



MEKONG
INSTITUTE



CURRICULUM DESIGN STATEMENT (CDS)

TRAINING CUM WORKSHOP ON

CREATIVE INDUSTRY ASSOCIATIONS MANAGEMENT IN PROJECT LOCATIONS IN THE MEKONG REGION

Funded by Mekong - Republic of Korea Cooperation Fund (MKCF)

Implemented by Mekong Institute

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The creative industry plays an importance role in boosting the cultural tourism sector in the Mekong countries, significantly boosting their economies. However, the COVID-19 pandemic has severely impacted this sector, with heritage sites experiencing slower recovery due to varying levels of economic development and response capabilities among the countries. This situation threatens cultural skills and knowledge as workers leave, risking the loss of traditional heritage tied to key monuments.

Micro, small, and medium-sized enterprises (MSMEs) and informal workers in the creative industry contribute significantly to economic development in the region. However, most of them still lack clear classification as to which businesses are labeled as creative industries, resulting in inadequate support and technical assistance. Additionally, intellectual property protection in much of the Mekong region is still developing and not fully compliant with international standards, hindering the protection and commercialization of scientific, technological, and cultural innovations, which are vital for economic growth and international competitiveness.

In response to this, Mekong Institute (MI) is implementing a three-year project titled 'Promoting Creative Industry for Heritage Tourism Development in the Mekong Region' so called 'Creative4Mekong' from March 2024- February 2027, funded by the Mekong – ROK Cooperation Fund (MKCF). The project focuses on strengthening creative industries, conserving cultural heritage, and developing tourism for socio-economic recovery in selected five World Heritage Sites of Mekong countries namely Ayutthaya (Thailand), Siem Reap (Cambodia), Hue (Viet Nam), Luang Prabang (Laos), and Bagan (Myanmar).

As part of the project activities, MI is conducting 'Training cum Workshop on Creative Industry Associations Management in Project Locations in the Mekong countries' scheduled to take place from September 9 -13, 2024 in Khon Kaen, Thailand.

TRAINING OBJECTIVES

- **Strengthening Business Planning Skills for Creative Industries Associations**
To enhance participants' knowledge of and experience in business plans for the creative industry associations and / or creative groups for them to provide continuous support to targeted creative enterprises and artisans/workers in the project locations, namely Ayutthaya (Thailand), Siem Reap (Cambodia), Luang Prabang (Laos), Bagan (Myanmar), and Hue city (Viet nam).
- **Creative Industry Development and Association Formation in Local Contexts**
To enhance the capacity of public sector stakeholders represented by the local institutions that govern and support the development of creative industries as well as enabling the formation of creative industry associations/groups in line with the needs of the local development context.
- **Intellectual Property Application for Innovation in Mekong Creative Industries**
To enhance the capacity of all participants in application of intellectual property to further promote innovation and creativity in the creative industries in the Mekong countries.
- **Formulation country-specific action plans**
To formulate country-specific action plans to strengthen the business development of creative industry associations, creative enterprises, and artisans, including policy actions nurturing creative industry development, further creative business service expansion, and competitiveness towards sustainability.

TRAINING OUTLINE

Training participants will progress through three phases:

Learning Phase:

September 9-13, 2024: One-week training cum workshop program at the Mekong Institute's Residential Training Center, Khon Kaen, Thailand. During this phase, participants will conceptualize, participate in training sessions, and exchange practical insights. During this phase, the program will be facilitated by both in-house staff member of Mekong Institute and external consultant(s) to ensure the effectiveness of the knowledge and experience delivered as well as the participants' contributions. By the end of the program, the participants will be required to develop country-specific Action Plans in the form of Business Plans that they will carry out in their respective countries in next phase.

Knowledge Application Phase:

Mid-September – Mid-December, 2024: During this phase, the participants will further develop and implement their draft country-specific in their home countries over a three-month period, in which technical assistance from MI will be provided.

Synthesis and Evaluation Workshop Phase:

Mid- December, 2024: The participants will be invited to share the results of their learning and the implementation of their Business Plans in a synthesis and evaluation workshop, which will be organized online.



EXPECTED OUTCOMES

At the end of the training, participants should be able to:

- Acquire knowledge of and experience in business management and planning;
- Develop comprehensive business plans, covering organization and management, creative products and/or services, marketing strategy, revenue/sale and financial projections, business operating strategy, and associated measurement of business results;
- Understand the importance of IP protection for creative industries; and
- Complete the country-specific action plans in the form of business plans.



