

Promoting CARIFORUM Creative Industries

Project Logical Framework

Narrative Summary <i>intervention logic</i>	Objectively verifiable Indicators <i>(a) success criteria</i>	Means of Verification (b) <i>sources of verif.</i>	Important Assumptions <i>(c) risks ,external factors</i>
<p>Overall/Development Objective <i>(broader objective to which the action will contribute)</i></p> <p>The overall objective of the proposed project is to promote the Creative sector as a viable contributor to CARIFORUM’s export diversification and economic development goals</p>	<p>An increase in public expenditures to support CARIFORUM’s CI sector</p>	<p>Government’s budget statements</p> <p>Donors’ aid allocation reports</p>	<p>See table below on risk analysis and mitigation measures</p>
<p>Specific Objectives (SO)</p> <p><i>(specific objective the action intends to achieve to contribute to the overall objective)</i></p> <p>SO.1.</p> <p>Build capacity among selected entrepreneurs to respond to international market demands, particularly with regard to product design and development</p>	<p>SO. 1.</p> <ul style="list-style-type: none"> • 60 entrepreneurs completing training modules • 60 entrepreneurs applying the techniques of the training 	<p>SO.1.</p> <ul style="list-style-type: none"> • Project monitoring reports • Trainees evaluation reports 	<p>See table below on risk analysis and mitigation measures</p>

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<p>SO.2. Enhance the capacity of Caribbean Export and targeted national support institutions to provide better marketing and networking service to the CI sector</p> <p>SO.3. Increase awareness of the CARIFORUM CI sector</p>	<p>SO.2.</p> <ul style="list-style-type: none"> • Participation in all project training workshops <p>SO.3.</p> <ul style="list-style-type: none"> • National study endorsed by key stakeholders and disseminated • Number of publication on the project activities disseminated • Participation of all Member States in the data collection training workshop 	<p>SO.2.</p> <ul style="list-style-type: none"> • Project monitoring reports <p>SO.3.</p> <ul style="list-style-type: none"> • Project monitoring reports 	
<p>Expected Results <i>(outputs envisaged to achieve the specific objectives)</i></p> <p>Expected Results from:</p> <p>SO.1.</p> <ul style="list-style-type: none"> • A Needs Assessment Report • Training modules based on findings of the assessment • Training workshops/seminars • A Creative Design Award Competition 	<p>SO.1.</p> <ul style="list-style-type: none"> • An endorsed Needs Assessment Report • An Export marketing training modules developed • 16 Training workshops/seminars implemented • A winner awarded 	<p>SO.1. Project monitoring report</p>	<p>See table below on risk analysis and mitigation measures</p>

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<p>SO.2.</p> <ul style="list-style-type: none"> • A branding/ marketing Strategy/Action Plan • An upgraded and functioning information and marketing platform, CARIBISNET • A database of buyers • A rebranded Caribbean Gifts and Craft Show <p>SO.3.</p> <ul style="list-style-type: none"> • A National Study on the contribution of the CI sector to the economy • A data collection training workshop • A Report elaborating methodologies and relevant data collecting instruments • An Action Plan providing guidelines and outlining follow-up data collection and dissemination activities to be done under the 10th EDF CARIFORUM initiative • A variety of training and information 	<p>SO.2.</p> <ul style="list-style-type: none"> • An endorsed branding and marketing strategy • Design awards provided • An implemented Trade Fair <p>SO.3.</p> <ul style="list-style-type: none"> • An endorsed and disseminated Study • At least 10 communication briefs on the sector developed and disseminated • A successfully implemented training workshop • An endorsed report elaborating methodologies and relevant data collecting instruments • An endorsed Report outlining follow-up data collection and dissemination activities to be done under the 10th EDF CARIFORUM initiative • Set up of a project webpage and facebook 	<p>SO.2.</p> <ul style="list-style-type: none"> • Project monitoring report • Web statistics report • Internet site • <p>SO.3.</p> <ul style="list-style-type: none"> • Project monitoring report • Workshop participant's evaluation report 	

