
Announcement of Community Recruitment to Participate in 2023 Overseas Hallyu Community Support Program ‘Hallyu Com-on’

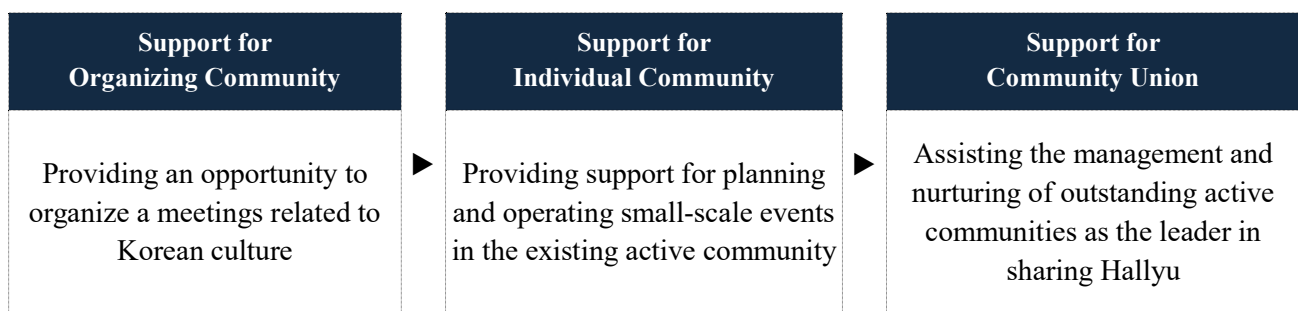
March 6, 2023 (Mon)/ KOFICE Cultural Exchange Team

The 'Hallyu Com-on' is administered by the Ministry of Culture, Sports, and Tourism and the KOFICE to promote the activities of Korean culture-related communities that are voluntarily engaged in foreign countries and to revitalize networks between these communities.

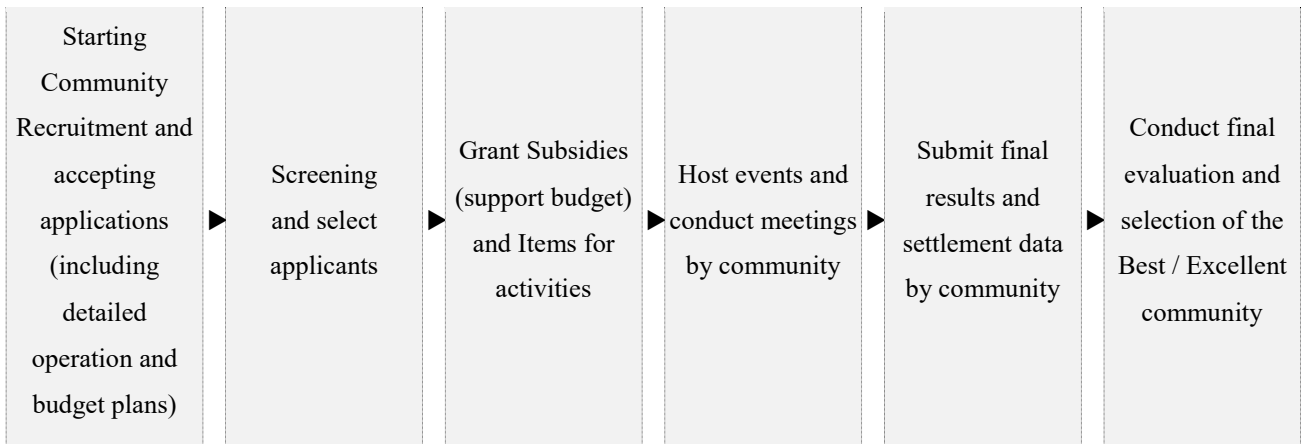
We kindly request continued interest and cooperation from Korean Cultural Centers, Korean Embassies across the world, and the global Hallyu community.

Program Overview

- Program Name: 2023 Overseas Hallyu Community Support Program ‘Hallyu Com-on’
- Program Objective: Building networks and strengthening club capability by establishing new Hallyu communities abroad and supporting Korean cultural events hosted by individual and union communities.



