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|  | **Mekong-ROK Cooperation Fund (MKCF)****Project Proposal** |

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| **Project Classification (check all that applies and underline the most key area)** |
| □ Culture and Tourism□ Human Resources Development□ Agriculture and Rural Development□ Infrastructure□ Information and Communication Technology (ICT)□ Environment□ Non-traditional Security Challenges |
| **Project Title** |
| **Promoting Creative Industry for Heritage Tourism Development in the Mekong Region** |
| **Brief Description of the Project** |
| 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.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.The 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.*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 countriesThe 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 PAC and conduct PAC meeting6.1.1: 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 PAC meeting3.1.1. Conduct one Training on creative Marketing3.1.2: Assist creative MSMEs to develop creative content3.1.3: Develop artificial intelligence (AI) on application platform3.1.3.1: Assist creative MSME to update information on Application function3.1.4: 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 Promotion4.1.2: Develop investment profiles to facilitate investment in clean energy, solid waste management, sustainable products etc. 4:1.3: Conduct investment meeting in 5 locations4.1.4: Facilitate Creative Cluster twinning activities4.1.5: Develop Creative cluster information profiles to add on application system6.3 1: Conduct one final evaluation and submit report to MKCF. |
| **Country / Region** |
| Mekong countries namely Cambodia, Laos, Myanmar, Thailand, Vietnam and Republic of Korea. |

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| **Outcomes, Outputs, Activities and Inputs at Project level** |
| **Expected Result** | **Indicator** | **Means of Verification** | **Target** | **Remarks** |
| **Mid-term** | **Final** |
| Project outcomes |
| 1. Developed and promoted viable creative/cultural industries for sustainable tourism development | - Number of creative/cultural industry association/cooperatives developed and promoted- Number of creative / cultural industry cooperatives able to present their business plan to financial institutions and/or have access to finance- Number of training participants improved knowledge and skills in management and development of creative industries | -Final report-Midterm progress report-Training report-Action Plan report | - One association/cooperative/ group in each Mekong country- One association/cooperative in each Mekong country- 25 training participants |  |
| 2. Preserved, protected and promoted creative industries and intangible heritage for cultural enrichment and national identity | - Number of participants reporting the improved skills Intellectual Property Rights (IPRs) workshop  | -Midterm report-Workshop reportProgress report | -15 workshop participants from Mekong countries |  |
| 3. Creative MSMEs promoted through digital application platforms for market development | - Number of training participants improved knowledge and skills in creative marketing-Functioned Artificial Intelligence (AI) on the application platform | -Final report-Midterm report-Training report-Action Plan report-Trial sessions of the application | -25 training participants-Use of one application with AI function |  |
| 4. Sustainable solutions for cultural tourism and the creative industries promoted | - Number of training participants improved knowledge and skills in Creative Industry Cluster Management and Promotion- Number of Creative Cluster Twinning established | -Final report-Midterm report-Training report-Action Plan report-Investment Meeting report | -25 training participants-One training- 5 investment meetings>80%  |  |
| 5. 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 | -Final report-Midterm report-Policy brief-Lesson learned | -2 policy briefs-5 Lesson learned |  |
| 6. Monitoring and Evaluation for the project established and launched  | -Percentage of achieved outcomes and outputs-Final evaluation report  | -Final project evaluation report | - >90% of achieved outcomes and outputs-One evaluation report with clear exit strategies |  |
| Project outputs (that contribute to outcomes) |
| 1.1. Strengthened and established cooperatives among cultural groups/creative industry. | -Number of business plans formulated for creative group associations-Number of training participants | -Midterm report-Business plans-Training report | - 5 business plans- 25 participants |  |
| 2.1. Strengthened protection of copy rights and creativity through Intellectual Property Rights (IPRs) in the heritage sector, arts, media, functional creations etc. | - 5 country studies to assess the legal, regulatory and institutional arrangements on IPR of creative industries | -Study reports- | -1 study in each Mekong countries |  |
| 3.1. 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 | -Training reportApplication ManualApplication platform | -25 training participants-25 creative contents-1 embedded-AI application platform-5 cities on 5 topics |  |
| 4.1. Introduced Sustainable Solutions for Cultural tourism and Creative Industries | - Number of investment profiles to facilitate investment in clean energy, solid waste management, sustainable products-Number of investment meetings-Number of training participants on Creative Industry Cluster Management and Promotion-Number of creative cluster information profiles on application system | -Final report-Midterm report-Report on selected investment profiles-Meeting report-Training report-Curriculum Development Statement-Application platform | -One consolidated profile-5 investment meetings-25 training participants-5 cluster information |  |
| 5.1. Promoted Innovative Practices in Cultural and Creative Industries | -One familiarization mission on creative industries to ROK conducted  | -Mission report- | -1 familiarization mission |  |
| 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 reportCase study  | 1 project final evaluation5 case studies  |  |
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| Activities | Description |
| 1.1.1 Formulate business plans for creative groups associations. | Develop business plans for creative groups associations with the following but not limited to * Summary (Legal information, Business operations and result, and Financial performance)
* 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)
* Financial Analysis and Projection (Financial plan, break-even analysis, projected profit and loss, project cash flow, project balance sheet, business and financial ratios)
* Need of Financing (in the form of (i) debt financing, e.g. bank loan, (ii) equity financing, and (iii) others
 |
| 1.1.2 Design and conduct training for management and development of creative industry association. | * 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.
