
- Facilitate access to relevant information and data needed to conduct the projects' activities;
- Review progress and provide feedback to the projects to ensure relevance of the works;
- Assist in the timely dissemination of relevant outputs produced by the projects;
- Seek activities and areas where the participating agencies can collaborate;
- Maintain close cooperation and consultation with the four participating agencies and various stakeholders.

*Partner organizations in Mekong countries and/or RoK*

*Mekong World Heritage sites:*

- Luang Prabang World Heritage Office, Laos
- Ayutthaya Historical Park Office, Ayutthaya, Thailand
- Department of Archaeology and National Museum, Bagan, Myanmar
- Apsara authority, Siem Reap Cambodia
- Hue Monuments Conservation Centre, Hue, Vietnam

*Provincial departments*

Luang Prabang Provincial Government  
 Department of Tourism, Luang Prabang  
 Department of Culture, Luang Prabang  
 Department of Industry and Commerce, Luang Prabang  
 Luang Prabang Tourism and Chamber of Commerce and Industries

Ayutthaya Provincial Government, Ayutthaya, Thailand  
 Department of Tourism, Ayutthaya  
 Department of Culture, Ayutthaya  
 Department of Industry and Commerce, Ayutthaya  
 Ayutthaya Tourism and Chamber of Commerce and Industries

Department of Archaeology and National Museum, Mandalay region, Myanmar  
 Department of Tourism, Mandalay region  
 Department of Culture, Mandalay region  
 Department of Industry and Commerce, Mandalay region  
 Mandalay Tourism and Chamber of Commerce and Industries

Department of Tourism, Siem Reap  
 Department of culture, Siem Reap  
 Department of Industry and Commerce, Siem Reap  
 Siem Reap Tourism and Chamber of Commerce and Industries

Department of Tourism, Hue  
 Department of culture, Hue  
 Department of Industry and commerce, Hue  
 Hue Tourism and Chamber of Commerce and Industries

National Ministries of Culture, Tourism, Industry and Trade and Tourism Associations, Business Chambers

UNESCO regional office in Bangkok  
 World Intellectual Property Organizations office in Bangkok

*Describe briefly the human resource inputs i.e. full-time project staff, part time staff, Experts and consultant's bio and roles and responsibilities (refer to ToR and CV format at appendix 5 and 6)*

Full time project staff:

A project team comprising of a full time Project Coordinator and a Project Assistant will be recruited for the entire project duration. The positions will be oriented on the key task and responsibilities. The project

team will function under the overall supervision of the Director, Trade & Investment Facilitation of MI.

The Program Team Leader will manage the project affairs with support of the project team and subject experts/consultants for delivering the activities, monitoring, budgeting and reporting to MKCF. An announcement was made for the selection of candidates for this project opportunity. Following persons has been recruited as a team member.

1. Name: (Project Coordinator)

*Short Bio*

2. Name: (Project Assistant)

*Short Bio*

In addition to the above project staff, the proponent will provide necessary managerial, technical inputs and coordination support during the implementation of the project. The key personnel's who will provide part time support in the project are:

1. Name:

Position:

*Insert Short Bio*

2. Name:

Position:

*Short Bio*

## TERMS OF REFERENCE OF CONSULTANTS/EXPERTS

TOR No.	
<b>Position</b>	6.1.1. Consultant to conduct baseline study to map and develop a database of creative industries and associations in key sectors, their current status, challenges and prospects (Online)
<b>Duty Station</b>	Khon Kaen/Home based
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Develop tools and techniques to conduct survey in five countries</li> <li>• Determine key sectors of creative industries in each country project locations (heritage sites).</li> <li>• Define criteria to identify creative industries.</li> <li>• Determine and analyze industry structure, Strengths and Weaknesses and identify associations and confirm the target respondents.</li> <li>• Map the Economic Value of Creative Industries in each location with details (products, services, income etc.)</li> <li>• Map the Employment of Creative Industries including Characteristics of the Employment Market of Creative Industries</li> <li>• Identify Prospects for Growth</li> <li>• Conduct online survey to obtain key information.</li> <li>• Link data base in the application system (Mekong heritage)</li> <li>• Develop a data base on creative industries for each project location and integrate as function in the Heritage Mekong application system.</li> </ul>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• Postgraduate Degree in Economics, Culture, Tourism or related areas;</li> <li>• At least 5-10 years working in culture-industry sector especially in the areas of creative industries;</li> <li>• Sound knowledge and experiences in M&amp;E tools and experience in conducting similar surveys especially in Mekong countries;</li> <li>• Experience in conducting large scale surveys.</li> <li>• Fluency in English, clear communication including presentation, and good interpersonal skills.</li> </ul>
<b>Date</b>	2024
TOR No.	
<b>Position</b>	1.1.2 Consultant to formulate business plans for creative groups associations (Online)
<b>Duty Station</b>	Khon Kaen
<b>Responsibilities</b>	Develop business plans for creative groups associations with the following but not limited to

	<ol style="list-style-type: none"> <li>1. Summary (Legal information, Business operations and result, and Financial performance)</li> <li>2. Market Analysis (Market Segmentation, Target Market Segment Strategy, Service Business Analysis, Industry trends, Competition and Buying Patterns, Business Participants, Market strategy, pricing policies, Sales Strategy, Sales forecast)</li> <li>3. Financial Analysis and Projection (Financial plan, break-even analysis, projected profit and loss, project cash flow, project balance sheet, business and financial ratios)</li> <li>4. Need of Financing (in the form of (i) debt financing, e.g. bank loan, (ii) equity financing, and (iii) others)</li> </ol>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• Postgraduate Degree in Business, Economics, Culture, Tourism or related areas;</li> <li>• At least 5-10 years working in culture-industry sector especially in the areas of creative industries;</li> <li>• Sound knowledge and experiences in Business plan development for business associations/groups</li> <li>• Knowledge of the creative industry in the Mekong countries.</li> <li>• Fluency in English, clear communication including presentation, and good interpersonal skills.</li> </ul>
<b>Date</b>	2024
TOR No.	
<b>Position</b>	1.1.4 Consultant to design and conduct training for management and development of creative industry association.
<b>Duty Station</b>	Khon Kaen
<b>Responsibilities</b>	Design and deliver training on management and development of creative industry using innovative approaches to introduce the business plan concept, innovative models for revenue generation, culture tourism, marketing, support services for association members, sustainability plan among others.
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• Good understanding of the structural changes in creative sector;</li> <li>• Proven knowledge in building and managing associations particularly Creative industry groups. associations</li> <li>• Experience in designing and delivering trainings on creative industry</li> <li>• Proven knowledge and understanding of the cultural tourism and local realities in the region;</li> <li>• Understanding of entrepreneurial experience and creative mind-set.</li> <li>• Experience in activities associated with cultural heritage and cultural tourism</li> <li>• Work experience in World Heritage sites</li> </ul>