- Program contents
 - Support for the formation of a new Hallyu community that may be engaged on a regular and continuous basis
 - Support for the organization of online and offline Hallyu events hosted by individual and union communities
- Program procedure



Community Recruitment Overview

- **Recruitment Application Period: March 6 (Mon) ~ April 5 (Wed), 2023 09:00** (based on KST)
- Recruitment Target: A community (club) that plans and operates events or organizes and conducts new regular gatherings(meetings) relevant to Korean culture
 - ※ Korean members are permitted, but at least 80% of all members must be non-Korean locals.
- Supporting Items
 - ① All expenses incurred in the course of holding the event and running the meeting in accordance with the activity plan
 - ② Items related to popular and traditional Korean culture that are difficult to obtain locally

● Recruitment Division: **Total of Three Divisions**

| | Supporting Division (Select 1) | Supporting Content | Supporting Amount (KRW) |
|---|---|---|--|
| 1 | Organizing Community Support | Support for organizing a community of 5 or more people | 6 Million KRW (Max. 7 Million KRW) |
| 2 | Individual Community Support | Support for an event hosted by one community | 8 Million KRW (Max. 10 Million KRW) |
| 3 | Community Union Support | Support for an event hosted by 3 or more communities in union | 15 Million KRW (Max. 20 Million KRW) |

- ※ **Only one project per Korean Cultural Center/Korean Embassy will be selected in the same category after evaluation.** (However, multiple applications can be submitted regardless of category)
- ※ **The same community can apply for any of the three categories.** (multiple applications are not permitted)
- ※ Applicants can choose one of the following event or meeting formats: online, offline, or a combination of both.
- ※ The amount of support budget is determined by taking into account the local pricing level, the feasibility of event/meeting arrangements (including budget plan), and so on. / Within the limits of not exceeding the maximum support, the amount can be reduced or increased by approximately 20% of the amount requested by the community.
- ※ If a community needs to request an increase in funding based on their activity plan, they must fill out the application form, including the reason for the budget increase as well as the execution plan. The increase will be limited to selected communities through evaluation.

Details of Each Recruitment Division

A. Organizing Community Support

- **Eligibility:** A new community with at least 5 members that will gather on a regular basis for Korean culture related programs or activities(meetings)
 - ※ Only communities that have been established for less than a year are eligible to apply.
 - ※ You can freely organize experiences, lectures, workshops, etc. However, simple hobby activities or socialization gatherings, such as fan club activities and meal get-togethers, are not supported.
 - ※ Must appoint a community representative (one person) and be made up of non-Korean locals (80% or more)

- Details of Support

- Providing financial support for costs such as conducting PR for recruiting new members, operation expenses for regular meetings, and meeting expenses, etc.
- Operational expenses for regular meetings: Venue rental payments, purchase and shipment of goods, recruitment fee for lecturers, PR material production costs, result presentation meeting fee, etc.
- Meeting expenses: Meeting costs of operational staff, etc. (Allocated less than 10% of the total application budget)
- Items related to popular and traditional Korean culture that are difficult to obtain locally

- Supporting Amount: **Worth up to 6 million KRW per community /**

Total of 6 communities will be selected (tentative)

※ **The amount of support budget can be raised up to 7 million KRW if necessary.**

However, if an increase is required based on the activity plan, applicants must include a separate budget plan and a justification(reason) for the request in the application form. The final decision on whether to increase the subsidy will be made through the selection screening.

※ **Note**

- ◆ Only communities that **are less than a year old** and have **at least five original members**, including the representative, are eligible to apply.
- ◆ The meeting must take place and conclude **between May and October of 2023.**
- ◆ At the end of each month, you must submit a monthly progress report*.
- ◆ The result/settlement report* must be submitted within 4 weeks after the conclusion of the final meeting.

* The document form will be provided at a later date.

※ If your activity unavoidably concludes in November, the results and settlement report must be submitted by November 30, regardless of the conclusion date.

B. Individual Community Support

- Eligibility: One individual community capable of planning and holding online/offline events related to Korean culture
 - ※ Must appoint a community representative (one person) and be made up of non-Korean locals (80% or more)
- Details of Support
 - Providing financial support for costs such as event-hosting expenses and meeting expenses
 - Event-hosting expenses: Venue rental payment, purchase of goods, recruitment fee for lecturers, judges, performers and presenters, PR material production costs, etc.
 - Meeting expenses: Meeting costs of operation staff, etc. (Allocated less than 10% of the total application budget)
 - Items related to popular and traditional Korean culture that are difficult to obtain locally
- Supporting Amount: **Worth up to 8 million KRW per community / Total of 11 communities will be selected (tentative)**

※ **The amount of support budget can be raised up to 10 million KRW if necessary.**

However, if an increase is required based on the activity plan, applicants must include a separate budget plan and a justification(reason) for the request in the application form. The final decision on whether to increase the subsidy will be made through the selection screening.

