



ASEAN Cooperation Project Proposal

For assistance on how to complete this template, you can refer to the see the
“Handbook on Proposal Development for ASEAN Cooperation Projects”
which can be downloaded at
<http://asean.org/resource/asean-project-templates/>

1. PROJECT DETAILS

Project Identification Code: CIN/CUL/19/016/REG

(to be completed by the ASEAN Secretariat)

Project Title:

Provide a concise project title that captures the essence of the proposed project. Please consider to reflect the main purpose of the project in the title, and not just the project activity or event.

ASEAN-Korea Music Festival (AKMF)

Brief Project Description – 300 words max:

Provide a brief description of the proposed project, its objective and key activities or outputs. It should be succinct but contains enough information to explain to approving bodies how the project will contribute to ASEAN's goals.

The ASEAN-Korea Music Festival (AKMF) aims to enhance exchange of people and understanding between Korea and 10 ASEAN Member States (AMS) in culture and art. In particular, it intends to strengthen fellowship among ASEAN young people through pop music, which is an international language, and to spread a sense of solidarity of One ASEAN-Korea through concert tour.

The concert will be held 3 times in total every year, 1 in Korea and 1 in 2 AMS each and will have a tour around 10 AMS for 5 years. Host countries of the concert will change every year, but each concert will showcase all member countries' music with musicians of Korea and all ASEAN countries participating.

The AKMF will be broadcast in Korea through KBS's main music program, *All That Music*. In addition, it will also be broadcast around the world through KBS's satellite channel, *KBS World*, and will be broadcast live through 'KBS WORLD' YouTube channel (8.10 million viewers). The broadcast will be made into video clips by singers and will be provided through 'KBS K-POP' YouTube channel (2.95 million viewers). All concerts of 5 years will be left in records and will continue to be disseminated. Further to this, the concert will be made into broadcasts, albums and digital sounds etc. to provide a stepping stone for musicians participating in the Festival to enter into Korean pop music market, which is the world's 6th largest music market.

Hosting countries by year (draft)

- 2019 : Brunei Darussalam (35 years of diplomatic relations), Philippines (70 years of diplomatic relations)
- 2020 : Lao PDR (25 years of diplomatic relations), Malaysia (60 years of diplomatic relations), Myanmar (45 years of diplomatic relations), Singapore (45 years of diplomatic relations)

※ Since 2020 is a commemorative year for 4 countries, concerts need to be held by countries in 2020 and 2021 respectively.

- 2022 : Cambodia (25 years of diplomatic relations), Viet Nam (30 years of diplomatic

relations)

- 2023 : Indonesia (50 years of diplomatic relations), Thailand (65 years of diplomatic relations)

The AKMF's another pillar will be the ASEAN-Korea Music Committee (AKMC). The AKMC will be established to allow musicians or music producers representing ASEAN Member States to network beyond concerts. In addition, a forum will be held every year to invigorate exchanges among music producers. The AKMC will deal with agenda items such as current music market, ASEAN's music market policy and the establishment of a pool of singers who performed in AKMF. Further to this, a white paper will be issued after AKMF ends.

- Project Period: Jun, 2019 ~ Dec, 2019

Recurring Project: Yes No

If Yes, Previous Project Identification Code:

Indicate whether the proposed project is part of a series of projects (with similar objective(s), outputs, and activities)

Project Classification:

Indicate the Scope and Pillar

Scope: **Single Sector** **Cross-Sector**

Pillar:

(Main) Blueprint: ASCC

Connectivity

IAI

(Main) Characteristic: E

Linkage:

Action Line(s): I

Strategy:

Action(s):

Key Action(s):

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

v. Promote greater people-to-people interaction and mobility within and outside ASEAN.

Information below to be completed by the ASEAN Secretariat:

Nature of Cooperation: *Confidence Building*
 Harmonisation
 Special Assistance
 Joint Effort
 Regional Integration / Expansion

Type of Intervention: *Policy Initiative*
 Establishment of Institutional Mechanisms
 Human Capacity Building

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

Proposed Commencement Date: dd.mm.yyyy

Proposed Completion Date: dd.mm.yyyy

Project is considered to have "commenced" as of the date the Implementing Agency/Proponent is

informed of the approval and upon receipt of the first disbursement, whichever is later.