	<ul style="list-style-type: none"> <li>• Work experience with Government stakeholders such as Department of Archeology, Central Cultural Fund and Department of Museums</li> <li>• Familiarity with the Government rules and regulations, UNESCO guidelines</li> </ul>
<b>Date</b>	2024
TOR No.	
<b>Position</b>	<p>2.1.1 Consultant to conduct a country wise study to assess the legal, regulatory and institutional arrangements on IPR of creative industries (Online) and</p> <p>2.1.2. Conduct a regional stakeholder consultation workshop to disseminate the results of the study and prepare road map</p>
<b>Duty Station</b>	Khon Kaen
<b>Responsibilities</b>	<p>1. Conduct county wise study to assess the legal, regulatory and institutional arrangements on IPR of creative industries, list issues and provide recommendations specific to the creative industry products.</p> <p>The assessment study will identify:</p> <ul style="list-style-type: none"> <li>- Copyright for author of original works Books, music, paintings, plays, architecture, dance, software, etc.</li> <li>- Prevent others from copying, communicating to the public (Internet), distributing</li> <li>- “Related rights” for intermediaries that make works available to an audience</li> <li>- Performers (actors, musicians)</li> <li>- Producers of phonograms (record labels)</li> <li>- IPRs protect creativity through reputation</li> <li>- Trademarks designate origin (producer)</li> <li>- Geographical indications (GIs) refer to origin of product and links origin to quality, reputation or other characteristic, gastronomy, music, handicrafts etc</li> <li>- IPRs protect creativity in appearance</li> <li>- Industrial designs: outer appearance of a product, not its technical function</li> <li>- Textile patterns, design of clothes, shapes of smart phones and other devices, ornamental elements of architecture, etc.</li> <li>- Technical functioning protected by patents or utility models</li> <li>- Others relevant issues</li> </ul> <p>2. Conduct a regional stakeholder consultation workshop to disseminate the results of the study and prepare road map</p>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• Postgraduate Degree in Business, Economics, Culture, Tourism or related areas;</li> <li>• At least 5-10 years working in culture-industry sector especially in the areas of creative industries;</li> </ul>

	<ul style="list-style-type: none"> <li>• Sound knowledge and experiences in Business plan development for business associations/groups</li> <li>• Knowledge of the creative industry in the Mekong countries.</li> <li>• Fluency in English, clear communication including presentation, and good interpersonal skills.</li> </ul>
<b>Date</b>	2024

TOR No.	
<b>Position</b>	2.1.3 Consultant to conduct a workshop to establish a regional task force to initiate the study findings and road map identified at 2.1.2 to introduce IPR on identified products and services in respective countries
<b>Duty Station</b>	Khon Kaen
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Utilize the study results at 2.1.1 to design and conduct a multi stakeholder workshop to establish a regional task force representing key product sectors of the creative industry, certification bodies, legal and regulatory bodies etc.</li> <li>• Facilitate the discussion to prepare a road map</li> <li>• Develop guidelines for rolling out the IPR process and ToR of the task force.</li> </ul>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• Postgraduate Degree in Economics, Trade, Law or related areas;</li> <li>• At least 5-10 years working in development sector, especially in the areas of IPR;</li> <li>• Sound knowledge and experiences in IPR related issues particularly in creative industry;</li> <li>• Fluency in English, clear communication including presentation, and good interpersonal skills;</li> <li>• Knowledge of the region e.g. Mekong-countries</li> </ul>
<b>Date</b>	2024

TOR No.	
<b>Position</b>	3.1.1 Consultant to conduct one Training on Creative Marketing
<b>Duty Station</b>	Khon Kaen
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Develop tool kit and deliver training on Creative Marketing for Creative Industry tourism including Core Concept of Creative Tourism, and Practical Tips.</li> </ul>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• Good understanding of the structural changes in creative sector;</li> <li>• Proven knowledge in developing marketing tools in cultural tourism sector</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience in designing and delivering trainings on creative marketing.</li> <li>• Proven knowledge and understanding of the cultural tourism and local realities in the region;</li> <li>• Experience in activities associated with cultural heritage and cultural tourism</li> <li>• Familiarity with the Government rules and regulations, UNESCO guidelines</li> </ul>
<b>Date</b>	2025

TOR No.	
<b>Position</b>	3.1.3. Consultant to develop artificial intelligence (AI) on application platform
<b>Duty Station</b>	Khon Kaen
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Collect and analyze information on creative industry, traditional practices, rituals, and languages in the project locations.</li> <li>• Digitize and archive creative industry data for information more accessible and engaging for both creative industry and tourists.</li> <li>• Create virtual reality (VR) experiences to allow visitors to explore creative industries, traditional villages, witness ancient ceremonies, and learn about the creative industry and artisans in the local communities.</li> <li>• Develop AI algorithms to analyze data from various sources, such as social media and online reviews, to gain insights into tourists’ preferences and behaviors</li> <li>• Create chatbots and virtual assistants to provide tourists with personalized recommendations and information about the sites.</li> <li>• Identify other essential services to integrate on the Mekong Heritage Application platform.</li> </ul>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• Data-oriented Artificial Intelligence Engineer, fluent in C++ and Python, with a problem-solving attitude, an introspective attitude to projects, and a solid understanding of creative industry requirements.</li> <li>• Sound knowledge and successful experiences in developing AI system;</li> <li>• Fluency in English, clear communication including presentation, and good interpersonal skills;</li> <li>• Knowledge of the region e.g. Mekong-countries</li> </ul>
<b>Date</b>	2025

TOR No.	
<b>Position</b>	3.1.4 Consultant to develop itineraries on Sustainable Heritage Tourism
<b>Duty Station</b>	Khon Kaen
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Develop itineraries on Sustainable Heritage Tourism on 5 target cities on 5 topics on Mekong cruises, Mekong heritage city tours, Mekong gastronomy tours, Mekong wellness tours, Mekong craft village tourism)</li> </ul>



	<ul style="list-style-type: none"> <li>Promote on digital application platform</li> </ul>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>The consultant should have a Master's degree in Marketing, Tourism etc.</li> <li>At least 5 years of experience preparing marketing plans.</li> <li>Experience creating strategies for tourism products is a desired asset.</li> <li>A good understanding of creative industry and heritage/ cultural tourism.</li> <li>Demonstrated ability to communicate effectively.</li> <li>Demonstrated ability to work with a diverse group of business owners.</li> </ul>
<b>Date</b>	2025

TOR No.	
<b>Position</b>	4.1.1 Consultant to develop curriculum on heritage tourism, gastronomy etc. (Online)
<b>Duty Station</b>	Khon Kaen
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>Design and develop a curriculum on Cultural Heritage Tourism certificate program to meet the various needs of individuals interested in professional development and career advancement.</li> <li>Develop methods and integrate curriculum to earn a Professional Certificate in Cultural Heritage Tourism</li> </ul>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>Postgraduate Degree in Tourism, Economics, International Development, or related areas;</li> <li>At least 5-10 years working in the areas of curriculum development in tourism sector;</li> <li>Sound knowledge and successful experiences on developing professional certificate program especially in tourism sector.</li> <li>Fluency in English, clear communication including presentation, and good interpersonal skills;</li> <li>Knowledge of the region e.g. Mekong-countries</li> </ul>
<b>Date</b>	2026

TOR No.	
<b>Position</b>	4.1.3. Consultant to develop investment profiles to facilitate investment on clean energy, solid waste management, sustainable products (Online)
<b>Duty Station</b>	Khon Kaen
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>Develop investment profiles to facilitate investment on clean energy, solid waste management, sustainable products etc. based on the specific needs and potential for growth considering factors like population growth, economic potential, environmental concerns, and social development. Determine specific areas where investment is required to improve the province infrastructure, services, and overall development.</li> </ul>