※ Note

- ◆ The event must take place between **May and October of 2023.**
 - ◆ The result/settlement report* must be submitted within 4 weeks after the conclusion of the final event. * The document form will be provided at a later date.
- ※ If the event unavoidably takes place in November, the results and settlement report must be submitted by November 30.

C. Community Union Support

- Eligibility: Unions of at least three communities capable of planning and co-operating online/offline events related to Korean culture
 - ※ Must appoint a union community representative (one community) and be made up of non-Korean locals (80% or more)
 - ※ When organizing an event, please consult with the communities comprising the union to divide roles and **describe the specific responsibilities of each community in the application.**
- Details of Support
 - Providing financial support for costs such as event-hosting expenses and meeting expenses
 - Event-hosting expenses: Venue rental payment, purchase of goods, recruitment fee for lecturers, judges, performers and presenters, PR material production costs, etc.
 - Meeting expenses: Meeting costs of operation staff, etc. (Allocated less than 10% of the total application budget)
 - Items related to popular and traditional Korean culture that are difficult to obtain locally
- Supporting Amount: **Worth up to 15 million KRW per union of communities / Total of 4 unions will be selected (tentative)**
 - ※ **The amount of support budget can be raised up to 20 million KRW if necessary.**
However, if an increase is required based on the activity plan, applicants must include a separate budget plan and a justification(reason) for the request in the application form. The final decision on whether to increase the subsidy will be made through the selection screening.

※ Note

- ◆ The event must take place between **May and October of 2023.**
- ◆ The result/settlement report* must be submitted within 4 weeks after the conclusion of the final event. * The document form will be provided at a later date.
- ※ If the event unavoidably takes place in November, the results and settlement report must be submitted by November 30.

Roles & Responsibilities of Participating Parties

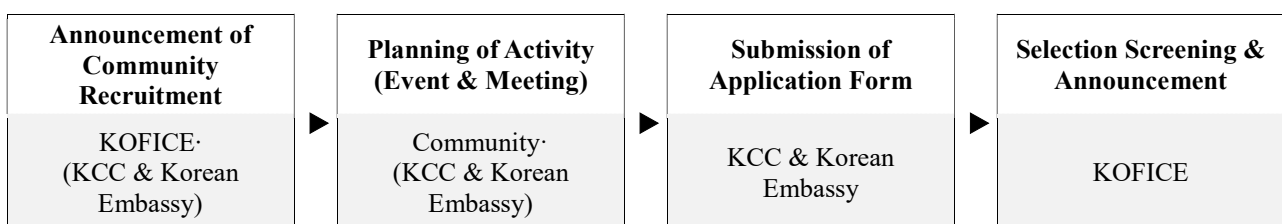
| Section | Details |
|---|--|
| KOFICE | <ul style="list-style-type: none"> • Executing community recruitment and program operation: planning and promoting ‘Hallyu Com-on’, managing the community recruitment process and program operations • Supporting subsidies and Korean cultural items(products): Reviewing application budget and product validity and providing support • Advising and monitoring the progress of activities: covering events by correspondents in the country, conducting site visits by program managers, and maintaining regular communication with relevant Korean Cultural Centers/Korean embassies to check the progress of activities • Checking results and settlement: Post-settlement management, such as checking the adequacy of activity results and proper fund usage • Conducting Satisfaction surveys among communities participating in the program • Communicating and coordinating with the Korean Cultural Centers, Korean embassies, and participating communities throughout the program |
| Korean Cultural Centers (KCC) & Korean Embassies | <ul style="list-style-type: none"> • Applying for support program: Recruiting participating communities, cooperating in event and meeting planning, and submitting the application in Korean • Budget execution and settlement: Confirming details of subsidy execution and settlement in accordance with government subsidy execution standards and consultations with KOFICE, and cooperating to submit them to KOFICE • Administrative support: Sending and receiving official letters, receiving diplomatic pouches for community goods(items), etc. • Supporting operation of activities: Cooperating with community on events and meetings and checking sites • Writing result report: Submitting result report and settlement documents using the provided form from KOFICE • Communicating and cooperating between the KOFICE-KCC/Korean embassies-Community throughout the program |
| Community | <ul style="list-style-type: none"> • Planning and implementing activities (events and meetings) <ul style="list-style-type: none"> - Securing venues, producing promotional materials, planning detailed programs, and recruiting participants, etc. - The community takes the initiative in planning and operating, but if needed, they can cooperate and consult with KCC, Korean Embassy, and KOFICE • Promoting activities (events and meetings) and attracting visitors through its own website and social media channels • Conducting satisfaction surveys of participants and audience members and submitting the results • Initially collecting, compiling, and submitting materials necessary for reporting results and settlement (photos, copies of promotional materials, satisfaction survey results, event performance figures, proof of settlement, etc.) |

