



PROJECT NOTIFICATION

Reference No.: 662

Date of Issue	23 July 2025
Project Code	24-CL-34-GE-WSP-A
Title	Workshop on Monitoring and Evaluation Systems for SME Support Programs
Timing	4 November 2025–6 November 2025
Hosting Country(ies)	Turkiye
Venue City(ies)	Not Applicable
Modality	Online
Implementing Organization(s)	Small and Medium Enterprises Development and Support Administration (KOSGEB), National Productivity Centre of Türkiye, and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Closing Date	1 October 2025 (FTPI Deadline: 24 September 2025)
Remarks	Not Applicable

Objectives	Acquire knowledge and skills to design and implement monitoring and evaluation (M&E) systems for SME support programs; learn key M&E components for developing a performance assessment framework; and understand the value and importance of data in undertaking M&E for evidence-based policy-making and decision-making for SME development.
Rationale	Effective M&E systems ensure accountability, transparency, and optimal resource use for SME growth. Advanced frameworks track outcomes, refine strategies, support evidence-based decisions, and boost sustainability. The absence of robust M&E systems, especially in public programs, raises risks, limits stakeholders' ability to drive SME growth, and hinders the evaluation of outcomes and impacts.
Background	<p>SME support programs provide funding, training, advisory services, and market access to help SMEs grow, innovate, and compete. They boost job creation, productivity, and economic development. M&E systems are essential to track impact, ensure effective use of resources, improve outcomes, and guide future program improvements. M&E systems have advanced through the adoption of monitoring, evaluation, and learning (MEL), monitoring, evaluation, accountability, and learning (MEAL), and monitoring, evaluation, research, and learning (MERL), enabling improved outcome tracking, strategy refinement, evidence-based decision-making, and enhanced program sustainability in government initiatives.</p> <p>This workshop will explore these M&E systems and address gaps by integrating core theory with practical methodologies and the best global trends and practices.</p>
Topics	Fundamental and modern approaches to M&E systems; key M&E components for developing a performance assessment framework; application of M&E including setting indicators, data collection, assessment and survey methodologies, and monitoring; M&E analyses from data quality assurance to evidence-based decision-making; and best practices and case studies of M&E systems in practice.
Outcome	Participants will gain practical knowledge and skills to develop and manage M&E frameworks for SME support programs, design tailored systems, collect and analyze data, visualize performance, and apply evaluation results to improve strategies and support SME growth.
Qualifications	Policymakers and government officials responsible for M&E of SME support programs and policies, academics and researchers from NPOs focused on SME development, and representatives of SME associations.

Please refer to the implementation procedures circulated with this document for further details.



Dr. Indra Pradana Singawinata
Secretary-General

IMPLEMENTATION PROCEDURES FOR APO ONLINE MULTICOUNTRY PROJECTS (CONFERENCES/OBSERVATIONAL STUDY MISSIONS/TRAINING COURSES/WORKSHOPS)

1. Modality of Implementation

- a. The sessions will be conducted online.
- b. The duration of each day's sessions will be around three hours for observational study missions, training courses, and workshops.
- c. The duration of sessions will be around four hours for conferences.
- d. The APO Secretariat will inform resource persons and participants of the link to the virtual sessions.
- e. The link will be exclusive to resource persons and participants and should not be shared.

2. Financial Arrangements

2-1 For projects where the local costs will be covered by the host NPO/implementing organization

- a. The APO will meet the assignment costs for international resource persons.
- b. The host NPO/implementing organization will meet the assignment costs of local resource persons and for a virtual site visit(s), either broadcast live or recorded as applicable.

2-2 For projects where the local costs will be covered by the APO

- a. The APO will meet the assignment costs of international resource persons and honorarium for up to two local resource persons.
- b. The host NPO/implementing organization will meet the costs for a virtual site visit(s), either broadcast live or recorded as applicable.

2-3 For observational study missions where the local costs will be covered by the APO

- a. The APO will meet the assignment costs for international resource persons, honoraria for up to two local resource persons, and video production costs for a virtual site visit(s) of up to USD2,000.00, either broadcast live or recorded as applicable.

2-4 For projects hosted by the APO Secretariat

- a. The APO will meet the assignment costs for international and local resource persons and for a virtual site visit(s), either broadcast live or recorded as applicable.

3. Requirements of Participants

- a. Participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.
- b. Competent in connecting to online meetings, including independently undertaking troubleshooting in the event of poor or lost connections.
- c. Proficient in English, both written and spoken.
- d. Have necessary devices comprising a computer, web camera, microphone, and speaker or headphones.
- e. Access to internet connections suitable for videoconferencing. Stable, wired LAN connections are preferred.
- f. Follow the instructions of moderators/presenters in asking questions, joining discussions, and answering questions.

- g. Wear appropriate business attire during the sessions.

4. Actions by APO members

- a. Each NPO should nominate three or more candidates in order of preference for observational study missions, training courses, and workshops, and five or more candidates for conferences. It is advisable for NPOs to nominate new eligible candidates based on the qualifications stated in the PN.
- b. With the objective of maximizing the benefits of APO multicountry projects by reaching more participants, NPOs are encouraged to nominate and prioritize new nominations. Priority in selection will be given to nominees attending APO multicountry projects for the first time. The Secretariat may not select candidates who have participated in projects within the last two years.
- c. All nominations must be endorsed by an APO Director or Alternate Director and submitted by a Liaison Officer (LO) or designated officer. Self-nominations will not be accepted.
- d. Nominations should be registered and endorsed by NPOs in the designated project management system before the closing date for nominations.
- e. If a selected participant becomes unable to participate, the NPO concerned should inform the APO Secretariat and host country promptly.

5. Actions by the APO Secretariat

- a. Selection of candidates will be at the discretion of the Participant Selection Committee of the APO Secretariat.
- b. Selection of candidates will be completed and announced at least one week prior to the start of the sessions.
- c. Slots that become available due to withdrawal of a selected candidate(s) or lack of nominations by a member country may be filled by alternates to be selected on a merit basis.
- d. The APO Secretariat will inform NPOs of the final program and link to the online sessions at least one week prior to commencement.

6. Participating Country Expenses (PCEs)

- a. PCEs apply to selected participants from large, profit-making organizations in training courses and observational study missions.
- b. The PCE rate is fixed at USD150.00 per participant.
- c. The APO Secretariat will notify NPOs concerned before issuing Letters of Acceptance to participants.
- d. Invoices will be sent to NPOs concerned at the end of the year.