 |
| 2.1.1 Conduct a country wise study to assess the legal, regulatory and institutional arrangements on IPR of creative industries. | 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:* Copyright for author of original works Books, music, paintings, plays, architecture, dance, software, etc.
* Prevent others from copying, communicating to the public (Internet), distributing
* *Related rights* for intermediaries that make works available to an audience
* Performers (actors, musicians)
* Producers of phonograms (record labels)
* IPRs protect creativity through reputation
* Trademarks designate origin (producer)
* Geographical indications (GIs) refer to origin of product and links origin to quality, reputation or other characteristic, gastronomy, music, handicrafts etc.
* IPRs protect creativity in appearance
* Industrial designs: outer appearance of a product, not its technical function
* Textile patterns, design of clothes, shapes of smart phones and other devices, ornamental elements of architecture, etc.
* Technical functioning protected by patents or utility models
* Others relevant issues
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| 3.1.1 Conduct one Training on creative Marketing | * 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.
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| 3.1.2 Assist creative MSMEs to develop creative content | * 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.
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| 3.1.3 Develop artificial intelligence (AI) on application platform | Develop AI application system as added function on Mekong Heritage Platform by * Collecting and analyzing information on creative industry, traditional practices, rituals, and languages in the project locations.
* Digitization and archiving creative industry data for information more accessible and engaging for both creative industry and tourists.
* 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.
* Develop AI algorithms to analyze data from various sources, such as social media and online reviews, to gain insights into tourists’ preferences and behaviors
* Create chatbots and virtual assistants to provide tourists with personalized recommendations and information about the sites.
* Identify other essential services to integrate on the Mekong Heritage Application platform.
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| 3.1.3.1 Assist creative MSME to update information on Application function | * The project team will assist the creative MSMEs to utilize the training skills at 3.1.1 & 3.1.2 to update information on the Mekong Heritage application platform
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| 3.1.4 Develop itineraries on Sustainable Heritage Tourism on 5 target cities on 5 topics and promote on digital application platform. | * 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)
* Promote on digital application platform
 |
| 4.1.1 Conduct Modular training on Creative Industry Cluster Management and Promotion | * 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.
* Conduct one training to the target groups as per the training packages.
* Prepare and submit feedback report on the results of the training and recommendations
* Guide and develop strategies for Creative cluster twinning’s among the Mekong countries.
* Provide post training support during action plan implementation
 |
| 4.1.2 Develop investment profiles to facilitate investment in clean energy, solid waste management, sustainable products etc. | * 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.
 |
| 4.1.3 Conduct investment meeting in 5 locations | * 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.
 |
| 4.1.4 Facilitate Creative Cluster twinning activities | * 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.
* Conduct one training to the target groups as per the training packages
* Prepare and submit feedback report on the results of the training and recommendations
* Guide and develop strategies for Creative cluster twinning’s among the Mekong countries.
