

Facesheet

(Tick one)  Project seeking APEC funding  Progress Report  Evaluation Report  
 (Tick one)  Operational Account  TILF Special Account

Project number. <i>(To be filled in by Secretariat)</i>	Date received by Secretariat	Late / Not late [ ] [ ]
<b>Name of Committee/Working Group:</b> Expert Group on Minerals & Energy Exploration & Development/Energy Working Group		
<b>Title of Project:</b> A comprehensive linked database (ANMED) on mining and energy related opportunities and regional legal framework within APEC Member Economies – Phase 4 (facilitating commercialisation)		
Proposing APEC Member: Chile		
Co-sponsoring APEC Member(s): Australia, Japan		
Project Overseer : Mr. Tomás Astorga, Chair, GEMEED		
Postal Address: Teatinos 120, 9th Floor, Santiago, Chile		Tel No.: 562 696 7804 Fax: 562 695 6935 Email: gemeed@minmineria.cl
Financial Information	Cost of Proposal (US\$): 36,000	Amount being sought from APEC Central Fund (US\$): 30,000
Type of Project:	<input type="checkbox"/> seminar/symposium	<input type="checkbox"/> short-term training course
	<input checked="" type="checkbox"/> database/website	<input type="checkbox"/> survey or analysis and research
		<input type="checkbox"/> others <i>(Please specify)</i>
Project Start Date: 1 January 2003	Project End Date: 31 December 2003	
<p><b>Project Purpose:</b> To facilitate commercialisation of the APEC Network of Minerals and Energy Databases (ANMED), a comprehensive Internet-based database on opportunities in the mining and energy sectors of APEC member economies.</p> <p>ANMED is an initiative of Energy Working Group's Expert Group on Minerals and Energy Exploration and Development (GEMEED). Its establishment in 1997 (EWG 04/1997T), progressive development (EWG 01/1998T, 03/1999T and EWG 05/2000T) and initial commercialisation (EWG 05/2001T, currently underway) have been funded by the APEC TILF Special Account.</p> <p>EWG 05/2001T involves implementation of a comprehensive Management Plan approved at GEMEED's 6<sup>th</sup> Meeting (Mexico, October 2001) for ANMED's ongoing management and funding as it moves from its developmental phase into operational mode. A key component of the Management Plan is the full or at least partial funding of ANMED through the generation of revenue from advertising, sponsorships and/or subscriptions. Cost and revenue projections indicate that the site will not become self-funding before 2004. GEMEED 6 therefore resolved that an application should be made for low level assistance from the APEC Operational Account to make up a projected funding shortfall in 2003.</p>		
Signature of Project Overseer: <i>(Separate written confirmation acceptable for email submission)</i> Date:		
Signature of Committee Chair/WG Lead Shepherd: <i>(Separate written confirmation acceptable for email submission)</i> Date:		

ECOTECH Weightings Matrix

[ A Comprehensive Linked Database (ANMED) on Mining and Energy Related Opportunities and Regional Legal Framework within APEC Member Economies - Phase 4 (Facilitating Commercialisation)]

Criteria	Supporting Information (indicate paragraph number if details are in the project proposal)	Linkage (1 point per criterion)
Responds to a <u>specific</u> instruction from Leaders/Ministers 1	Refer paragraph 4	1
Meets a core ECOTECH theme under the <i>Manila Declaration 1</i>	Refer paragraph 4	1
Responds to the Common Policy Concepts, Activities and Dialogues identified in Part II of the <i>Osaka Action Agenda 1</i>	Refer paragraph 4	1
Responds to a <u>specific</u> ECOTECH Initiative 2	Refer paragraph 4	1
Improves skills, including in new technologies	-	0
Builds capacity and strengthens institutions	Refer paragraphs 4 & 10	1
<u>Measurably</u> improves economic efficiency/performance 3	-	0
Is of <u>practical</u> benefit to the private/business sector; has private/business sector <u>participation</u> ; and/or <u>funding</u> 4	As per paragraph 7, ANMED is of practical benefit to and has active participation of the private/business sector. Action is underway to secure funding from the sector.	3
Assists economies attain sustainable growth and equitable development, while reducing economic disparities among APEC economies and improving economic and social well-being	Refer paragraphs 4 & 10	1
Supports a TILF objective, as laid down in Part I of the <i>Osaka Action Agenda 1</i>	Refer paragraph 4	1
Disseminates information including through seminars/websites/databases 5	ANMED is an APEC website that links more than 1800 databases in member economies	0
Outline the <u>outcome</u> and how members will benefit 5	As per paragraph 3, by facilitating access to data and information, ANMED assists member economies in their strategic planning for their minerals and energy industries; and attracts worldwide investment in minerals and energy exploration and development in member economies.	0
	<b>Net Score</b>	<b>10</b>

