



ASEAN – Korea FTA Project Proposal

1. PROJECT DETAILS

Proposal Identification Code:

(to be completed by the ASEAN Secretariat)

Project Title: *Empowering small to medium-sized businesses in ten ASEAN countries through design thinking methods*

Brief Project Description – 300 words max:

This program will allow participants from various fields of small and medium-sized business sectors in ASEAN member countries to learn how to identify and solve problems creatively in human-centered ways by applying design thinking methods.

During the program, the participants will learn how to develop empathy for their customers and surface insights for creating products and services they want and need. They will study practical design thinking skills and mindsets to help them turn their customer needs into human-centered solutions. Main objectives for the program may include:

- Identifying the true needs of end-users with insights gained.
- Solving challenges using design thinking methods.
- Applying ideation methods to generate new and useful ideas.
- Refining ideas by gathering feedback and iterating.

Lectures, field trips, group discussions, and group projects will be performed during the five-day, on-site program. The workshop may be held virtually depending on the travel restrictions due to the pandemic situation at the time of the event.

The program will run in the span of three consecutive years:

- The first year will focus on learning design thinking methods.
- The second year will review the implementation of design thinking in each participant's workplaces and discuss what can be done for improvements.
- The last year will review achievements and impacts from applying design thinking at workplaces.

KIDP (Korea Institute of Design Promotion) anticipates that this program will greatly impact the product and service improvements of small to medium-sized businesses in the ASEAN countries.

Recurring Project: Yes No

If Yes, Previous Project Identification Code:

Project Duration: < 6 months 6-12 months > 12 months

Proposed Commencement Date: 01.07.2021

Proposed Completion Date: 15.12.2023

Participating ASEAN Member States: All

If not all (or not all in the same way), please indicate reason:

Country	Name of organization
Malaysia	Malaysia Design Council (MRM)
The Philippines	Center for Int'l Trade Expositions and Missions (CITEM)
	Design Center of the Philippines(DCP)
Thailand	Department of Int'l Trade Promotion (DITP)
	Thailand Creative and Design Center (TCDC)
Vietnam	Vietnam Trade Promotion Agency (VIETRADE)
Indonesia	Ministry of Trade, Indonesia
Singapore	DesignSingapore Council
Korea	ASEAN-KOREA CENTRE

KIDP as a secretariat has been hosting 'Asia Design Sharing Council' with 6 ASEAN Members Since 2011. Also, In cooperation with the ASEAN-KOREA Center, Korea held a material design exhibition for 10 ASEAN countries in 2020.

Sponsoring Body

Sectoral Committee/Main Body:

Meeting Number/Date: / dd.mm.yyyy

Working Group/Sub-Committee:

Meeting Number/Date: / dd.mm.yyyy

The proponent may consult with ASEAN Secretariat to identify the most appropriate sponsoring Body for the project.

Proponent's Name and Address:

Contact Person and Contact Details:

KIDP (Korea Institute of Design Promotion)

Dr. YOON Joohyun, President & CEO

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Date of Proposal Submission: 1/15/2021

Proposed Funding Source(s):

Korea under ASEAN – ROK Cooperation Fund.

* KIDP will cover part of the cost for the project.