	<p>Each profile should cover but not limited to:</p> <ul style="list-style-type: none"> <li>• Introduction: Introduce the province and its specific needs for investment, emphasizing the importance of adopting Korean best practices to address those needs. Highlight the potential for mutual benefits through technology transfer, skill development, and sustainable investments.</li> <li>• Problem Identification: Clearly state the issue or challenge faced by the province and its extent.</li> <li>• Solution Proposal: Present a comprehensive plan on how the problem can be addressed, incorporating Korean best practices.</li> <li>• Technology Transfer and HR-Skill Development: Highlight how the investment will facilitate technology transfer and skill development within the local workforce.</li> <li>• Investment Requirements: Detail the financial and resource requirements for the project.</li> <li>• Management and Coordination: Explain the projects management structure and coordination mechanisms.</li> <li>• Benefits: Outline the anticipated social, economic, and environmental benefits of the investment.</li> <li>• Conclusion: Summarize the investment proposal, highlighting the province potential, the benefits for Korean investors, and the positive impact of adopting Korean best practices.</li> <li>• Encourage potential investors to explore these opportunities for mutually beneficial growth and development.</li> </ul>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• Postgraduate Degree in Tourism, Trade and Investment, Economics, International Development, or related areas;</li> <li>• At least 5-10 years working in developing of investment project profiles;</li> <li>• Sound knowledge and successful experiences in business plans and investment profiles especially in sustainable investment projects in Mekong countries;</li> <li>• Fluency in English, clear communication including presentation, and good interpersonal skills;</li> <li>• Knowledge of the region e.g. Mekong-countries</li> </ul>
<b>Date</b>	2026
TOR No.	
<b>Position</b>	4.1.2. Consultant to conduct Modular training on Creative Industry Cluster Management and Promotion
<b>Duty Station</b>	Khon Kaen
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Develop training curriculum on creative industry cluster management by assessing cluster industry prospects in each project locations and prepare relevant contextualized training package for the target groups.</li> <li>• Provide the training to the target groups as per the training packages</li> <li>• Prepare and submit feedback report on the results of the training and recommendations</li> </ul>

	<ul style="list-style-type: none"> <li>• Guide and develop strategies for Creative cluster twinning's among the Mekong countries.</li> <li>• Provide post training support during action plan implementation</li> </ul>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• Postgraduate Degree in Tourism, Economics, International Development, or related areas;</li> <li>• At least 5-10 years working in training content development and training delivery particularly in Creative Industry Cluster development and management;</li> <li>• Sound knowledge and successful experiences in SME cluster development projects in Mekong countries;</li> <li>• Excellent training and facilitation skills, experience in delivery of international training program on creative industry cluster twinning;</li> <li>• Fluency in English, clear communication including presentation, and good interpersonal skills;</li> <li>• Knowledge of the region e.g. Mekong-countries</li> </ul>
<b>Date</b>	2026

TOR No.	
<b>Position</b>	4.1.5. Consultant to facilitate Creative Cluster twinning activities- joint programs on music, food, art and textiles. AND 4.1.6. develop Creative cluster information profiles to add on application system
<b>Duty Station</b>	Khon Kaen
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Develop Creative cluster information profiles on Music, Gastronomy, Art and Textiles to add on application system</li> <li>• Facilitate Creative Cluster twinning activities- by organizing joint programs each on Music, Gastronomy, Art and Textiles.</li> </ul>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• Postgraduate Degree in Economics, International Development, or related areas;</li> <li>• At least 5-10 years working in development sector, especially in the areas of project management and evaluation;</li> <li>• Sound knowledge and successful experiences in program and project development, especially development projects in Mekong countries;</li> <li>• Excellent training and facilitation skills, experience in delivery of regional international training program;</li> <li>• Fluency in English, clear communication including presentation, and good interpersonal skills;</li> <li>• Knowledge of the region e.g. Mekong-countries</li> </ul>
<b>Date</b>	2026

TOR No.	
<b>Position</b>	6.3.1 Consultant to conduct one final evaluation (Online)
<b>Duty Station</b>	Khon Kaen
<b>Responsibilities</b>	The consultant is required to develop tools to conduct a survey to obtain key

	<p>information against the project indicators and provide a report that includes</p> <ul style="list-style-type: none"> <li>• Overview of creative economy and its contribution to economic development in the Mekong countries;</li> <li>• Opportunities and challenges facing the creating economy and how these challenges have been addressed in the project;</li> <li>• Document outcomes of the implemented / conducted activities leading changes in creative industry business and Creative associations/ groups operations in cultural tourism sector;</li> <li>• Achievements of targeted beneficiary groups of implemented activities, or any others;</li> <li>• Document case studies/stories, at least three case studies/story per country on any observable changes of business / work place practices, institutions' operations (e.g. government department operations), involvement of creative industry artisans in changes, utilization of knowledge and skills acquired during the implementation of the project;</li> <li>• Success stories of utilization of acquired knowledge and skills from the trainings, AI- application systems, database, regional platform, cluster twinning's or any other project activities;</li> <li>• Lessons learned on the implemented / conducted activities by the targeted beneficiary groups or institutions, or any others,</li> <li>• An 5-6 pages policy paper to advocate the Creative Industry and IPR on key products and services in the Mekong region</li> </ul>				
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• Postgraduate Degree in Economics, Culture, Tourism or related areas;</li> <li>• At least 5-10 years working in culture-industry sector especially in the areas of creative industries;</li> <li>• Sound knowledge and experiences in M&amp;E tools and experience in conducting project evaluation studies especially in Mekong countries;</li> <li>• Experience in conducting large scale surveys.</li> <li>• Fluency in English, clear communication including presentation, and good interpersonal skills.</li> </ul>				
<b>Date</b>	2026				
<b>Outcomes, Outputs, Activities and Inputs at Project level</b>					
<b>Expected Result</b>	<b>Indicator</b>	<b>Means of Verification</b>	<b>Target</b>		<b>Remarks</b>
			<b>Mid-term</b>	<b>Final</b>	
Project outcomes					
1. Developed and promoted viable creative/cultural industries for sustainable tourism development	<ul style="list-style-type: none"> <li>- Number of creative/cultural industry association/cooperatives developed and promoted</li> <li>- Number of creative / cultural industry cooperatives able to</li> </ul>	<ul style="list-style-type: none"> <li>-Final report</li> <li>-Midterm report</li> <li>-Training report</li> <li>-Action Plan report</li> </ul>	- One association/cooperative/ group in each Mekong country	- One association/cooperative in each Mekong country	