Footnote

1 Identify which instruction/ECOTECH theme/OAA element.

2 See <http://www.apecsec.org.sg/ecotech/index.html>

3 Policy outcomes that include development of energy efficiency guidelines, food safety standards etc

4 One point for each element up to a maximum of 3 points.

5 Not scored

Remarks (Please indicate if not applicable e.g., for TILF projects. Additional information support of projects which do not score highly may also be provided here by the Lead Shepherd/Chair).

## PROJECT

### 01 *Name of project:*

Comprehensive linked database on mining related opportunities and regional legal framework within APEC Member Economies

### 02 *Name of the working group or committee taking responsibility for the project and the dissemination of its results:*

Expert Group on Minerals and Energy Exploration and Development (GEMEED)/Energy Working Group

## OBJECTIVES

### 03 *Describe briefly how you will measure your results (in the short and longer term) to know if your project has been successful. (You must provide detailed assessment measures in paragraph 19)*

The project's objective is to establish and maintain a comprehensive linked database on opportunities in the mining and energy sectors of APEC member economies in order to

- provide APEC member economies with a more complete and up to date assessment of their respective mining and energy sectors that could assist their strategic planning, definition of new trends, investment development, production, trade and transportation; and
- attract worldwide interest in minerals and energy exploration and development in APEC member economies by facilitating and promoting worldwide access to the database via the Internet.

The success of ANMED is being monitored both continually and periodically through measures outlined in paragraph 19. These comprise a mixture of site usage monitoring, statistics on the number and reliability of linkages, user feedback and feedback from nominated ANMED contacts in member economies. A benchmark survey was undertaken in 1999 and further benchmarking will be undertaken in the future.

### Background

In Phase 1 (EWG 04/1997T), ANMED was established and population was commenced through links to databases in member economies. In Phase 2 (EWG 01/1998T) and its extension (EWG 03/1999T), ANMED was enhanced, further populated, benchmarked against relevant international databases and marketed worldwide. In Phase 3 (EWG 05/2000T):

- ANMED was further populated and its availability and use promoted worldwide;
- A comprehensive Management Plan was developed for ANMED's ongoing management and funding;
- ANMED's technology was upgraded (including linking to 26 different search engines) to enhance its functionality and attractiveness and reduce future operational costs; and
- An English language translation capability was installed on the site.

More than 400,000 successful hits have been made on the site since its inception in October 1997. 152,000 were made during EWG 05/2000T. The average number of visits per month to the site during EWG 05/2000T was approximately 14,000. To improve accuracy and currency of its data and information, ANMED now uses enhanced search engine capabilities for access to links rather than static, hard-coded links (ie. fixed HTML pages). An automatic polling mechanism has been fitted to ensure that the links are maintained.

It was originally planned that ANMED would be commercialised and self-funding by this time through the generation of revenue from advertising, sponsorships and/or subscriptions. However, for the

following reasons it has taken longer than expected to develop the site to a level at which it should be attractive to potential advertisers and sponsors:

- a. Uneven levels of participation across member economies have delayed population of the site;
  - the levels of participation and site population have been increased progressively through proactive efforts by the contractor under the guidance of the project's former Steering Committee (replaced following GEMEED 6 by the ANMED Management Group).
- b. Rapid developments in worldwide Internet technology made it necessary to increase investment in the site's technological capability to maintain it at the industry standard expected by users, advertisers and sponsors and to reduce ongoing operational costs;
  - this was done in EWG 03/1999T.
- c. Following the worldwide downgrade in the late 1990's in Internet advertising revenue or expected revenue, and the associated temporary loss of confidence in the Internet as an advertising medium, it became clear that attracting revenue would be difficult and that careful analysis and planning would be needed to achieve the required revenue targets for ANMED;
  - relevant strategies developed as part of the Management Plan are being implemented in EWG 05/2001T.