* Provide post training support during action plan implementation
 |
| 4.1.5 Develop Creative cluster information profiles to add on application system | * Develop Creative cluster information profiles on Music, Gastronomy, Art and Textiles to add on application system
* Facilitate Creative Cluster twinning activities- by organizing joint programs each on Music, Gastronomy, Art and Textiles.
 |
| 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. | * 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 ini8tiatibing the information in respective country context. |
| 6.1.1 Baseline study to map and develop taxonomy, industry classification, database of creative industries and associations. | 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:* Develop tools and techniques to conduct survey in five countries
* Determine key sectors of creative industries in each country project locations (heritage sites).
* Define criteria to identify creative industries.
* Determine and analyze industry structure, Strengths and Weaknesses
* and identify associations and confirm the target respondents.
* Map the Economic Value of Creative Industries in each location with details (products, services, income etc.)
* Map the Employment of Creative Industries including Characteristics of the Employment Market of Creative Industries
* Identify Prospects for Growth
* Conduct online survey to obtain key information.
* Link data base in the application system (Mekong heritage)
* Develop a data base on creative industries for each project location and integrate as function in the Heritage Mekong application system.
* Any other relevant matters.
 |
| 6.2.1 Form PAC and conduct PAC meeting | * 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.
 |
| 6.2.1 Conduct PAC meeting | Conduct PAC meetings one each in Year 1 and 2 to review project progress and identify any challenges to address and resolve. |
| 6.3.1 Conduct one final evaluation, share results at PAC meeting and submit report to MKCF | 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:* Overview of creative economy and its contribution to economic development in the Mekong countries;
* Opportunities and challenges facing the creating economy and how these challenges have been addressed in the project;
* Document outcomes of the implemented / conducted activities leading changes in creative industry business and Creative associations/ groups operations in cultural tourism sector;
* Achievements of targeted beneficiary groups of implemented activities, or any others;
* 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;
* 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;
* Lessons learned on the implemented / conducted activities by the targeted beneficiary groups or institutions, or any others,
* An 5-6 pages policy paper to advocate the Creative Industry and IPR on key products and services in the Mekong region
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**Monitoring and Evaluation (M&E) Framework**

| **HIERARCHY OF RESULTS** | **RESULT STATEMENT(S)** | **OBJECTIVELY VERIFIABLE INDICATORS (OVIs)** | **DEFINITION** | **BASELINE** | **TARGET** | **DATA SOURCE / MEANS OF VERIFICATION**  | **FREQUENCY** | **RESPONSIBLE** | **REPORTING**  |
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| How is it calculated? | What is the current value? | What is the target value? | How will it be measured? | How often will it be measured? | Who will measure it? | Where will it be reported? |
| **Impacts** |   |   |   |   |   |   |   |   |   |
| **Outcomes** | Developed and promoted viable creative/cultural industries for sustainable tourism development. | -Number of creative/cultural industry association/cooperatives developed and promoted- Number of creative / cultural industry cooperatives able to present their business plan to financial institutions and/or have access to finance- Number of training participants improved knowledge and skills in management and development of creative industries |  Through the OVIs |  Nil |  - One association / cooperative in each Mekong country- One association / cooperative in each Mekong country- 25 training participants | -Final report-Midterm progress report-Training report-Action Plan report | 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 | -Midterm report-Workshop report | Midterm and final term | Project team | MKCF Secretariat and SOM |
| Creative MSMEs promoted through digital application platforms for market development | - Number of training participants improved knowledge and skills in creative marketing-Functioned Artificial Intelligence (AI) on the application platform | Through the OVIs | Nil | -25 training participants-Use of one application with AI function | -Final report-Midterm report-Training report-Action Plan report-Trial sessions of the application | Midterm and final term | Project team |  MKCF Secretariat and SOM |
| Sustainable solutions for cultural tourism and the creative industries promoted | - Number of training participants improved knowledge and skills in Creative Industry Cluster Management and Promotion-Promoted investment profiles in clean energy, solid waste management and sustainable products-Percentage of visitor satisfaction on the Creative Cluster Twinning activities | Through the OVIs | Nil | -25 training participants-One training- 5 investment meetings>80% | -Final report-Midterm report-Training report-Action Plan report-Investment Meeting report | Midterm and final term | Project team |  MKCF Secretariat and SOM |