TARGETED PARTICIPANTS

A total of 25 participants from five Mekong countries (Cambodia, Laos, Myanmar, Thailand and Vietnam) will be selected for the training. They will include:

- Representatives of Creative Industries: creative industry associations, creative and innovative hubs and cluster, creative businesses / enterprises, and artisans from such industries as Art and Craft, Performing Art, Design and Creative Services, Visual Arts, Music, and related industries such as Culinary Arts and Cultural Tourism.
- Officials from government agencies representing the Ministries of Culture, Tourism, Commerce and Industry, and Heritage Site Management.
- Government agencies in charge of One Tambon One Product (OTOP)/ One District One Product (ODOP)/ One Village One Product (OVOP), Cultural Products and Intangible Cultural Heritage.

TRAINING MODULES

In this course, participants will explore four (4) interrelated modules as follows:

MODULE 1: INTRODUCTION TO CREATIVE INDUSTRIES

Key topics:

- Definition, concept and classifications of creative industries in global, ASEAN and Mekong region context
- Creative ecosystem- Challenges and Opportunities
- Contribution of creative industries to tourism sector and sustainable development

Learning objective:

- Recognize the importance and potentials of promoting creative economy and industries for cultural and heritage tourism development

MODULE 2: INTELLECTUAL PROPERTY PROTECTION

Key topics:

- Key findings of Assessment Study on Intellectual Property (IP) Landscape in Creative Industries within World Heritage Sites in the Mekong Region
- Intellectual Property Mechanisms for the Creative Industries and their Challenges & Opportunities.
- Mekong best practices for standardized certification processes

Learning objective:

- Realize the overview of the institutional landscape governing the creative industries sector in five World Heritage Sites
- Gain the knowledge of, and experience in application of IP protection of the creative products and services in the Mekong countries

MODULE 3: BUSINESS MANAGEMENT & DEVELOPMENT

Key topics:

- Concept of Business Plans for Creative Industry Associations and/or Creative Groups
- Market Systems Development (MSD) approach
- Public Private and Community Partnerships (PPCPs) Business Models
- Business Ecosystem.

Learning objective:

- Understand the types of business and its application and equip participants with the necessary tools for building a robust and well-governed partnership.
- Gain skills on effective product design, brand identities, story design and pitching.
- Gain innovative tools for market analysis, assess consumer behavior and preference and online platform.
- Improve knowledge on business planning and management.

MODULE 4: ACTION PLAN DEVELOPMENT

Key topics:

- Guidance on Action Plans Development with use of online and real time tools
- Introduction for online tools for real-time collaboration and data access post-training.

Learning objective:

- Utilize the acquired knowledge and experience to develop action plans;
- Realize the action plan through the established business plan in reality to contribute to the performance and development of creative industries in the project sites.

The training design is drawn from capacity building needs and tailored to the international context. The training is designed to foster greater understanding of the training contents, and to focus on practical knowledge, respect adult learning principles, use real case studies, adopt participative approaches, as well as stimulate sharing and networking among the participants. Interactive experiential learning will be employed here. The training will be delivered in English and will adopt the following methods.

- Lectures and presentations
- Plenary discussions, case studies and group exercises
- Role plays and simulation games

As required, all training modules are to be drawn from practical experiences and tailored to the needs of stakeholders involved on transport and logistics activities. It would incorporate concrete actions for follow-up activities after training. Each training module is designed and delivered using the “Integrated Curriculum” approach. The salient features of this integrated curriculum are that competencies are carefully selected, integration of theoretical concepts with skills practice and essential knowledge directed at enhanced performance, and above all, various implicit competencies (e.g. facilitation, presentation, and communication, negotiation, and leadership skills) are integrated across the curriculum.



Learning Phase:

Each training module will start with a participatory training session where trainees are introduced to the concepts, techniques, tools and effective strategies to develop and promote viable creative/cultural industries for sustainable heritage tourism development. At this formulative stage, learner-centered instruction will be applied where the trainer is the leader of a community of learners, devising ways to promote inquiry, higher order thinking, problem-solving, higher levels of literacy and engagement. This is a conceptualizing stage which requires processing and drawing on a rich knowledge base of content, methods appropriate to the content, and technology appropriate to the content.



Knowledge Application Phase:

This competency-based module has been classified as a form of work-based learning. Immediately after the new skills/knowledge have been acquired, the trainees will carry out corresponding assignments. That is to say, after completing deliberation on the concept and tools, participants will be given assignments to identify and design a particular activity in groups.