Project is considered "completed" when the Project Completion report and unspent balance, if any, is received and verified by the ASEAN Secretariat. The proponent is required to submit the project completion report, which comprise of narrative and financial report, within 60 days after the project is fully implemented.

The report templates are available at <http://asean.org/resource/asean-project-templates/>

Participating ASEAN Member States: All

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

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

Sponsoring ASEAN Body

Sectoral Committee/Main Body: ASEAN Senior Officials Meeting Responsible for Culture and Arts (SOMCA)

Meeting Number/Date: Ad-referendum approval on 26 August 2019

Working Group/Sub-Committee: N/A

Meeting Number/Date:n/a

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

Proponent's Name and Address:

KBS (Korean Broadcasting System)

13, Yeouigongwon-ro, Yeongdeungpo-gu, Seoul, Republic of Korea

Contact Person and Contact Details:

KBS (Korean Broadcasting System)

Sangho Han

General Manager

e-mail : ldhankbs@gmail.com / +82 10 5445 8260

Jiin Min

Staff of International Cooperation Manager

hugast@daum.net / +82 10 8858 3677

Implementing Agency's Name and Address (if different from above):

Contact Person and Contact Details:

Date of Proposal Submission: 12/20/2018

Proposed Funding Source(s): ASEAN-ROK Cooperation Fund (AKCF)

The proponent may consult with ASEAN Secretariat to identify the most appropriate funding source for the project.

Proposed Project Budget (total in USD): 2,436,261

Information below to be completed by the PCPMD of the ASEAN Secretariat

Recommendation of the ASEAN Secretariat

Meeting No./Date : Ad-referendum on 14 May 2019

Action : Endorsed Not Endorsed

Approval of Committee of Permanent Representatives to ASEAN (CPR)

Meeting No./Date : Ad-referendum on 13 September 2019

Action : Endorsed Not Endorsed

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

(For more details, see the “Handbook on Proposal Development for ASEAN Cooperation Projects”)

(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.

▶ A new alternative of world pop music market, ASEAN-Korea music World pop music market has been formed, centering around UK and the U.S., but along with the fast expansion of music contents through online such as YouTube and sound cloud, Asian music attracts attention as an alternative music. As one example, Korea’s BTS surprised world music market by ranking No.1 in Billboard chart. But K-POP idols have a limitation for representing Asian music and since K-POP idols’ world tour concerts are paid events, a criticism that they are creating disharmony among young people of the countries where those concerts are held is increasing

The AKMF aims for a free concert for musicians such as singer-song writers or live musicians over K-POP idol centered music. It pursues to become a role model to present a new alternative for world pop music market through concerts of pop musicians who embody the cultural sensitivity of ASEAN member countries, recommended by the AKMC, beyond musicians popular among the public.

▶ Lack of a nucleus for connecting ASEAN-Korea young people as one.

So far, various attempts have been made to form fellowship among ASEAN-Korea member countries in culture and art, but a criticism that there is no nucleus that bounds young people together has continued. This project is expected to succeed that musical exchanges and festivals will become the best media to bound young people together by breaking down the cultural barrier of member countries, and Korean music and broadcasting are best positioned to play a central role since they currently attract the attention of world music.

(b) Regionality –Show that the problem or issue affects more than one ASEAN Member State and requires regional action. This is needed for the project to be considered an ASEAN Cooperation Project.

Since the 2nd World War, Southeast Asian countries and Korea have continually tried to connect their own cultural sensitivity with pop music under close exchanges with English speaking countries. As a result, Java Festival held in Jakarta, Indonesia has become one the renowned Jazz festivals and Pattaya International Music Festival held in Thailand has become a world music festival that showcases world pop music at one place. In Korea, which has become a phenomenon in world music, numerous music festivals in various areas such as rock, jazz and indie music take place through a year, making it a melting pot of pop music.

Just as Europe created a focal stage for European pop music through the Euro vision song contest, ASEAN music is now ready to create one stage putting all together.

Music is the most powerful means of bringing the world together, regardless of its borders or language. In particular, as it is the most universal popular culture that young people can access, we think it will deliver a message of strong belonging and solidarity to the audience through the harmony among ASEAN musicians from 10 countries including Korea.