Proposed Project Budget (total in USD): \$300,000

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

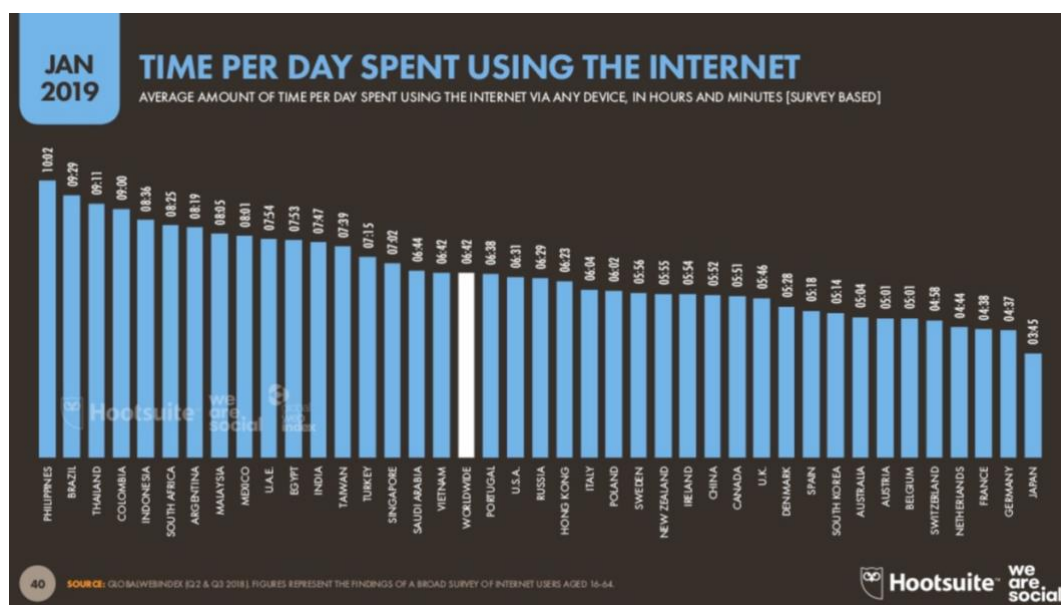
- (a) **Current Problem** – *Describe briefly the issues or problems in the region or sector that the project seeks to address. Explain what is causing these issues or problems. Your write-up has to be clearly linked to the project objective.*
- (b) **Regionality** – *Show that the problem or issue affects more than one ASEAN Member State and ROK, and requires regional action.*

The importance of accurately understanding the rapidly shifting markets and their behaviors in Southeast Asian countries has become substantially important for local businesses to stay relevant from the accelerating globalization with easy access via mobile phones.

According to the survey results in 2019 by Global Web Index, four of the top 10 countries worldwide that spend the most time per day using the internet were from Southeast Asia, with Philippines rated number one, spending over ten hours per day online. In the same year, 90% of 415 million people who went online in the region used their smartphones, spending up to 52% of their time on social media.

Over the last decade, design thinking has effectively solved problems in businesses, public institutions, healthcare providers, and educational institutions in more economically advanced countries. A worldly renowned company IBM had shared that by employing design thinking within their organization, they could achieve two times faster in market delivery, 75% team efficiency, and 301% return on investment.

As the ASEAN market is quickly adapting to the global culture and its standards, local businesses must learn how to understand the market's true needs by practicing the human-centered way of problem-solving.



- (c) **Project History** – List related projects/activities previously or currently implemented. Describe how this project complements them. For recurring project, please include outputs/lesson learned from previous project
- (d) **Beneficiaries** – Please state who will directly benefit from and the stakeholders that will be engaged in this project. The proponent could also identify who could benefit indirectly.

The Ministry of Trade, Industry, and Energy (MOTIE) and Korea Institute of Design Promotion (KIDP) has been conducting the ‘Asian Design Sharing’ program since 2010, sharing Korea’s policies, knowledge, and experiences in the field of design with the ASEAN member countries. Through this Design Sharing program, KIDP has established close relationships with ASEAN partner organizations and is continuously expanding cooperation with new organizations. KIDP and the partner organizations from Malaysia, The Philippines, Thailand, Vietnam, and Singapore have held “Asia Design Council Meeting” annually in each partner’s country to develop design and industry.

This program is expected to raise stronger awareness among the ASEAN countries on the importance of design thinking and provide a strong opportunity for them to learn new methods to further expand the added value for the products and services. With the solid supports of six Asia Design Council Member’s Organizations, we are committed to believing that this three-year program will make strong impacts in local businesses and derive wider adoption of design thinking for all ASEAN countries for the future.

3. PROJECT RESULTS

Project Objective/ Outcome:

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

- Empower participants from various local business sectors in ASEAN member countries to learn how to identify and solve problems creatively in human-centered ways by applying design thinking methods.

- Contribute to the ASEAN countries' economic growth by helping small and medium-sized businesses accurately understand the rapidly shifting markets and their behaviors.