Synthesis and Evaluation Workshop:

This will be a share-to-learn session where each individual / group will have the chance to present their outputs and share the learning/working experience with others. Lessons learned and practical experiences from the actual applications will be shared and innovative knowledge and skills will emerge and become institutionalized.

TENTATIVE PROGRAM - DAY 1



Venue: Mekong River Conference Room, 2nd floor, MI Annex Building, Khon Kaen, Thailand

Time	Activity	In-charge
Day 1. Monday, September 9, 2024		
08:30 – 08:45	Registration	MI Team
08:45 – 08:55	<p>Inauguration session:</p> <p>Welcome remarks Mr. Suriyan Vichitlekarn, Executive Director, Mekong Institute (MI)</p> <p>Special remarks Mr. Madhurjya Kumar Dutta, Director of Trade & Investment Facilitation Department (TIF) and Director of Mekong - Republic of Korea Cooperation Fund (MKCF)</p>	
08:50 – 10:10	<ul style="list-style-type: none"> • Group photo • MI video presentation • Getting to know each other • Setting the context (expectations, Board of Director (BoD), overview of the project and training) • E-Learning • MI Facility 	MI Team
10:10 – 10:30	Break	All participants
10:30 – 12:00	<p>Key findings of the Baseline Study Report</p> <p>Feedback and Discussion</p>	Mr. Quan Anh Nguyen, Consultant (online)
12:00 – 13:15	Lunch	All participants
13:15 – 16:30	<p>Country Presentation:</p> <p>Share and exchange the information of creative industry development status, challenges, opportunities and strategies by delegates of Cambodia, Lao PDR, Myanmar, Thailand and Viet Nam (15 mins per presentation)</p>	MI Team
16:30 – 17:00	BoD Meeting	BoD Team and MI Team
18:30 - 20:00	Welcome dinner	All participants

TENTATIVE PROGRAM -DAY2



Venue: Mekong River Conference Room, 2nd floor, MI Annex Building, Khon Kaen, Thailand

Time	Activity	In-charge
Day 2. Tuesday, September 10, 2024		
08:45 - 09:00	Recapitulation and BoD Selection	MI Team
09:00 - 10:15	Module 1: Introduction to Creative Industries <ul style="list-style-type: none"> Overview of the creative industries (Definition, concept and classification of creative industries and its ecosystem) 	Dr. Phitchakan Chuangchai.
10:15 - 10:30	Break	All participants
10:30 - 12:00	<ul style="list-style-type: none"> Development of creative industries in global, ASEAN and Mekong Context- Challenges and Opportunities. Group work. 	Dr. Phitchakan Chuangchai.
12:00 - 13:15	Lunch	All participants
13:15 - 14:45	Module 2: Intellectual Property Protection <ul style="list-style-type: none"> Key findings of assessment study on Intellectual Property Protection for Creative Industries in Mekong Countries. Feedback and Discussion	Mr. Graham Harper, Consultant.
14:45 - 15:00	Break	All participants
15:00 - 16:30	Intellectual Property Mechanisms for the Creative Economy (IP4CE) <ul style="list-style-type: none"> Role of IP in Cultural Promotion and Preservation. Global best practices for protecting the IP of creative industries. Continue on Group work/Discussion: Sustainability of creative industries within the tourism supply chain, and stakeholders' roles in safeguarding traditional knowledge and cultures. 	Mr. Graham Harper, Consultant.
16:30 - 17:00	BoD Meeting	BoD Team and MI Team
Evening	Dinner at your own leisure	

TENTATIVE PROGRAM - DAY 3



Venue: Mekong River Conference Room, 2nd floor, MI Annex Building, Khon Kaen, Thailand
 Site visit: Thailand Creative and Design Centre (TCDC) Khon Kaen.

Time	Activity	In-charge
Day 3. Wednesday, September 11, 2024		
08:45 - 09:00	Recapitulation and BoD Selection	MI Team
09:00 - 10:15	IP Mechanisms for the Creative Industries – Challenges & Opportunities <ul style="list-style-type: none"> Overcoming challenges to IP mechanism implementation Group work activities and discussion: The Yakuanoi simulation analysis. 	Mr. Graham Harper, Consultant.
10:15 - 10:30	Break	All participants
10:30 - 12:00	Site visit: Thailand Creative and Design Centre (TCDC) Khon Kaen. <ul style="list-style-type: none"> Introduction about the visit/designing the questions/outlining report. Travel to TCDC by MI Van (5mins) Exhibition tour and presentation by TCDC Q&A. 	All participants
12:00 - 13:15	Lunch	All participants
13:15 - 14:30	Mechanisms for the Creative Industries – Challenges & Opportunities <ul style="list-style-type: none"> Challenges and Opportunities of Implementation of Standardized Certification for Tourism-MSME Products. Strengthening IP Mechanisms and Quality/Benchmarks for International Recognition. Best practices in Mekong Countries to safeguard traditional knowledge and cultures in the tourism Supply Chain. 	Mr. Graham Harper, Consultant.
14:30 - 17:00	Module 3: Business Management & Development Business Plans for The Creative Industry Associations and/or Creative Groups <ul style="list-style-type: none"> Introduction of Market Systems Development (MSD) approach. MSD approach for scaling impacts for Public, Private, and Community Partnerships (PPCPs) in the Mekong’s creative industries. Introduction of Business plan model and the use of AI tools. 	Mr. Graham Harper, Consultant.
Evening	Dinner at your own leisure	