	<p>present their business plan to financial institutions and/or have access to finance</p> <ul style="list-style-type: none"> <li>- Number of training participants improved knowledge and skills in management and development of creative industries</li> </ul>		- 25 training participants	
2. Preserved, protected and promoted creative industries and intangible heritage for cultural enrichment and national identity	<ul style="list-style-type: none"> <li>- Number of participants reporting the improved skills Intellectual Property Rights (IPRs) workshop</li> <li>- Number of IPRs in creative industries products initiated</li> </ul>	<ul style="list-style-type: none"> <li>-Midterm report</li> <li>-Workshop report</li> <li>Progress report</li> <li>IPR registration</li> </ul>	-15 workshop participants from Mekong countries	
3. Creative MSMEs promoted through digital application platforms for market development	<ul style="list-style-type: none"> <li>- Number of training participants improved knowledge and skills in creative marketing</li> <li>-Functioned Artificial Intelligence (AI) on the application platform</li> <li>- Number of creative insures MSMEs/Artisans registered online.</li> </ul>	<ul style="list-style-type: none"> <li>-Final report</li> <li>-Midterm report</li> <li>-Training report</li> <li>-Action Plan report</li> <li>-Trial sessions of the application</li> </ul>	<ul style="list-style-type: none"> <li>-25 training participants</li> <li>-Use of one application with AI function</li> </ul>	
4. Sustainable solutions for cultural tourism and the creative industries promoted	<ul style="list-style-type: none"> <li>- Number of training participants improved knowledge and skills in Creative Industry Cluster Management and Promotion</li> <li>-Piloted curriculum on heritage tourism and gastronomy</li> <li>-Promoted investment profiles in clean energy, solid waste management and sustainable products</li> <li>- Number of Creative Cluster Twinning established</li> </ul>	<ul style="list-style-type: none"> <li>-Final report</li> <li>-Midterm report</li> <li>-Training report</li> <li>-Action Plan report</li> <li>-Investment Meeting report</li> </ul>	<ul style="list-style-type: none"> <li>-25 training participants</li> <li>-One training</li> <li>- 5 investment meetings</li> <li>&gt;80%</li> <li>\$ investment</li> <li>10 investors</li> </ul>	

	<ul style="list-style-type: none"> <li>- Number of investors in sustainable solutions</li> <li>- Size (amount) of investments in sustainable solutions in clean energy, solid waste management and sustainable products</li> </ul>			
5. Innovative policies to harness the symbiotic potential of cultural tourism and the creative industries formulated.	<ul style="list-style-type: none"> <li>-Number of developed and shared policy brief on establishment of creative cluster and IPR introduction for creative products and services</li> <li>-Shared lesson learned of the creative industry familiarization mission</li> </ul>	<ul style="list-style-type: none"> <li>-Final report</li> <li>-Midterm report</li> <li>-Policy brief</li> <li>-Lesson learned</li> </ul>	<ul style="list-style-type: none"> <li>-2 policy briefs</li> <li>-5 Lesson learned</li> </ul>	
6. Monitoring and Evaluation for the project established and launched	<ul style="list-style-type: none"> <li>-Percentage of achieved outcomes and outputs</li> <li>-Final evaluation report</li> </ul>	<ul style="list-style-type: none"> <li>-Final report</li> <li>-Final project evaluation report</li> </ul>	<ul style="list-style-type: none"> <li>- &gt;90% of achieved outcomes and outputs</li> <li>-One evaluation report with clear exit strategies</li> </ul>	
<b>Project outputs (that contribute to outcomes)</b>				
1.1. Strengthened and established cooperatives among cultural groups/creative industry.	<ul style="list-style-type: none"> <li>-Number of business plans formulated for creative group associations</li> <li>-Number of training participants</li> </ul>	<ul style="list-style-type: none"> <li>-Midterm report</li> <li>-Business plans</li> <li>-Training report</li> </ul>	<ul style="list-style-type: none"> <li>- 5 business plans</li> <li>- 25 participants</li> </ul>	
2.1. Strengthened protection of copy rights and creativity through Intellectual Property Rights (IPRs) in the heritage sector, arts, media, functional creations etc.	<ul style="list-style-type: none"> <li>- 5 country studies to assess the legal, regulatory and institutional arrangements on IPR of creative industries</li> <li>- One regional stakeholder consultation workshop to disseminate the results of the study and prepare road map</li> <li>-One workshop on Introduction of Intellectual Property Rights (IPRs) in Creative Industries</li> </ul>	<ul style="list-style-type: none"> <li>-Study reports</li> <li>-Report of stakeholder consultation workshop</li> <li>-Workshop report</li> </ul>	<ul style="list-style-type: none"> <li>-1 study in each Mekong countries</li> <li>-1 regional workshop</li> <li>-1 regional workshop</li> </ul>	

<p>3.1. Promoted creative MSME through Digital Platforms</p>	<ul style="list-style-type: none"> <li>-Number of participants on Creative Marketing training</li> <li>-Number creative contents developed by training participants</li> <li>-Functioned AI on the application platform</li> <li>-Number of developed digital itineraries promoted in the application platform</li> </ul>	<ul style="list-style-type: none"> <li>-Training report</li> <li>Application Manual</li> <li>Application platform</li> </ul>	<ul style="list-style-type: none"> <li>-25 training participants</li> <li>-25 creative contents</li> <li>-1 embedded-AI application platform</li> <li>-5 cities on 5 topics</li> </ul>	
<p>4.1. Introduced Sustainable Solutions for Cultural tourism and Creative Industries</p>	<ul style="list-style-type: none"> <li>- Number of investment profiles to facilitate investment in clean energy, solid waste management, sustainable products</li> <li>-Number of investment meetings</li> <li>-One set of curriculums on heritage tourism and gastronomy</li> <li>-Number of training participants on Creative Industry Cluster Management and Promotion</li> <li>-Number of creative cluster information profiles on application system</li> </ul>	<ul style="list-style-type: none"> <li>-Final report</li> <li>-Midterm report</li> <li>-Report on selected investment profiles</li> <li>-Meeting report</li> <li>-Training report</li> <li>-Curriculum Development Statement</li> <li>-Application platform</li> </ul>	<ul style="list-style-type: none"> <li>-One consolidated profile</li> <li>-5 investment meetings</li> <li>-1 consolidated curriculum</li> <li>-25 training participants</li> <li>-5 cluster information</li> </ul>	
<p>5.1. Promoted Innovative Practices in Cultural and Creative Industries</p>	<ul style="list-style-type: none"> <li>-One familiarization mission on creative industries to ROK conducted</li> <li>-One high level seminar on creative industry and copyright for sustainable tourism development</li> <li>-One policy discussion on establishment of creative clusters</li> </ul>	<ul style="list-style-type: none"> <li>-Mission report</li> <li>-Seminar report</li> <li>- Road map</li> <li>-Policy brief</li> </ul>	<ul style="list-style-type: none"> <li>-1 familiarization mission</li> <li>-1 seminar</li> <li>-1 policy discussion</li> </ul>	