The Management Plan being implemented during the project's current phase (EWG 05/2001T commenced March 2002) will take ANMED from its development phase into operational mode. This includes the development and implementation of systems and procedures for attracting and receiving revenue from advertising, sponsorships and subscriptions (see "Methodology" below). As in most new commercial operations, the revenue stream is likely to be developed incrementally. It is unlikely that a reliable indication will be available before late 2002 about the level of revenue stream that could be expected in 2003 and future years. However, projections in the Management Plan indicate that it will take until 2004 to establish a revenue stream sufficient to fully cover the cost of maintenance, improvement and promotion of the site during 2003. GEMEED 6 therefore resolved that an application should be made to APEC for low level assistance to make up a projected funding shortfall in 2003. It is considered that an amount of USD 30,000 would be sufficient for this purpose.

ANMED is managed by an ANMED Management Group appointed by GEMEED. It currently comprises GEMEED members from Australia (Chair), Canada, Chile, Republic of Korea and Japan. The Chair of GEMEED is the Project Overseer. The Management Group is responsible for ensuring the project's objectives are met, including quality control in the population of the database in accordance with APEC's publication policy. The APEC Secretariat and EWG are provided with progress reports at regular intervals.

ANMED is subject to the APEC Publication Policy and Guidelines on APEC Database Projects and is currently located and maintained on the server of Geoscience Australia, a scientific government institution in Australia.

**04** *How, briefly, this project responds to the priorities set by APEC Leaders and Ministers, as evidenced by parts of the APEC Action Agenda including Action Program, work plan, vision statement, and policy statement that relate to this project. (\*)*

The 3E Paper indicates that the development of mineral and energy resource producing economies requires international co-operation in regard to exploration and development, which is one of the APEC collective actions indicated in the project. The project provides a continuing comprehensive linked database oriented to the mining and energy exploration industries of APEC member economies.

As a joint cooperative activity between member economies, the project promotes the **APEC ECOTECH** priorities adopted by APEC Ministers in Manila 1996 in the Declaration on an APEC Framework for Strengthening Economic Cooperation and Development as follows:

- **Develop stable, safe and efficient capital markets:** A primary aim of the database is to facilitate capital investment in minerals and energy development within member economies.
- **Strengthen economic infrastructure:** The database provides participating member economies with up to date assessments of their mining and energy resource sectors and other relevant information to facilitate their strategic planning, definition of new trends, investment development, production, trade, transport and other aspects.
- **Harness technologies for the future:** The database allows a free flow of information between member economies on current and future scientific and technological developments in the minerals and energy sectors.
- **Safeguard the quality of life through environmentally sound growth:** The database allows member economies to share and compare strategies for ensuring that their minerals and energy resources are developed in sustainable and environmentally-sound ways.
- **Develop and strengthen the dynamism of Small and Medium Enterprises:** The database assists small and medium enterprises to gain access to minerals and energy resource information, data and business opportunities.

ANMED contributes to the implementation of the Bogor Declaration proposed under the **Osaka Action Agenda** (Part One, Liberalization and Facilitation, Section C, points 3 and 4) by facilitating investment and free trade in the energy and mineral sectors in member economies. It achieves this by

- making available minerals and energy resources exploration and development opportunities to interested parties;
- helping to identify present barriers to trade and investment within the APEC region and ways to facilitate, reduce or eliminate them;
- providing information on applicable legal and regulatory features related to investment and trade in mineral and energy exploration and development;
- reducing uncertainty on trade and investment in several commodity categories through the provision of information related to mineral and energy resources demand and supply, exploration opportunities and data availability; and
- helping the move towards free and open trade between APEC member economies.

**05** *For applications under the TILF Special Account: How briefly this project contributes to APEC Trade and Investment Liberalisation and Facilitation (e.g. relevance to specific parts of the Osaka Action Agenda).*

Not applicable.