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awareness materials on the CI sector developed			
Activities <i>Activities for:</i> SO.1. <ul style="list-style-type: none"> • Rapid Sub-sector Needs Assessment • Selection of Enterprises for training • Design of product design workshops • Design and launch of Creative Design Award Competition SO.2. <ul style="list-style-type: none"> • Design of branding/marketing strategy • Upgrade of CARIBISNET • Market outreach and compilation of buyer database • Design & implementation of marketing seminars • Support to the organization and implementation of the rebranded CGCS 	Means (means required to implement activity): ITC Staff CE Staff International Consultants National Consultants Travel and accommodation	Costs: See budget	XXXX

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<p>SO.3.</p> <ul style="list-style-type: none"> • Stocktaking of existing data on the CI sector and a data gap analysis • Assessment of capacity of statistical bureaus to collect data on the sector • Capacity building workshop on to discuss and draft methodologies and data collection tools specific to the sector. • Design and implementation of an intensive communications initiative to sensitize stakeholders • Elaboration of guidelines and Action Plan for scaling-up these activities under the 10th EDF CARIFORUM initiative. • Implementation of validation workshop 			

N°	Risk	Rating	Mitigation measures
1	<p>Since Project Concept stage, the Head of Caribbean Export Development Agency (ITC's main implementing partner) is on indefinite leave from the Agency. The Board of the CE has identified a replacement. However there is a delay in appointing this replacement. Project implementation can be affected if the situation is not resolved by the time of project commencement</p>	Low	<p>The project is in contact with the manager responsible for the Creative Industries Sector programs, who has been part of the team in the design of the project. There is expectation that the leadership situation will be resolved by the time of project start date. However, if this is not the case, the CE sector manager is equipped to help ensure that CE plays its role in implementation. Additionally, once the new Head of CE is confirmed, the ITC plans to meet with CE's leadership as soon as possible to re-emphasize the institution's readiness to partner with CE in general and more specifically in implementing this project.</p>
2	<p>This project is designed to be a precursor to a larger initiative of the CARIFORUM CI sector to be funded under the 10th EDF. Given delays in disbursement under the 9th EDF, there is a risk that the 10th EDF will not become effective by the end of this project.</p>	Low-medium	<p>While the outputs under this project will not be threatened, if there is no alternative source of funds to bridge the gap between completion of this project and effectiveness of the 10th EDF, the follow-up activities will be delayed.</p>
3	<p>Given the continuing impact of the global financial crisis on the Region's already limited public resources, there is a risk of weak political buy-in for supporting the CI sector</p>	Medium	<p>The project communication strategy will outline a clear plan to ensure that relevant public officials are briefed at project commencement as well as to ensure that they are kept updated and involved during implementation and completion. One of the outputs of the project - the Diagnostic Sector Report – is expected to provide the required data for influencing policy prioritization and development.</p>
4	<p>In promoting the relaunch of the Caribbean Gift and Craft Show, there is a risk of inadequate selection of buyers or a lack of response from buyers</p>	Low-medium	<p>The project depends on two main mitigation measures:</p> <ul style="list-style-type: none"> • Engaging international experts to undertake rapid market & situational analyses;

N°	Risk	Rating	Mitigation measures
			<ul style="list-style-type: none"> • Strong engagement with Trade and Investment Promotion Organizations
5	With regard to promotion of branding and marketing strategies, there is a risk of limited cooperation among various stakeholders regarding one regional brand	low	Awareness campaigns will be made with the support of public and private sector institutions will help facilitate synergies with related regional programmes and networks. Also, the members of the Project Steering, based on their role/function within the Region, is expected to help in getting buy-in from stakeholders
6	Capacity building/training activities are typically difficult to sustain since this type of support within a project normally ends with the project. Additionally, some of the training provided within this project may be insufficient, given the “abstract” nature of the skills required	low	<p>The support for strengthening institutions such as Caribbean Export and the national support institutions will help ensure that follow-up training can be provided.</p> <p>E-toolkits will also be developed to provide training access over the longer-term to a wider range of stakeholders than those targeted directly by the project</p>
7	There is always a risk of implementation delay resulting from Force Majeur	Low	It is highly unlikely that this occurrence will affect all CARIFORUM Member States. Therefore adjustment can be made to continue implementation in countries where possible.