	-One policy meeting of regional task force to introduce IPR on creative products and services	-Policy brief	-1 policy meeting	
6.1. Baseline data established	One baseline study conducted	Baseline study report	1 Baseline study	
6.2. Established and conducted project steering group meetings (online) in year 1, Year 2 and Year 3	3 project steering committee meetings conducted	Project steering committee meeting minutes	3 project steering committee meetings	
6.3. Final evaluation conducted	One final evaluation conducted	Final project evaluation report	1 project final evaluation	
...				
<b>Activities</b>	<b>Description</b>			
1.1.1 Formulate business plans for creative groups associations.	<p>Develop business plans for creative groups associations with the following but not limited to</p> <ul style="list-style-type: none"> <li>- Summary (Legal information, Business operations and result, and Financial performance)</li> <li>- Market Analysis (Market Segmentation, Target Market Segment Strategy, Service Business Analysis, Industry trends, Competition and Buying Patterns, Business Participants, Market strategy, pricing policies, Sales Strategy, Sales forecast)</li> <li>- Financial Analysis and Projection (Financial plan, break-even analysis, projected profit and loss, project cash flow, project balance sheet, business and financial ratios)</li> <li>- Need of Financing (in the form of (i) debt financing, e.g. bank loan, (ii) equity financing, and (iii) others)</li> </ul>			
1.1.2 Design and conduct training for management and development of creative industry association.	<ul style="list-style-type: none"> <li>• Design and deliver one training on management and development of creative industry using innovative approaches to introduce the business plan concept, innovative models for revenue generation, culture tourism, marketing, support services for association members, sustainability plan among others.</li> </ul>			
2.1.1 Conduct a country wise study to assess the legal, regulatory and institutional arrangements on IPR of creative industries.	<p>Conduct one county wise study to assess the legal, regulatory and institutional arrangements on IPR of creative industries, list issues and provide recommendations specific to the creative industry products. The assessment study will identify:</p> <ul style="list-style-type: none"> <li>• Copyright for author of original works Books, music, paintings, plays, architecture, dance, software, etc.</li> <li>• Prevent others from copying, communicating to the public (Internet), distributing</li> </ul>			



	<ul style="list-style-type: none"> <li>• <i>Related rights</i> for intermediaries that make works available to an audience</li> <li>• Performers (actors, musicians)</li> <li>• Producers of phonograms (record labels)</li> <li>• IPRs protect creativity through reputation</li> <li>• Trademarks designate origin (producer)</li> <li>• Geographical indications (GIs) refer to origin of product and links origin to quality, reputation or other characteristic, gastronomy, music, handicrafts etc.</li> <li>• IPRs protect creativity in appearance</li> <li>• Industrial designs: outer appearance of a product, not its technical function</li> <li>• Textile patterns, design of clothes, shapes of smart phones and other devices, ornamental elements of architecture, etc.</li> <li>• Technical functioning protected by patents or utility models</li> <li>• Others relevant issues</li> </ul>
3.1.1 Conduct one Training on creative Marketing	<ul style="list-style-type: none"> <li>• Conduct one training by developing tool kit and deliver training on Creative Marketing for Creative Industry tourism including Core Concepts of Creative Tourism and Practical Tips.</li> </ul>
3.1.2 Assist creative MSMEs to develop creative content	<ul style="list-style-type: none"> <li>• Utilize the training skills at 3.1.1. creative MSMEs to develop creative content in form of action plan implementation. The project team will guide and assist the creative industry participants.</li> </ul>
3.1.3 Develop artificial intelligence (AI) on application platform	<p>Develop AI application system as added function on Mekong Heritage Platform by</p> <ul style="list-style-type: none"> <li>• Collecting and analyzing information on creative industry, traditional practices, rituals, and languages in the project locations.</li> <li>• Digitization and archiving creative industry data for information more accessible and engaging for both creative industry and tourists.</li> <li>• Create virtual reality (VR) experiences to allow visitors to explore creative industries, traditional villages, witness ancient ceremonies, and learn about the creative industry and artisans in the local communities.</li> <li>• Develop AI algorithms to analyze data from various sources, such as social media and online reviews, to gain insights into tourists' preferences and behaviors</li> <li>• Create chatbots and virtual assistants to provide tourists with personalized recommendations and information about the sites.</li> <li>• Identify other essential services to integrate on the Mekong Heritage Application platform.</li> </ul>
3.1.3.1 Assist creative MSME to update information on Application function	<ul style="list-style-type: none"> <li>• The project team will assist the creative MSMEs to utilize the training skills at 3.1.1 &amp; 3.1.2 to update information on the Mekong Heritage application platform</li> </ul>

<p>3.1.4 Develop itineraries on Sustainable Heritage Tourism on 5 target cities on 5 topics and promote on digital application platform.</p>	<ul style="list-style-type: none"> <li>• Develop itineraries on Sustainable Heritage Tourism on 5 target cities on 5 topics on Mekong cruises, Mekong heritage city tours, Mekong gastronomy tours, Mekong wellness tours, Mekong craft village tourism)</li> <li>• Promote on digital application platform</li> </ul>
<p>4.1.1 Conduct Modular training on Creative Industry Cluster Management and Promotion</p>	<ul style="list-style-type: none"> <li>• Develop one training curriculum on creative industry cluster management by assessing cluster industry prospects in each project locations and prepare relevant contextualized training package for the target groups.</li> <li>• Conduct one training to the target groups as per the training packages.</li> <li>• Prepare and submit feedback report on the results of the training and recommendations</li> <li>• Guide and develop strategies for Creative cluster twinning’s among the Mekong countries.</li> <li>• Provide post training support during action plan implementation</li> </ul>
<p>4.1.2 Develop investment profiles to facilitate investment in clean energy, solid waste management, sustainable products etc.</p>	<ul style="list-style-type: none"> <li>• Develop investment profiles to facilitate investment on clean energy, solid waste management, sustainable products etc. based on the specific needs and potential for growth considering factors like population growth, economic potential, environmental concerns, and social development. Determine specific areas where investment is required to improve the province infrastructure, services, and overall development.</li> </ul>
<p>4.1.3 Conduct investment meeting in 5 locations</p>	<ul style="list-style-type: none"> <li>• Conduct 5 investment meetings in 5 project locations (online) with RoK to introduce sustainable solutions for cultural tourism and the creative industries following the MoUs conducted among the pilot World Heritage sites in Mekong and RoK. The investment profiles developed at 4.1.3 will be the key reference for the product sectors.</li> </ul>
<p>4.1.4 Facilitate Creative Cluster twinning activities</p>	<ul style="list-style-type: none"> <li>• Develop one training curriculum on creative industry cluster management by assessing cluster industry prospects in each project locations and prepare relevant contextualized training package for the target groups.</li> <li>• Conduct one training to the target groups as per the training packages</li> <li>• Prepare and submit feedback report on the results of the training and recommendations</li> <li>• Guide and develop strategies for Creative cluster twinning’s among the Mekong countries.</li> <li>• Provide post training support during action plan implementation</li> </ul>
<p>4.1.5 Develop Creative cluster information profiles to add on application system</p>	<ul style="list-style-type: none"> <li>• Develop Creative cluster information profiles on Music, Gastronomy, Art and Textiles to add on application system</li> <li>• Facilitate Creative Cluster twinning activities- by organizing joint programs each on Music, Gastronomy, Art and Textiles.</li> </ul>