How to Apply for the ‘Hallyu Com-on’

- Registration: Apply for registration through local Korean Cultural Center or Korean Embassy
 - ※ The application must be made jointly through prior consultation with the Korean Cultural Center or Korean Embassy in your region.
 - ※ The application form and operation plan (in Korean) must be submitted by the person in charge at the Korean Cultural Center or Korean Embassy.
 - ※ For countries with a Korean Cultural Center, priority consultation and application with the Korean Cultural Center is recommended.
- Submitting Documents
 - **(Required)**
 - ① Application form and operation plan (specified form) in Korean 1 copy
 - ② Personal information collection and use consent form (applicant) 1 copy
 - **(Optional)**
 - ③ Community introduction and proof of community activity performance (free form)
- Submitting Method: Attach documents and email them to the address below.

| | |
|----------------------------------|---|
| E-mail address | k-com@kofice.or.kr (KOFICE, Cultural Exchange Team) |
| Titles of email and files | [Name of KCC or Korean Embassy] 2023 Hallyu Com-on_ Applying Division_ Application * As for ‘applying division’, select one from ‘Organizing Community / Individual / Union’ and write it. |

- Application Period: March 6 (Mon) ~ April 5 (Wed), 2023 09:00 (based on KST)
- Application Procedure



Considerations when applying for the program and planning activity operations

- Please note that the program does not support the following activities:

- Gatherings and events that simply focus on cultural life, hobbies, and socialization.
 - ※ Meal get-togethers for book clubs, internal fan club events, etc.
- Events and gatherings for political, religious, commercial purposes or to promote a specific person or organization.
 - ※ Profitable paid events that charge admission fees or participation fees are not eligible for support. However, if a small amount of the participation fee is received and reinvested in the event, it can proceed with prior approval.
- Other individual community activities not relevant to the event or gathering for which you are applying for funding.

- Submit an application for the support budget in the local currency corresponding to the standard KRW, taking local exchange rate variations into account.
 - ※ It is scheduled to be provided in the final local currency, but a partial reduction may occur if the exchange rate fluctuates significantly above the usual amount in KRW at the time of transmission. Additionally, when the result is reported, it is resolved using the amount of local currency granted.
- The support budget cannot be used to compensate community representatives and individual members for activity expenditures such as honorariums and labor costs, etc.
- While the content of activities can be freely planned, it is critical to establish specific goals and plans that can be feasible in light of the community's conditions, strengths and capabilities, the demand for Hallyu in the region, and other relevant circumstances. It is important to develop a plan in which the community can take the lead and actively participate.

Screening Procedures & Criteria

- Screening Procedures: Selection is made based on evaluating the application form and relevant data according to evaluation criteria
 - ※ Evaluation Committee: To be composed of internal and external judges of the KOFICE (within 5 people)
 - ※ The Best Community in 2022 will be given priority consideration for continued support if they reapply. However, they will be subject to a separate eligibility review before finalizing their support.

- Screening Criteria

A. Organizing Community Support

| Section | Evaluation Criteria | Points | Evaluation Details | Remarks |
|-------------------------------|--|---------------|--|--|
| Activity Planning | Excellence of Activity Plan | 25 | <ul style="list-style-type: none"> • Adequacy of the new member recruitment plan • Adequacy of the purpose of community creation • Specificity and creativity of community operation plan | |
| | Effectiveness of Activity Plan | 25 | <ul style="list-style-type: none"> • Feasibility of member recruitment and promotion of regular meetings • Specificity and feasibility of achieving the operation plan • Appropriateness of budget usage plan | |
| Activity Execution | Operation Capability of Community | 25 | <ul style="list-style-type: none"> • Establishing the anticipated impact of the annual meeting and the feasibility of attaining it • Stability of community operations | |
| Performance Management | Sustainability of Community | 25 | <ul style="list-style-type: none"> • Possibility of sustaining and developing community operations | |
| Extra Points | | 3 | <ul style="list-style-type: none"> • Additional points for the Excellent Community in the same division in 2022 | <ul style="list-style-type: none"> • Only for the same community reapplying |