| 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 project evaluation report | Midterm and final term | Project team |  MKCF Secretariat and SOM |
| **Outputs** | 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- |  Through the OVIs |  Nil |  -1 study in each Mekong countries |  -Study report | Midterm and final term |  Project team |  MKCF Secretariat |
|  | 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-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-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- | Through the OVIs | Nil | -1 familiarization mission | -Mission report | Midterm and final term | Project team | MKCF Secretariat |
| 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  | One Project Advisory Committee formed2 PAC meetings conducted | Through the OVIs | Nil | 2 project Advisory committee meetings | Project Advisory committee meeting minutes | Midterm and final term | Project team | MKCF Secretariat |
| Final evaluation conductedResults shared with PAC (online meeting) | One final evaluation conducted and results shared with PAC | Through the OVIs | Nil | One project final evaluationOne policy paper1 project Advisory committee meeting5 case studies  | Final project evaluation reportPolicy paperCase study  | Midterm and final term | Project team | MKCF Secretariat |
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#  Appendix 4: [proposal package] Indicative Work Plan

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| **Activity** | **Year 1: 170,612 USD** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
| ***Output 1.1: Strengthened and established cooperatives among cultural groups/creative industry.*** | **USD 57,224** |
| *1.1.2: 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 13,001* |
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| *1.1.2: Design and conduct training for management and development of creative industry association.* | *USD 44,223* |
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| ***Output 2.1: Strengthened protection of copyrights and creativity through Intellectual Property Rights (IPRs) in the heritage sector, arts, media, functional creations etc.*** | **USD 9,095** |
| *2.1.1: Conduct a country wise study to assess the legal, regulatory and institutional arrangements on IPR of creative industries.*  | *USD 9,095* |
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| ***Output 5.1: Promoted Innovative Practices in Cultural and Creative Industries.*** | **USD 41,473** |
| *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 41,473* |
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| ***Output 6.1: Baseline data established***  | **USD 16,489** |
| *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.* |  |  |  |  |  |  |  |  |  |  |  |  |
| ***Output 6.2: Established and conducted Project Advisory Group meeting*** ***(online) in year 1***  | **USD 2,675** |
| *6.2.1: Form PAC and conduct PAC meetings in Year 1* |  |  |  |  |  |  |  |  |  |  |  |  |
| ***Personnel Cost*** | **USD 43,656** |

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| **Activity** | **Year 2: 123,499 USD** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
| ***Output 6.2: Established and conducted project Advisory Meetings (online) in Year 2*** | **USD 2,675** |
| *6.2.1: Form PAC and conduct PAC meetings in Year 2*  | *USD 2,675* |
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| ***Output 3.1: Promoted creative MSME through Digital Platforms*** | **USD 98,141** |
| *3.1.1. Conduct one Training on creative Marketing3.1.2: Assist creative MSMEs to develop creative content* | *USD 40,039* |
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| *3.1.3: Develop artificial intelligence (AI) on application platform3.1.3.1: Assist creative MSME to update information on Application function* | *USD 24,075* |
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| *3.1.4 Develop itineraries on Sustainable Heritage Tourism on 5 target cities on 5 topics and promote on digital application platform;* | *USD 13,054* |
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| ***Personnel Cost*** | **USD 43,656** |

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| **Activity** | **Year 3: 205,889 USD** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
| ***4.1: Introduced Sustainable Solutions for Cultural tourism and Creative Industries*** | **US$ 150,998** |
| *4.1.2: Develop investment profiles to facilitate investment in clean energy, solid waste management, sustainable products etc.* | *USD 8,185* |
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| *4:1.3: Conduct investment meeting in 5 locations* | *USD 5,6047* |
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| *4:1.1: Conduct Modular training on Creative Industry Cluster Management and Promotion* | *USD 35,620* |
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| *4.1.4: Facilitate Creative Cluster twinning activities- joint programs on music, food, art and textiles* | *USD 51,146* |
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| *4.1.5: Develop Creative cluster information profiles to add on application System (budget is combined with activity 4.1.5)* |  |  |  |  |  |  |  |  |  |  |  |  |
| ***Output 6.3: Final project evaluation conducted*** | **US$ 11,235** |
| *6.3 1: Conduct one final evaluation, PAC meeting and submit report to MKCF* |  |  |  |  |  |  |  |  |  |  |  |  |
| ***Personnel Cost*** | **USD 43,656** |