<p>5.1.1 Familiarization mission on creative industries in RoK for officials from organizations involved in promotion and development of creative industry in 5 Mekong countries.</p>	<ul style="list-style-type: none"> <li>• Conduct one familiarization mission on creative industries in RoK for officials from organizations involved in promotion and development of creative industry in 5 Mekong countries. The familiarisation mission is to gain information on preservation and promotion of creative industries, legal and regulatory aspects on creative industry (IPR), best practices and success stories in promoting creative industry and cultural tourism among other relevant matters. Draft road map for initiating the information in respective country context.</li> </ul>
<p>6.1.1 Baseline study to map and develop taxonomy, industry classification, database of creative industries and associations.</p>	<p>Conduct one Baseline study to map and develop taxonomy, industry classification, database of creative industries and associations This will include the following but not limited to:</p> <ul style="list-style-type: none"> <li>• Develop tools and techniques to conduct survey in five countries</li> <li>• Determine key sectors of creative industries in each country project locations (heritage sites).</li> <li>• Define criteria to identify creative industries.</li> <li>• Determine and analyze industry structure, Strengths and Weaknesses and identify associations and confirm the target respondents.</li> <li>• Map the Economic Value of Creative Industries in each location with details (products, services, income etc.)</li> <li>• Map the Employment of Creative Industries including Characteristics of the Employment Market of Creative Industries</li> <li>• Identify Prospects for Growth</li> <li>• Conduct online survey to obtain key information.</li> <li>• Link data base in the application system (Mekong heritage)</li> <li>• Develop a data base on creative industries for each project location and integrate as function in the Heritage Mekong application system.</li> <li>• Any other relevant matters.</li> </ul>
<p>6.2.1 Form PAC and conduct PAC meeting</p>	<ul style="list-style-type: none"> <li>• Form one Project Advisory Committee (PAC) with key stakeholders from the provincial government, national level and UNESCO and other related agencies and conduct one PAC meeting to introduce role and responsibilities.</li> </ul>
<p>6.2.1 Conduct PAC meeting</p>	<p>Conduct PAC meetings one each in Year 1 and 2 to review project progress and identify any challenges to address and resolve.</p>
<p>6.3.1 Conduct one final evaluation, share results at PAC meeting and submit report to MKCF</p>	<p>Conduct one final project evaluation by conducting a survey to obtain key information against the project indicators and present results to PAC in an online meeting and provide a report to include:</p> <ul style="list-style-type: none"> <li>• Overview of creative economy and its contribution to economic development in the Mekong countries;</li> </ul>

	<ul style="list-style-type: none"><li>• Opportunities and challenges facing the creating economy and how these challenges have been addressed in the project;</li><li>• Document outcomes of the implemented / conducted activities leading changes in creative industry business and Creative associations/ groups operations in cultural tourism sector;</li><li>• Achievements of targeted beneficiary groups of implemented activities, or any others;</li><li>• Document case studies/stories, at least three case studies/story per country on any observable changes of business / work place practices, institutions' operations (e.g. government department operations), involvement of creative industry artisans in changes, utilization of knowledge and skills acquired during the implementation of the project;</li><li>• Success stories of utilization of acquired knowledge and skills from the trainings, AI- application systems, database, regional platform, cluster twinning's or any other project activities;</li><li>• Lessons learned on the implemented / conducted activities by the targeted beneficiary groups or institutions, or any others,</li><li>• An 5-6 pages policy paper to advocate the Creative Industry and IPR on key products and services in the Mekong region</li></ul>
--	---

## Monitoring and Evaluation (M&E) Framework

HIERARCHY OF RESULTS	RESULT STATEMENT(S)	OBJECTIVELY VERIFIABLE INDICATORS (OVIs)	DEFINITION How is it calculated?	BASELINE What is the current value?	TARGET What is the target value?	DATA SOURCE / MEANS OF VERIFICATION How will it be measured?	FREQUENCY How often will it be measured?	RESPONSIBLE Who will measure it?	REPORTING Where will it be reported?
<b>Impacts</b>									
<b>Outcomes</b>	Developed and promoted viable creative/cultural industries for sustainable tourism development.	<ul style="list-style-type: none"> <li>- Number of creative/cultural industry association/cooperatives developed and promoted</li> <li>- Number of creative / cultural industry cooperatives able to present their business plan to financial institutions and/or have access to finance</li> <li>- Number of training participants improved knowledge and skills in management and development of creative industries</li> </ul>	Through the OVIs	Nil	<ul style="list-style-type: none"> <li>- One association / cooperative in each Mekong country</li> <li>- One association / cooperative in each Mekong country</li> <li>- 25 training participants</li> </ul>	<ul style="list-style-type: none"> <li>-Final report</li> <li>-Midterm report</li> <li>-Training report</li> <li>-Action Plan report</li> </ul>	Midterm and final term	Project team	MKCF Secretariat and SOM
	Preserved, protected and promoted creative industries and intangible heritage for cultural enrichment and national identity	Number of Intellectual Property Rights (IPRs) workshop participants reporting the improved skills	Through the OVIs	Nil	-15 workshop participants from Mekong countries	<ul style="list-style-type: none"> <li>-Midterm report</li> <li>-Workshop report</li> </ul>	Midterm and final term	Project team	MKCF Secretariat and SOM
	Creative MSMEs promoted through digital application platforms for market development	<ul style="list-style-type: none"> <li>- Number of training participants improved knowledge and skills in creative marketing</li> <li>-Functioned Artificial Intelligence (AI) on the application platform</li> </ul>	Through the OVIs	Nil	<ul style="list-style-type: none"> <li>-25 training participants</li> <li>-Use of one application with AI function</li> </ul>	<ul style="list-style-type: none"> <li>-Final report</li> <li>-Midterm report</li> <li>-Training report</li> <li>-Action Plan report</li> <li>-Trial sessions of the application</li> </ul>	Midterm and final term	Project team	MKCF Secretariat and SOM
	Sustainable solutions for cultural tourism and the creative industries promoted	<ul style="list-style-type: none"> <li>- Number of training participants improved knowledge and skills in Creative Industry Cluster Management and Promotion</li> <li>-Piloted curriculum on heritage tourism and gastronomy</li> <li>-Promoted investment profiles in clean energy, solid waste management and sustainable products</li> </ul>	Through the OVIs	Nil	<ul style="list-style-type: none"> <li>-25 training participants</li> <li>-One training</li> <li>- 5 investment meetings</li> </ul>	<ul style="list-style-type: none"> <li>-Final report</li> <li>-Midterm report</li> <li>-Training report</li> <li>-Action Plan report</li> <li>-Investment Meeting report</li> </ul>	Midterm and final term	Project team	MKCF Secretariat and SOM

<b>HIERARCHY OF RESULTS</b>	<b>RESULT STATEMENT(S)</b>	<b>OBJECTIVELY VERIFIABLE INDICATORS (OVIs)</b>	<b>DEFINITION</b> How is it calculated?	<b>BASELINE</b> What is the current value?	<b>TARGET</b> What is the target value?	<b>DATA SOURCE / MEANS OF VERIFICATION</b> How will it be measured?	<b>FREQUENCY</b> How often will it be measured?	<b>RESPONSIBLE</b> Who will measure it?	<b>REPORTING</b> Where will it be reported?
		-Percentage of visitor satisfaction on the Creative Cluster Twinning activities			>80%				
	Innovative policies to harness the symbiotic potential of cultural tourism and the creative industries formulated.	-Number of developed and shared policy brief on establishment of creative cluster and IPR introduction for creative products and services -Shared lesson learned of the creative industry familiarization mission	Through the OVIs	Nil	-2 policy briefs -5 Lesson learned	-Final report -Midterm report -Policy brief -Lesson learned	Midterm and final term	Project team	MKCF Secretariat and SOM
	Monitoring and Evaluation for the project established and launched	-Percentage of achieved outcomes and outputs -Final evaluation report	Through the OVIs	Nil	- >90% of achieved outcomes and outputs -One evaluation report with clear exit strategies	-Final report -Final project evaluation report	Midterm and final term	Project team	MKCF Secretariat and SOM
<b>Outputs</b>	Strengthened and established cooperatives among cultural groups/creative industry.	-Number of formulated business plan for creative group associations -Number of training participants	Through the OVIs	Nil	- 5 business plans  - 25 participants	-Midterm report -Business plans -Training report	Midterm and final term	Project team	MKCF Secretariat
	Strengthened protection of copy rights and creativity through Intellectual Property Rights (IPRs) in the heritage sector, arts, media, functional creations etc.	- Number of conducted country wise study to assess the legal, regulatory and institutional arrangements on IPR of creative industries - Conducted a regional stakeholder consultation workshop to disseminate the results of the study and prepare road map -Conducted workshop on Introduction of Intellectual Property Rights (IPRs) in Creative Industries	Through the OVIs	Nil	-1 study in each Mekong countries  -1 regional workshop  -1 regional workshop	-Study report  -Report of stakeholder consultation workshop  -Workshop report	Midterm and final term	Project team	MKCF Secretariat