## LINKAGES

**06** *The kinds of institutions in member economies intended to benefit from the results of the project. Highlight the direct benefits to the institutions, the types of businesses in member economies which will benefit from the results of the project and what the direct benefits are.*

The sets of comprehensive data and information accessible via ANMED enhance the knowledge available on resources and opportunities for investment and trading in minerals and energy resources in the APEC region. This directly benefits governments and semi-government institutions dealing with domestic mineral and energy resource management in member economies. It also benefits private and public sector companies in member economies that are involved in minerals and energy exploration, production and investment.

**07** *How the participation of the business/private sector and non- governmental institutions has been sought or will be sought. Illustrate how the business/private sector are involved in the planning and delivery of the project and whether any other APEC fora have been consulted (\*)*

Relevant business/private sector and non-governmental institutions are strongly encouraged by the relevant government agency in each member economy to participate in the project through linkages to their web sites. ANMED has links to web sites of many private sector bodies operating in the minerals, energy and investment sectors in member economies.

During EWG 05/2001T and in 2003 and future years, relevant private sector bodies will be invited to advertise on or co-sponsor ANMED and possibly to subscribe to specialist information services to be made available through the site.

The private sector has been involved in the planning and delivery of the project since its inception. Contractors based in member economies were invited by local advertising to bid to undertake Phase One. The successful contractor was a private sector company – Australian Marine Science and Technology Pty Ltd (AMSAT) – based in Australia. AMSAT has been contracted to undertake the subsequent phases of the project as these came on stream.

Depending on a decision about the long term hosting of ANMED, private sector organisations might be invited to bid to undertake this role on a commercial contract basis (see “Methodology” below).

**08** *How this project will add "APEC value" (as to the potential benefits of implementing projects) in the context of other work that might have been done elsewhere in the same field. (\*)*

The database does not duplicate data collections already being undertaken by the EWG but draws in existing collections through coordination with the EWG database and the APEC Secretariat. It also links relevant databases including those generated by member economies.

**09** *An indication of how the project might contribute to related projects or activities in APEC or elsewhere.*

The project links with existing minerals and energy database activities of the EWG and complements current activities in data collection and information exchange by the Asia Pacific Energy Research Center (APEREC).

**10** *Describe the deliverables of the project and demonstrate how it will meet the needs of the targeted beneficiaries.*

The project’s deliverable is efficient, reliable accessibility to a comprehensive database on mining and energy resources exploration and development across APEC member economies. By generating a database with high reliability standards and by promoting its use worldwide, ANMED provides interested APEC government and non-government groups and users worldwide with a sound decision making tool that facilitates their strategic planning in the mining and energy sectors and promotes investment in these sectors.

## METHODOLOGY

### *11 A concise description of the project's methodology by components, with its associated outputs clearly specified.*

The work in 2003 will involve the continued application of the Management Plan strategies that are being developed and implemented during 2002. These strategies are:

- a. A revenue, cash management and disbursement system including guidelines and procedures for advertising on, sponsoring and subscribing to ANMED (including rates for these); and a trust account for income and the disbursement of funds to meet future ANMED costs.
- b. The distribution of information packages to promote the benefits of advertising, sponsorship and subscriptions.
- c. Further enhancements to the site, ie.
  - a new page of service providers with provision for hot links to their websites for advertisers or sponsors;
  - member economy and commodity profiles synthesised from existing data sources and provided to subscribers;
  - a customised watching service that notifies subscribers of any changes/additions to selected parameters; and
  - full implementation of ANMED's facility for users to register an e-mail address to allow clients to be advised on changes to the "What's New" pages.

The work in 2003 will comprise continued application of these measures to maintain the quality and attractiveness of the site and, subject to demand yet to be tested, generate a sufficient revenue stream to establish ANMED on a sound long term financial basis.

A key issue for decision in 2002 and implementation in 2003 is where and how ANMED will be hosted in the future. The Chair of GEMEED will seek expressions of interest from member economies to host ANMED at a nil or reduced net cost (eg. to cover direct costs) from the date the contractor for EWG 05/2000T completes its work. The host will need an appropriate server, capable technical and administrative personnel and the capacity to provide an electronic fee payment service.