In addition, it is expected that the brand awareness of the Festival be enhanced by creating a

place for exchange not only on stage but also outside stage, so that the featured artists can introduce the festival through social media etc. as an influencer.

(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*

The AKMF is a first time project. Even if this project is first with no history, but as mentioned above, the fact that there has been no such project only strengthens the necessity and legitimacy of this project. Since this project is new, it is hoped that the project will bring a fresh sensation in AMS in its influence and effect.

(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.*

▶ Short term direct effects

- a. Musicians participating in Festival: ASEAN musicians: 24 teams from 10 countries, Korean musicians 18 teams. 42 teams * 5 people (per team) = 210 people expected
 - Enhance awareness as a musician to represent each country through KBS WORLD's broadcasting around the world
 - Participate in the production of 'ASEAN-Korea Music Festival' album. However, profits from album sales will be donated to International donation organizations.
 - Introduce to Korean music market and provide a promotional opportunity by arranging a chance to participate in Korea's music festival and to appear on Korea's public TV music broadcast (All That Music etc.)
 - Enhance cultural understanding of each country by providing a cultural experience opportunity in the concert hosting county (1-day tour) to musicians
- b. 11 Music experts (music producers): 1 music expert (11 in total including musicians, producers, album producers, concert planners) selected by recommendation of each country
 - Concert hosting countries or other countries will host a forum 1 time every year (support airfare and expenses for stay)
 - Provide a place for ASEAN-Korea music experts to network and exchange information by officially establishing ASEAN-Korea Music Committee
- c. 11 concert hosting countries
 - Contribute to promoting the host country and tourism marketing by producing VCR introducing the concert host country and broadcasting around the world
 - Share concert and broadcast production know-how with ASEAN countries by carrying out Festival with Korea's advanced concert system and broadcast production system

▶ Long term indirect effects

- Vitalize and expand ASEAN-Korea pop music market through attracting attention for ASEAN-Korea musicians
- Provide a new vitality to ASEAN-Korea pop music that is built around UK and U.S. pop music
- Improve awareness of ASEAN-Korea pop music

3. PROJECT RESULTS

Results	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>
(a) ASEAN-Korea Music Festival		
<p>Objective/ Outcome: <i>The intended physical, financial, institutional, social, environmental, or other development results to which a project is expected to contribute.</i></p> <p>Development of ASEAN-Korea pop music: to seek to improve the quality of ASEAN-Korea pop based on exchanges among musicians through music concerts and variety.</p>		
<p>Results / Output 1: <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> Festival (concert)</p>	<ul style="list-style-type: none"> - number of musicians participating in the Festival - number of audiences - real-time online visits of broadcast 	<ul style="list-style-type: none"> - participation of 14 teams in total, 1 person(team) each country - comments to online video clips
<p>Main Activities: <i>List the actions or activities that your project will carry out to achieve the above results/outputs.</i></p> <ul style="list-style-type: none"> - Festival will be held in 3 countries including Korea every year; - It will be broadcast to the whole world through satellite and online producing concerts into broadcasts; - AMS' musicians will participate in the Music Festival held in Korea. 		
<i>If applicable, the project can have more than one result/output in the columns below.</i>		
<p>Results / Output 2: Release and distribution of sound sources</p>	<ul style="list-style-type: none"> - number of sound sources released - number of musicians participating in the production of albums 	<ul style="list-style-type: none"> - music album sales
<p>Main Activities:</p> <ul style="list-style-type: none"> - AKMF compilation album release; - ASEAN musicians' licensing album release in Korean market. 		
<p>Results / Output 3: Broadcast</p>	<ul style="list-style-type: none"> - total number of broadcast units - total number of broadcasting hours - viewer rating 	<ul style="list-style-type: none"> - broadcast details - number of online video clip hits and comments
<p>Main Activities:</p>		