<b>HIERARCHY OF RESULTS</b>	<b>RESULT STATEMENT(S)</b>	<b>OBJECTIVELY VERIFIABLE INDICATORS (OVIs)</b>	<b>DEFINITION</b> How is it calculated?	<b>BASELINE</b> What is the current value?	<b>TARGET</b> What is the target value?	<b>DATA SOURCE / MEANS OF VERIFICATION</b> How will it be measured?	<b>FREQUENCY</b> How often will it be measured?	<b>RESPONSIBLE</b> Who will measure it?	<b>REPORTING</b> Where will it be reported?
	Promoted creative MSME through Digital Platforms	-Number of participants on Creative Marketing training -Number creative contents developed by training participants -Functioned AI on the application platform -Number of developed digital itineraries promoted in the application platform	Through the OVIs	Nil	-25 training participants -25 creative contents -1 embedded-AI application platform -5 cities on 5 topics	-Training report  -Application Manual -Application platform	Midterm and final term	Project team	MKCF Secretariat
	Introduced Sustainable Solutions for Cultural tourism and Creative Industries	- Number of investment profiles to facilitate investment in clean energy, solid waste management, sustainable products -Conducted 5 investment meetings -One set of curriculums on heritage tourism and gastronomy -Number of training participants on Creative Industry Cluster Management and Promotion -Number of creative cluster information profiles on application system	Through the OVIs	Nil	-One consolidated profile  -5 investment meetings  -1 consolidated curriculum  -25 training participants  -5 cluster information	-Final report -Midterm report -Report on selected investment profiles -Meeting report -Training report -Curriculum Development Statement -Application platform	Midterm and final term	Project team	MKCF Secretariat
	Promoted Innovative Practices in Cultural and Creative Industries	-One familiarization mission on creative industries to ROK conducted -One high level seminar on creative industry and copyright for sustainable tourism development conducted -One policy discussion on establishment of creative clusters conducted -One policy meeting of regional task force to introduce IPR on creative products and services conducted	Through the OVIs	Nil	-1 familiarization mission  -1 seminar  -1 policy discussion  -1 policy meeting	-Mission report  -Seminar report  -Policy brief  -Policy brief	Midterm and final term	Project team	MKCF Secretariat

<b>HIERARCHY OF RESULTS</b>	<b>RESULT STATEMENT(S)</b>	<b>OBJECTIVELY VERIFIABLE INDICATORS (OVIs)</b>	<b>DEFINITION</b> How is it calculated?	<b>BASELINE</b> What is the current value?	<b>TARGET</b> What is the target value?	<b>DATA SOURCE / MEANS OF VERIFICATION</b> How will it be measured?	<b>FREQUENCY</b> How often will it be measured?	<b>RESPONSIBLE</b> Who will measure it?	<b>REPORTING</b> Where will it be reported?
	Baseline data established	One baseline study conducted	Through the OVIs	Nil	1 Baseline study	Baseline study report	Midterm and final term	Project team	MKCF Secretariat
	Established and conducted Project Advisory Committee (PAC) (online) in year 1, Year 2 and Year 3	One Project Advisory Committee formed 3 PAC meetings conducted	Through the OVIs	Nil	3 project Advisory committee meetings	Project Advisory committee meeting minutes	Midterm and final term	Project team	MKCF Secretariat
	Final evaluation conducted Results shared with PAC (online meeting)	One final evaluation conducted and results shared with PAC	Through the OVIs	Nil	One project final evaluation One policy paper	Final project evaluation report Policy paper	Midterm and final term	Project team	MKCF Secretariat



**Appendix 3: [proposal package] Indicative budget**

*The budget should be presented in this section and provided in a separate Excel file.*

SAMPLE

## Appendix 4: [proposal package] Indicative Work Plan

Activity	Year 1: USD											
	1	2	3	4	5	6	7	8	9	10	11	12
<b>Output 1.1: Strengthened and established cooperatives among cultural groups/creative industry.</b>	USD											
1.1.1: Formulate business plans for creative groups associations, identify functions and serves for its members, revenue streams and membership development plan for sustaining growth and expansion.	USD											
1.1.2: Design and conduct training for management and development of creative industry association.	USD											
<b>Output 2.1: Strengthened protection of copyrights and creativity through Intellectual Property Rights (IPRs) in the heritage sector, arts, media, functional creations etc.</b>	USD											
2.1.1: Conduct a country wise study to assess the legal, regulatory and institutional arrangements on IPR of creative industries.	USD											
<b>Output 5.1: Promoted Innovative Practices in Cultural and Creative Industries.</b>	USD											
5.1.1: Conduct one familiarization mission on creative industries in RoK for officials from organizations involved in promotion and development of creative industry in 5 Mekong countries.	USD											
<b>Output 6.1: Baseline data established</b>	USD											
6.1.1 Conduct baseline study to map and develop taxonomy, industry classification, and database of creative industries and associations in key sectors, their current status, challenges and prospects.	USD											
<b>Output 6.2: Established and conducted Project Advisory Group meeting (online) in year 1</b>	USD											
6.2.1: Form PAC and conduct PAC meetings in Year 1	USD											
<b>Personnel Cost</b>	USD											

Activity	Year 2: USD											
	1	2	3	4	5	6	7	8	9	10	11	12
<b>Output 6.2: Established and conducted project Advisory Meetings (online) in Year 2</b>	USD											
6.2.1: Form PAC and conduct PAC meetings in Year 2	USD											
<b>Output 3.1: Promoted creative MSME through Digital Platforms</b>	USD											
3.1.1. Conduct one Training on creative Marketing	USD											
3.1.2: Assist creative MSMEs to develop creative content												
3.1.3: Develop artificial intelligence (AI) on application platform	USD											
3.1.3.1: Assist creative MSME to update information on Application function												
3.1.4 Develop itineraries on Sustainable Heritage Tourism on 5 target cities on 5 topics and promote on digital application platform;	USD											
<b>Personnel Cost</b>	USD											

Activity	Year 3: USD											
	1	2	3	4	5	6	7	8	9	10	11	12
<b>4.1: Introduced Sustainable Solutions for Cultural tourism and Creative Industries</b>	US\$											
4.1.2: Develop investment profiles to facilitate investment in clean energy, solid waste management, sustainable products etc.	USD											
4.1.3: Conduct investment meeting in 5 locations	USD											
4.1.1: Conduct Modular training on Creative Industry Cluster Management and Promotion	USD											
4.1.4: Facilitate Creative Cluster twinning activities- joint programs on music, food, art and textiles	USD											
4.1.5: Develop Creative cluster information profiles to add on application System (budget is combined with activity 4.1.5)												
<b>Output 6.3: Final project evaluation conducted</b>	US\$											
6.3 1: Conduct one final evaluation, PAC meeting and submit report to MKCF												
<b>Personnel Cost</b>	USD											