If by 30 September 2002 or another date nominated by the Chair of GEMEED no member economy has agreed to host the site, the Management Group will prepare, in consultation with the APEC Secretariat, a contract to be offered to suitable organisations to host and manage the site on a commercial basis under the direction of the Management Group.

The host will be required, under direction from the Management Group, to carry out the following tasks:

- a. Operate and maintain the site on an appropriate web server at or above the standard that has applied during EWG 05/2000T and 05/2001T, ie.
  - hosted through a dedicated line with a 2Mb capacity
  - available on a 24 hours/7 days basis for in excess of 98% of the time; and
  - trawling of relevant servers via search engine no less than once per fortnight.
- b. Liaise with nominated ANMED contacts in member economies with the aim of maximising the amount, coverage and reliability of data available through the site.
- c. Provide access via ANMED to relevant sites in member economies, provide documentation on these to ANMED contacts, and make linkages between ANMED and other relevant international databases and meta-databases.

- In accordance with contemporary Internet practice, data and information held on relevant sites are made accessible through ANMED's enhanced search-engine technology rather than the sites being directly linked to ANMED. This makes it easier for users to access material and reduces ANMED maintenance costs.
- d. Promote ANMED including through
  - Ensuring that the home page maximises site identification and is capable of attracting a high level of interest from potential users, advertisers, sponsors and subscribers;
  - Links to relevant international Internet sites;
  - Regular updates of the "What's New" service;
  - Making available material for GEMEED representatives to make presentations to relevant institutions within their economies, and in other countries wherever possible.
- e. Undertake periodic benchmarking and ongoing interactive analysis with participating agencies and interest groups and make any necessary improvements to ensure the integrity, reliability and useability of ANMED and its gathered information, and the effectiveness of its linkages.
- f. Promote and sell advertising, sponsorships and subscriptions.
- g. Operate the revenue, cash management and disbursement system under the supervision and control of the Management Group.

**12.** *A timeline for circulation and submission of this project proposal with drafts circulated well in advance to fora to allow careful consideration.*

The intention to submit this proposal was made at GEMEED 6 in October 2001. It was noted in the evaluation of EWG 05/2000T (January 2002). In that evaluation, the Chair of EWG noted that ANMED is unlikely to become self-funding until 2004 and expressed the view that the path to self-funding ANMED should remain a high priority and be actively pursued to meet the projected goal of 2004.

This proposal has been circulated to the ANMED Management Group members (the GEMEED representatives from Australia, Chile, Canada, Japan and Republic of Korea). It has been cleared by the Chair of GEMEED.

**13.** *A timetable for the accomplishment of each component in (11).*

As the work (other than the site transfer, see below) will comprise the application of measures listed under "Methodology" and will be undertaken continuously throughout 2003, it is not possible to lay down a timetable for components. The host will be required to submit regular reports to the Management Group and the APEC Secretariat to ensure adequate oversight and tracking of progress towards meeting the project objectives.

The timetable for the transfer of the site to the next host will depend on whether it will be hosted by a member economy institution or a commercial organisation. A timetable for the transfer will be developed as part of the transfer plan when this decision has been made.

**14.** *The number of APEC member economies that will participate in this project. Please indicate the names of member economies participating in each component of the project as set out in (11). (\*)*

All member economies are strongly encouraged to participate in the project, however the level of support and input to the project amongst member economies has been uneven to date. At the end of October 2001, ANMED contained 1874 links to relevant sites in member economies, made up as follows: Australia 104, Brunei Darussalam 72, Canada 111, Chile 72, People's Republic of China 69, Hong Kong, China 77, Indonesia 88, Japan 124, Republic of Korea 73, Malaysia 81, Mexico 83, New Zealand 80, Papua New Guinea 65, Peru 66, Republic of the Philippines 118, Russia 72, Singapore 68,

Chinese Taipei 75, Thailand 44, USA 107, Vietnam 8.

Continuing effort is being undertaken to broaden the level of participation through the appointment by member economies of active ANMED contacts to carry out a range of important functions including identifying sites for linking with ANMED, receiving and verifying site documentation, promoting ANMED by providing promotional material to nation conferences and exhibitions, providing feedback on the quality and usefulness of ANMED, and identifying possible sponsors, advertisers and subscribers. Frequent searches are undertaken to identify and link ANMED to relevant sites in member economies that are not yet actively participating in the project.