Outputs	Indicators (to measure the project's achievements) <i>How will the project's achievement be measured? Please indicate feasible quantitative or qualitative factor.</i>	Means of Verification <i>How will information be collected to support these indicators?</i>
Output: <i>What results will the project lead to, for example any products and services, or changes that are relevant to the achievement of objective(s).</i> <ul style="list-style-type: none"> • Effectively respond to the market needs • Find creative solutions to challenges • Grow efficiency in the workplace • Save resources invested 	<ul style="list-style-type: none"> • The participants will put together a group project applying design thinking methods to identify and solve problems on an existing business model. • The participants will apply design thinking methods in their workplaces and measure impacts and improvements. • The final projects will be presented and critiqued by the committee to verify the program's understanding. • The program will be evaluated by the participants for overall achievement. 	<ul style="list-style-type: none"> • First year-the final project demonstrating the outcome and the evaluation of the program will both be collected and reported. • Second year- reports on the implementation thinking will be reported by the participants. • Third year- reports on the achievements will be reported by the participants

Main Activities:

List the actions or activities that your project will carry out to achieve the above results/outputs.

First year:

- Professional lectures
- Field trip
- Workshop- group project
- Final presentation and critique

Second year:

- Group discussions
- Professional lectures
- Field trip
- Workshop- group or individual project
- Final presentation and critique

Third year:

- Group discussions
- Professional lectures
- Field trip
- Workshop- group or individual project
- Final presentation and critique

The project can have more than one result/output. Please add rows above as necessary.

4. PROJECT MANAGEMENT ARRANGEMENTS – 600 words max

(a) Management Arrangements

KIDP will be in charge of organizing this program. ASEAN Secretariat, ASEAN members, and ASEAN-KOREA Center will collaborate with KIDP to implement this project.

(b) Human Resource Inputs – *Specify type and number of personnel who are involved in the project. If applicable, please include the Terms of Reference of each position in the annexes.*

- KIDP Staff- 2
- Professional lecturer- 3
- Senior Project Manager- 1
- Project Manager- 2
- Project Assistant- 4 (part-time)

(c) Monitoring and Evaluation Arrangements – *Describe the plan for how the monitoring and reporting will be carried out. Please note that a **progress report** is required for project which spans between two financial year and or more than 1 year.*

First-year: The program will be evaluated by the participants to get a better knowledge of their satisfaction with the first-year program and expectations for the next year's program.

Second-year: the participants will be expected to submit a report on their workplace application before the second-year workshop. The second-year project will reflect their applications and troubleshooting.

Third-year: the participants will be expected to submit a report on their achievements before the third year program. The program will focus on the achievements and impacts of applying design thinking in their workplaces.

5. PROJECT SUSTAINABILITY – 300 words max

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

Learning to apply design thinking will enable participants to solve problems creatively, in a collaborative, human-centered way. The outputs of this program can be highly sustainable because:

1. The learnings can be applied to any fields of business and organizations.
2. The learnings can be applied to quickly adjust to a shifting market.
3. It can help businesses to save resources.
4. It can bring efficiency to workplaces.

(a) GENDER AND OTHER CROSS CUTTING ISSUES – 300 words max

(b) Gender - *Please indicate how gender-related issues aspects will be taken into account in the project implementation, such as how the project will ensure equal opportunity to participate in the project.*

This project will ensure to provide equal opportunity to participate for both genders.

(c) Other Cross Cutting Issues - *If applicable, state how other crosscutting issues have been adequately taken into account i.e. Environment, IT, Human Rights, etc.*

- Design thinking can bring benefits to save resources, thus contributing to sustainability.
- The design thinking process puts humans first, making an impact on solving inequality.
- Design thinking is a core practice for HCI(Human-Computer Interaction) studies deeply involved with modern Information Technology, which is greatly helpful to understand to stay relevant in business.

6. POTENTIAL RISKS

State the significant potential risks or threats within the proponent's control that would affect the success of the project, such as lack of capable human resources, security, political, etc.

Risk / threat	Mitigation strategy
COVID-19 travel restrictions	The program will be held virtually, using video chats and online collaboration platforms.

Annex 1 – Budget Proposal

Using the budget format provided by ASEC, provide the cost for each of the inputs under the sub-headings.

Annex 2 – Indicative Work Plan

Using the work plan format provided by ASEC, develop a work plan with time frame for each main activity. The work plan should cover the whole period of the project.

Annex 3 – Notation on Additional Supporting Documents

List any relevant additional supporting documents submitted together with the project proposal (report, memorandum of understanding, etc.), which helps understanding the proposed project and its strategy.