## Appendix 5: TOR

### TERMS OF REFERENCE OF KEY PROJECT CONTRACTED PERSONNEL

No.	Name	Organization	Position	e-mail / phone	Remarks
1			Project Coordinator		TOR No. 1
2			Project Assistant		TOR No. 2

### TERMS OF REFERENCE OF FULL TIME PROJECT STAFF

TOR No. 01	
<b>Position</b>	Project Coordinator
<b>Duty Station</b>	Thailand
<b>Responsibilities</b>	<ul style="list-style-type: none"><li>• Work closely with the project team members in implementation of the project activities as outlined in the project documents and implement the work plan in cooperation with the Project team and TIF Department.</li><li>• Prepare, design and deliver project capacity development activities such as Concept Notes for workshops and meetings, Curriculum Design Statements (CDS) for training and associated events with the project team members, in addition to other project coordination activities.</li><li>• Design and coordinate program components and delivery methods to ensure high quality content and engaging speakers are included as resource persons for appropriate activities.</li><li>• Provide strategic inputs in project implementation, e.g. inputs to ICT application development, study, policy level meetings, project advisory committee meetings, training programs, etc.</li><li>• Be responsible for effective and timely implementation of the project activities including communication, delivery of quality outputs and achieve outcomes with maximum impact to project beneficiaries.</li><li>• Be responsible to ensure that relevant project materials such as activity reports, factsheets, infographics, etc. are developed and disseminated to donors and target groups through relevant media and network channels.</li><li>• Be responsible to develop and maintain contact information, materials and relationships with stakeholders to increase coverage of heritage conservation and creative industry issues in the media (print, broadcast and digital).</li></ul>

	<ul style="list-style-type: none"> <li>• Prepare the project reports (quarterly, progress, annual, midterm, and completion reports), and other reports that may be required by TIF Director/MKCF Coordinator.</li> <li>• Facilitate all learning activities sessions including working with the resource persons/speakers/researchers in preparing session plans and training materials followed by synthesis/evaluation of learning activities.</li> <li>• Draft and edit articles, press releases, case studies and success stories and other advocacy/information materials.</li> <li>• Collaborate with the project partners by organizing project site visits, facilitate photo coverage and digital footage and utilizing both web-based platform of Mekong Korea Cooperation Fund and Mekong Heritage mobile application system.</li> <li>• Monitor and evaluate the use and effectiveness of the project.</li> <li>• Maintain and share a library of media coverage, clippings with the MKCF secretariat.</li> <li>• Developing data gathering M&amp;E tools and updating data on project M&amp;E frameworks, developing M&amp;E reports.</li> <li>• Establish and maintain excellent working contacts at an operational level with relevant authorities and experts for each activity.</li> <li>• Develop Consultant Terms of References (ToR) and manage national and/or international consultants/subject matter experts.</li> <li>• Identify implementation arrangements and needed resources to implement the project work and ensure proper management of the project budget in compliance with MI policies and procedures of the donor.</li> <li>• Contribute to information releases on thematic area for MI website and contribute to donor and MI publications.</li> <li>• Contribute and provide support for research processes undertaken in collaboration with MI and donor secretariat/unit on emerging issues related to the thematic area for preparing case studies and dialogue.</li> <li>• Manage project resources efficiently and effectively.</li> <li>• Other reasonable tasks requested by MI Executive Director and/or TIF Director.</li> </ul>
<p><b>Requirements</b></p>	<ul style="list-style-type: none"> <li>• Master degree in management, tourism, communications, journalism, public relations or a related field with experience of working in development projects related to tourism industry.</li> <li>• At least 5 years of experience in Project management and coordination, good knowledge on project cycle, solid understanding on project M&amp;E.</li> <li>• Experience in designing and implementing trainings and workshops, coordination with stakeholders and beneficiaries will be added advantage.</li> <li>• Excellent written and oral English communication skills are required. Knowledge of other Mekong countries languages is an asset.</li> </ul>

	<ul style="list-style-type: none"> <li>• He/she should have advanced working knowledge of MS Office (Word, Powerpoint, Excel and Publisher). Candidates with design and layout skills and adept in using Adobe Photoshop and Pagemaker is an advantage.</li> <li>• Professional experience in communications, marketing, public relations, or a related field.</li> <li>• Experience developing communication materials such as news updates, blog content, digital content for websites, etc.</li> <li>• An understanding of basic financial/accounting procedures.</li> <li>• Proven ability to work in a team and coordinate with others.</li> </ul>
<b>Date</b>	As per project duration

TOR No. 02	
<b>Position</b>	Project Assistant
<b>Duty Station</b>	Thailand
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Work closely with the Project Coordinator for all aspects of planning, implementation, and evaluation of the courses/workshops, including participants recruitment, training/workshop delivery, hiring consultants etc.</li> <li>• Coordinate with the training and workshop participants on travel, accommodations and expenses clearance.</li> <li>• Coordinate with Administration, Finance and General Services departments of MI on all aspects of the project activities.</li> <li>• Prepare budgets for the project activities, assume overall responsibility for financial management, and provide budget planning as required.</li> <li>• Facilitate the training/workshop sessions and assist resource persons and their contract and payments.</li> <li>• Assist in drafting letters, data collection, etc.</li> <li>• Support the project coordinator and project team in collating information, preparing project reports (including quarterly, progress, annual, midterm and completion reports), and other reports as required by TIF Director and Project team.</li> <li>• In partnership with the project and program team, communications and knowledge management team at MI(CKM), develop content and manage program communication deliverables.</li> <li>• Assist in preparing contents for newsletters, tools, announcements, blogs among others, and track project metrics;</li> <li>• Perform other relevant tasks required by TIF department and MI management.</li> </ul>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree in creative media technology, tourism, communications, journalism, public relations or a related field with experience of working in development projects.</li> <li>• Minimum 3 years of experience in a capacity building activities management and coordination roles within international development</li> </ul>

	<p>organizations. Background/experience in cultural and creative industries is preferred.</p> <ul style="list-style-type: none"> <li>• He/she should have advanced working knowledge of MS Office (Word, PowerPoint, Excel and Publisher). Candidates with design and layout skills and adept in using Adobe Photoshop and Pagemaker is an advantage.</li> <li>• Experience collaborating with diverse groups of stakeholders across multiple projects.</li> <li>• Experience in communications, marketing, and public relations, and another related field.</li> <li>• Understanding of basic financial and accounting procedures.</li> <li>• Proven skills and experience in facilitating capacity building activities such as training, workshops, forums etc.</li> <li>• Excellent written and oral English communication skills are required. Knowledge of other Mekong countries languages is an asset.</li> <li>• Proven ability to work in a team and coordinate with others.</li> <li>• Proficiency with graphic design software and video editing is preferred.</li> </ul>
<b>Date</b>	As per project duration

SAMPLE

**Appendix 6: CV Proposed Project Team with passport size photo**

**1. CV of Project Coordinator**

**2. CV of Project Assistant**

SAMPLE