<ul style="list-style-type: none"> - 3 countries in total, Korea and 2 AMS will produce concerts into videos and broadcast to the whole world through satellite and online; - Broadcast in Korea through 'All That Music;' - Upload broadcast clips by participating musicians through KBS WORLD YouTube channel. 		
Results / Output 4: Promotion	<ul style="list-style-type: none"> - number of spot deliveries in concert hosting countries - number of sharing on SNS - volume of online buzz 	<ul style="list-style-type: none"> - number of audiences - online responses - responses to events and broadcasts
Main Activities: <ul style="list-style-type: none"> - Post promotional materials in the places exposed to many people in the concert hosting cities; - Open AKMF channel on SNS such as Facebook or Instagram and conduct targeting promotions using the merits of online channel; - Support promotion of events through KBS WORLD and KBS K-POP YouTube channels which are influential online channels. 		
(b) ASEAN-Korea MUSIC COMMITTEE <AKMC>		
Objective/ Outcome: <p>Establishment of a network of pop music experts: to create a platform for exchanges by getting each country's pop music experts together and induce it to lead to exchanges among countries.</p>		
Results / Output 1: Seminar (Forum)	<ul style="list-style-type: none"> - number of participants in forum - number of presentations 	<ul style="list-style-type: none"> - satisfaction survey of participants
Main Activities: <ul style="list-style-type: none"> - Hold a regular committee meeting 1 time a year; - Introduce pop music market by country and share market situations and best cases through forum. 		
<i>If applicable, the project can have more than one result/output in the columns below.</i>		
Results / Output 2: Selection of musicians participating in AKMF	<ul style="list-style-type: none"> - 1 person (team) per country - popularity of selected musicians in their own countries 	<ul style="list-style-type: none"> - broadcast viewing rating - number of online video clip hits and comments
Main Activities: <ul style="list-style-type: none"> - Members designated by each country will recommend his/her own 		

country's musician to participated in Festival.

4. PROJECT MANAGEMENT ARRANGEMENTS – 600 words max

(a) Management Arrangements – Describe briefly the management structure of the project, including responsibilities, coordination mechanisms, and reporting line. It should clearly identify the responsible implementing agency to receive the fund, achievement of project results and submission of the completion report.

Region	Republic Korea
Name of Organization	KBS (Korean Broadcasting System)
Location / Address	13, Yeouigongwon-ro, Yeongdeungpo-gu, Seoul, Republic of Korea
Role	- Overall project management - Setting up detailed project plan and operation plan
Person in Charge (Title / Contact Number)	Sangho Han (General Manager) e-mail : ldhankbs@gmail.com +82 10 5445 8260

Roles of the ASEAN Secretariat Participant:

1. To help disseminate the invitation letters from the proponent to the SOMCA focal points;
2. To participate in the AKMC Forum as observer and resource person;
3. To participate at the AKMF as observer and resource person.

Roles of the SOMCA:

1. To recommend participants (music producers) from each country for the formation of the AKMC;
2. To participate in the AKMC Forum; and
3. The operational results of AKMC (Forum results, member activities, etc.) will be reported to the SOMCA.
4. SOMCA representative from the host country to participate at the AKMF as observer and resource person.

(b) Human Resource Inputs – Specify type and number of personnel who are involved in the project.

Organization / Title	Name	Role
Implementing Agency, Republic of Korea : KBS		
Head of Strategy Business Department	Minha Kang	In charge of the overall project
General Manager	Sangho Han	In charge of the overall performance: Production (lighting, sound, stage, etc.)

Program Director	Kukchan Hwang	Performance direction and TV programme production
Staff of International Cooperation Manager	Michelle Kim	Collaboration with ASEAN and monitoring AKMC
Chief of Accounting Team <chief>	Kyunghee Yun	Accounting

If applicable, please include the Terms of Reference of each position in the annexes.

(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, Please note that **project evaluation** is required for projects with budget of more than USD 1 million or more than 1 year duration, Project evaluation should be budgeted for accordingly. For more details on progress reports and project evaluations, see the “Handbook on Proposal Development for ASEAN Cooperation Projects”.*

The monitoring of the AKMF can be defined as the ongoing process by which the implementing agency, AKMF Commission, obtains regular feedback on the progress being made towards achieving the goals and objectives of the projects. It doesn't mean only reviewing progress made in implementing actions or activities but also reviewing progress against achieving goals. During the entire period of the projects, the staff in charge from AKMF Commission will have daily preparation meetings before each day starts and daily monitoring and evaluation meetings after finishing the days. In addition, monitoring by the official in charge from the Ministry of Foreign Affairs Korea will also be planned and conducted during the AKMF Projects.