TENTATIVE PROGRAM - DAY 4



Time	Activity	In-charge
Day 4. Thursday, September 12, 2024		
08:45 - 09:00	Recapitulation and BoD Selection	MI Team
09:00 - 10:15	<p>PPCPs Business Models for The Creative Industry Associations and/or Creative Groups</p> <ul style="list-style-type: none"> • Introduction to Public Private and Community Partnerships (PPCPCanvas) Business Models. • The “Channels” block for effective communication and distribution strategies. • Country-specific work group. 	Mr. Graham Harper, Consultant.
10:15 - 10:30	Break	All participants
10:30 - 12:00	<p>PPCPs Business Models for The Creative Industry Associations and/or Creative Groups - Continued</p> <ul style="list-style-type: none"> • Revenue streams, key activities, and key resources for financial sustainability and operational success of PPCPs. 	Mr. Graham Harper, Consultant.
12:00 - 13:15	Lunch	All participants
13:15 - 14:45	<p>PPCPs Business Models for The Creative Industry Associations and/or Creative Groups - Continued</p> <ul style="list-style-type: none"> • Governance strategies in PPCPs: focusing on stakeholder identification, decision-making, communication, risk management, and cost analysis. 	Mr. Graham Harper, Consultant.
14:45 - 15:00	Break	All participants
15:00 - 16:30	<p>PPCPs Business Models for The Creative Industry Associations and/or Creative Groups - Continued</p> <ul style="list-style-type: none"> • Business Ecosystem 	Mr. Graham Harper, Consultant.
16:30 - 17:00	BoD Meeting	BoD & TIF Team
Evening	Dinner at your own leisure	

TENTATIVE PROGRAM - DAY 5



Time	Activity	In-charge
Day 5. Friday, September 13, 2024		
08:45 - 09:00	Recapitulation and BoD Selection	MI Team
09:00 - 10:15	Module 4: Action Plan development for post-event implementation <ul style="list-style-type: none"> • Introduction of Action Plans Template and online tools for real-time collaboration and data access • Participants' country-specific groups prepare action plan presentations. 	Mr. Graham Harper and MI Team
10:15 - 10:30	Break	All participants
10:30 - 12:00	Module 4: Action Plan development for post-event implementation - Continued	Mr. Graham Harper and MI Team
12:00 - 13:15	Lunch	All participants
13:15 - 14:45	Presentation of action plan by country group: <ul style="list-style-type: none"> • Cambodia • Lao PDR • Myanmar • Thailand • Vietnam Group discussion: Discuss the challenges and opportunities presented by IP frameworks, explore the essentials of developing robust business plans tailored for Creative Industry Associations and Groups, and examine innovative PPCP business models for safeguarding creative assets and traditional knowledge.	Mr. Graham Harper and MI Team
14:45 - 15:00	Break	All participants
15:00 - 16:30	Closing session: <ul style="list-style-type: none"> • Course report • Training certificate award • Participant speech by country representative • Closing remarks • Way Forward 	MI Team
16:30	End of Training	

CONTACT

For details about the training, please contact the MKCF's Project Implementing Team of Trade and Investment Facilitation Department (TIF), Mekong Institute at: icreate@mekonginstitute.org or as below:

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ABOUT MEKONG INSTITUTE

Mekong Institute (MI), an intergovernmental organization owned and operated by the six countries of the Greater Mekong Subregion (Cambodia, Lao PDR, Myanmar, Thailand, Viet Nam, and Yunnan province and Guangxi Autonomous Region of the People's Republic of China), promotes regional cooperation and integration through capacity development programs and projects in three thematic areas namely, Agricultural Development and Commercialization, Trade and Investment Facilitation, and Sustainable Energy and Environment.



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