B. Individual & Community Union Support

| Section | Evaluation Criteria | Points | Evaluation Details | Remarks |
|------------------------|-------------------------------------|--------|--|---|
| Activity Planning | Excellence of Activity Plan | 20 | <ul style="list-style-type: none"> • Comprehension of and adherence to the support program's purpose • Specificity and creativity of the Program activity plan | |
| | Effectiveness of Activity Plan | 30 | <ul style="list-style-type: none"> • Feasibility of the implementing schedule • Specificity and feasibility of event program plan • Specificity and feasibility of PR/recruitment plan • Feasibility of achieving pre- and post-event press coverage • Appropriateness of budget usage plan | <ul style="list-style-type: none"> • Preferential treatment offered when attracting additional financial resources (self-payment /sponsorship) |
| Activity Execution | Operation Capability of Community | 25 | <ul style="list-style-type: none"> • Stability of community operations • Program activity implementation capacity and expertise by community | <ul style="list-style-type: none"> • Preferential treatment offered when submitting performance data from previous activities |
| Performance Management | Enhancement of Activity Performance | 25 | <ul style="list-style-type: none"> • Establishing the anticipated impact of the event and the feasibility of attaining it • Contribution to the spread of Hallyu culture in the area • Possibility of sustaining and developing community operations | |
| Extra Points | | 3 | <ul style="list-style-type: none"> • Additional points for the Excellent Community in the same division in 2022 | <ul style="list-style-type: none"> • Only for the same community reapplying |
| | | 2 | <ul style="list-style-type: none"> • Additional points will be awarded to a previously-participated community applying for an upgraded division in 2023 program | <ul style="list-style-type: none"> • Only for the same community reapplying |

* Examples of previously-participated community (2012-2022) applying for an upgraded division

- Organizing Community Support ► Individual Community Support in 2023

- Individual Community Support ► Community Union Support in 2023

Detailed Schedule of ‘Hallyu Com-on’ (※Some may change)

| Section | Timeline | Details |
|---|--|---|
| Start Community Recruitment | March 6 (Mon) ~ April 5 (Wed) 09:00(KST) | <ul style="list-style-type: none"> • Submitting of documents via email (k-com@kofice.or.kr) |
| Document Review | April 7 (Fri) ~ 14 (Fri) | <ul style="list-style-type: none"> • Proceeding with selection screening based on submitted documents ※ A separate qualification review will take place for the Best Community of 2022. |
| Announcement of selection screening Results | April 19 (Wed) | <ul style="list-style-type: none"> • Announcing on KOFICE website and through individual contacts |
| OT & Granting of Support budget | April ~ | <ul style="list-style-type: none"> • Distributing program operation manuals to representatives of selected communities and Korean Cultural Centers/Embassies, and guidance on fund execution and settlement, etc. • Supplementing and finalizing detailed community operation plans • Transferring support budget to relevant KCC & Korean Embassies |
| Operations of Community Events & Regular Meetings | May ~ October | <ul style="list-style-type: none"> • Conducting community activities according to the finalized operation plans • Sequentially delivering support items based on individual community requests • (Divisions of Organizing Community) Submitting monthly progress report • (Common) Submitting result and settlement report * Within four weeks of the conclusion of the event or meeting |
| Result and Settlement Reports | November | <ul style="list-style-type: none"> • Submitting results of activities and settlement reports (including evidence of expenditure) |
| Selection of Best & Excellent Communities | December | <ul style="list-style-type: none"> • Conducting final evaluation based on submitted results and settlement reports * Issuing certificates for the Best and Excellent Communities |

Note

- If selected communities do not submit timely result and settlement reports after the activity concludes, they may be barred from applying for future programs.
- Following selection, KOFICE may request partial supplementation and revision of the community operation plan as needed. Funding(subsidy) will only be given to the community whose operation plan has been supplemented and finalized in cooperation with KOFICE.
- If it becomes necessary to modify the budget plan for activities (events or regular meetings) after the selection is made, prior consultation with and approval from the KOFICE are required.
 - ※ **The support budget must be utilized exclusively for pre-planned community activities,** and in accordance with the purpose of this support program, and **cannot be used to compensate community representative and individual members for activity expenditures such as honorariums and labor costs, etc.**
 - ※ Without prior consultation with the KOFICE, **the support budget may be rejected or returned** if the activity's content is considerably altered or the budget implementation details are deemed improper.
- The community selected as the Best Community in the final evaluation of the year will be considered for continued support in the following year, and the community selected as the Excellent Community will gain additional points when applying for the program in the following year.
 - ※ After the screening selection results are announced, the final evaluation criteria will be distributed at orientation.
- Due to unforeseen circumstances, the preceding notice may be amended in part.

Inquiries

- KOFICE, Cultural Exchange Team
 - Email: k-com@kofice.or.kr
 - Telephone: +82-(0)2-3153-1754

Appendix 1. 2023 Overseas Hallyu Community Support Program_ Organizing Community / Individual / Union_Application form 1 copy ea. The end.