**15.** *An itemized budget for the project, including provision for any publication and dissemination of project results, in the prescribed format. Applications under the Operational Account should use the format at Annex A1. Applications under the TILF Special Account should use the format at Annex A2. The budget should illustrate the assumptions adopted (e.g. unit costs) for the computations.*

See Annex A1. The proposed budget for the project is US\$36,000 of which US\$30,000 (ie. projected costs US\$65,600 less projected revenue \$35,600) is sought from the APEC Operational Account and US\$6,000 will be provided through in-kind support by Chile and Australia in project administration.

It should be noted that there is a high ongoing cost associated with keeping ANMED up to date with contemporary technologies, maintaining its user-friendliness, continuously monitoring the integrity of its links, searching for relevant sites for linking to ensure that it is as comprehensive as possible, and promoting its availability and use worldwide.

**16.** *A timetable for the drawdown of APEC funding requested for the project, including details of any advance payment or instalment payment requested and justifications for such requests.*

The timing for drawing down funds will depend to a large extent on the decision about the next host. A timetable for drawdown will be developed and submitted to the APEC Secretariat following this decision.

**17.** *Details of any request for waiver or exception from the normal APEC financial rules with justifications.*

No waivers or exceptions to normal APEC financial rules are requested.

## DISSEMINATION OF PROJECT OUTPUT

**18.** *A plan for the publication and dissemination of the results of the project: Including:*

*a. The nature of the target audience, and, based on that audience:*

Worldwide promotion of the database is a key part of the project. The target audience comprises:

- governments of member economies, who will use the database to facilitate national strategic planning to foster and promote resource development in their economies;
- business enterprises and peak business bodies in member economies, who will use it to facilitate their business planning and to pursue investment and sales opportunities;
- business enterprises of other economies, who will use it to identify potential investment opportunities in the APEC region.

*b. the form and content*

The project outputs are the data and information on ANMED accessible via the Internet. The site is largely self-promoting through the use of up to date search engines to facilitate user access and links to related sites around the world. New features to enhance its attractiveness and ease of navigation and the integrity of links are added periodically.

Existing and new users will be more likely to use the site as their primary source of minerals and energy information and data on the APEC region if the information and data are both comprehensive and current and the site has a high level of functionality and reliability (broken links are a real frustration for users). Thus the ability to successfully promote ANMED also requires the site to be maintained at a high standard.

The following specific measures already in place for facilitating and promoting use of the site will be continued during 2003:

- Supply of brochures, bookmarks, and a business-card size CD with a demonstration copy of the upgraded site, promotional material and terms and conditions for advertisers for distribution by ANMED contacts to potential users at mining and energy related conferences and other fora around the world;
- Regular canvassing of ANMED contacts for material to update the "What's New" bulletin board;
- Linking ANMED to relevant international Internet sites as these are identified.

Information packages will soon be produced to promote the benefits of and rates for advertising, sponsorship and subscriptions to ANMED. These will be distributed to potential clients via the nominated ANMED contacts and will include a letter that is specific for each member economy and identifies the relevant ANMED contact.

- Advertising or sponsorship proposals must comply with the relevant APEC guidelines for advertising on and sponsoring APEC web sites (these are being developed by the APEC Secretariat).

*c. format (e.g. hard copies, floppy discs, Internet uploading)*

See b. above.

*d. number of copies for the publication*

Not applicable.

*e. accessibility of results for the targeted audience.*

The project outputs are the data and information on ANMED accessible via the Internet.

*f. A publicity plan for briefing the general or specialist media about key components of the project and the promotion of sales or other dissemination of the final product.*

ANMED is largely self-promoting through the use of up to date search engines to facilitate user access and links to related sites around the world. Member economies' ANMED contact and GEMEED representative are encouraged to publicise and promote ANMED within their member economies, including briefing general or specialist media as appropriate.

*g. A budget for publication and dissemination, to form part of the itemized budget*

A budget for publicity/marketing material is included in the project budget at Annex A1.