► KBS will play a role as the agency which implements the monitoring of AKMF. KBS producer Hwang Guk-chan will take care of AKMF monitoring.

While day-to-day monitoring provides real-time information required by the management, evaluation provides more in-depth assessment. The monitoring process can generate questions to be answered by evaluation.

The evaluation methods for AKMF lists as follows:

1. ASEAN Musician (participant) Survey: At the last part of AKMF project, ASEAN Musician (participant) survey will be conducted in order to get the evaluation on the projects from the ASEAN Musician (participant). The result of the survey will be included in the project completion report.
2. Institutional self-evaluation: the implementing agency will evaluate the projects by using the following evaluation criteria:
 - a. Project Performance capability
 - Capability of the main implementing agencies
 - Preparation, records, arrangement and finishing
 - Compliance to the original plans (programs, period, etc.)
 - others

- b. Program evaluation
 - Evaluation of each ASEAN country's singers participating in AKMF concerts
 - Evaluation of materials submitted to AKMF in advance < matters relating to preparation for AKMF such as sound sources, lyrics, profiles and resumes of accompanying musicians and staff members >
 - Evaluation of AKMC member of each ASEAN countries
 - Establishment of a POOL musicians of each country and casting
 - Level of activeness of participation of singers and AKMC members
 - others

- c. Overall evaluation
 - Appropriateness of objectives setting
 - Fairness and adequacy of the process of selecting ASEAN musicians and AKMC members
 - Project Sustainability
 - Others

5. PROJECT SUSTAINABILITY – 300 words max

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

Around the end of the project of a year, next year's singers will be selected and the forum of ASEAN-Korea musician community will be newly formed, and the plan for next year's concert will be set up.

Every year, the concert and ASEAN-Korea musicians community forum will take place together, and thus each country's music industry situations will be shared and the next year's plan will be set up following this.

Participants in forum will be composed of musicians, music planners, music-related association members familiar with each country's music industry situations and will play a role to expand mutual market through continuous exchanges and cooperation.

In addition, the Festival and forum will create an environment in which these exchanges take place continually.

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

(a) 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.*

When selecting musicians, the gender will be balanced on 50:50 based in principle. However, given the higher popularity of the performance with female audiences, more male musicians may participate.

In selecting the musicians, one person (or one team) from each country has been assigned to participate for fair participation of musicians from AMS, but given the position of the hosting country, three teams from the host country will be allowed to participate, and each year two different countries will host the festival in turns.

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

Since the Festival will be broadcasted live through KBS World and Youtube, the event will also involve media personnel. The event is also expected to be covered by the local journalists to maximize the outcome of this project. Media coverage should take place during the festival through articles publish by the local media.

7. POTENTIAL RISKS – 300 words max

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
Communication with the cast	Once the cast is confirmed, exclusive staff will be assigned to each musician to communicate information, needs and difficulties related to the preparation of the performance. The MC will be held by two, one from Korea and the other from the host country, so that local audience will have no inconvenience.
Difference of the structure of music industry	Understand the structure of each country's music industry and produce concerts and digital sounds
Number of the musicians target is not achieved	With the support from the host country and SOMCA, the proponent will try its best to communicate with the AKMC to ensure the implementation of the Festival according to plan.
The time of the implementation may not follow the planned schedule	The proponent will adjust the scheduled workplan of the project based on the actual timeline

Annex 1 – Budget Proposal

Using the budget format provided by ASEC, provide the cost for each of the inputs under the sub-headings. Include a budget for project evaluation for projects with budget of more than USD 1 million or more than 1 year duration. For more details on project evaluations, see the "Handbook on Proposal Development for ASEAN Cooperation Projects".

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.

[Annex 3.1] AKMF Time schedule] Korea

[Annex 3.2] AKMF Time schedule] Manila_Brunei

[Annex 3.3] Q sheet] AKMF

[Annex 3.4] Project Details

[Annex 3.5] Notification from KBS on Roles of KBS employees in AKMF