### ASSESSMENT OF PROJECT

**19.** *With reference to your objectives stated in paragraph 3, provide detailed criteria (quantitative and qualitative) for how you will measure your results in the short and long term to know if your project has been successful. State your current benchmarks for measurement, your target results from the project for each measurement criterion and the range of acceptable results both in numerical and percentage terms, where possible.*

The success of ANMED in meeting its objectives is monitored both continually and periodically through analysis of data and information collected through the following measures:

- Data from ANMED's server log analysis on the volume, nature and timing of user access to the site;
- The number of effective linkages to relevant databases;
- Feedback from users and member economy contacts via email;  
Review by GEMEED at its annual meetings;
- Periodic user surveys co-ordinated through the site; and
- The level of interest by private and public sector bodies in taking up advertising or sponsorships.

A comprehensive benchmark survey was undertaken in 1999 and further benchmarking will be undertaken in the future.

## **Gender Criteria for Formulation and Evaluation of Projects**

### **Gender Criteria for Formulation and Evaluation of APEC Projects**

The objectives, outputs and outcomes of this project are not gender-specific; they provide benefits equitably for women and men. The gender criteria are addressed below:

#### ***Objectives***

1. The objectives of the project provide benefits equitably for women and men.

#### ***Linkages***

2. Depending on their particular expertise and appointed roles, women staff of relevant government institutions in the member economies sponsoring the project (Chile and Australia) are involved in its planning and management. Similarly, women staff of the private sector contractor company are involved in implementation of the project.

#### ***Methodology***

3. Individual women's participation in the development and implementation of the project depends entirely on their particular expertise and appointed roles within the relevant government institutions and contractor company.

4. The project does not collect or use sex-disaggregated data to measure its effects on women.

#### ***Dissemination of project output***

5. The plan for the publication and dissemination of the project's results neither requires nor includes any particular communication methods appropriate for women.

#### ***Budget***

6. Individual women's involvement in making decisions on the allocation of resources depends entirely on their particular expertise and appointed roles within the relevant government institutions and contractor company.

7. No parts of the project's budget are allocated to activities that address the specific needs of women.

#### ***Assessment of project***

8. No assessment is required on whether the project proponent has met the gender criteria for APEC projects nor on measurement of the impact of the project on women.

**APEC Operational Account  
Itemized Budget for Financial Year 2003**

Items			APEC Funding (USD)	Self Financing (USD)
<b><i>Direct Labour</i></b>	No. of Hours	Rate		
Consultant Fees:				
ANMED Administrator (a.)	310	\$30	\$9,300	
Site Manager (b.)	310	\$30	\$9,300	
Secretariat Support, Marketing & Sales Manager (c.)	800	\$40	\$32,000	
Project administration				\$6,000
<b><i>Travel</i></b>			Nil	
<b><i>Publication of report</i></b> (including distribution) (d.)			\$3,000	
<b><i>Photocopying</i></b>			Nil	
<b><i>Communications</i></b> (Phone/ Fax/ Mail/ Courier)			\$2,000	
<b><i>Other costs</i></b>				
Server/software upgrade			\$5,000	
Payments service (e.)			\$5,000	
<b><i>Total expenses</i></b>			<b>\$65,600</b>	<b>\$6,000</b>
<b>LESS REVENUE</b>	No.	Rate		
Sponsorships (per 1000 hits)	2	\$25	\$600	
Commercial service provider adverts (per year)	200	\$100	\$20,000	
Subscriptions (per year)	300	\$50	\$15,000	
<b><i>Total revenue</i></b>			<b>\$35,600</b>	
<b><i>NET COST</i></b> (expenses less revenue)			<b>\$30,000</b>	<b>\$6,000</b>

NOTES:

- a. ANMED Administrator maintains website/server and links.
- b. Site Manager prepares and distributes promotion/marketing material.
- c. Secretariat Support, Marketing & Sales Manager liaises with ANMED contacts to promote subscriptions/advertising, receives money for trust account, prepares reports/statements.
- d. Publicity/marketing material including printing and distribution costs.
- e. Payments service covers credit card, fax payment and accounts. Note: this is not an electronic payments service.