

Announcement of Community Additional Recruitment to Participate in <2022 Overseas Hallyu Community Support Program> **‘Hallyu Com-on’**

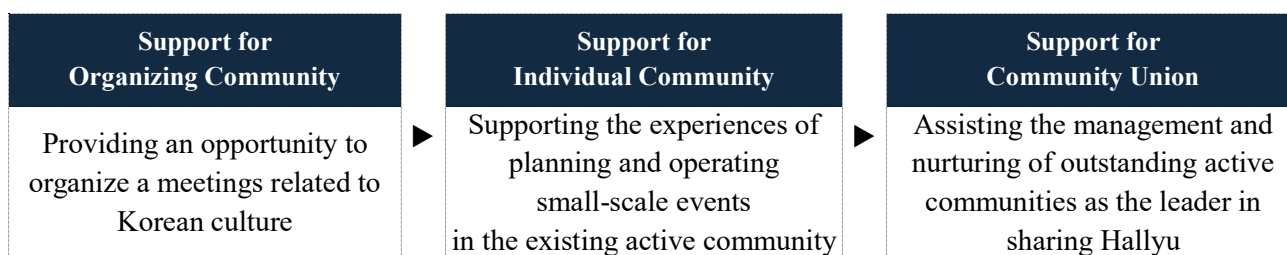
June 10, 2022 (Fri)/ KOFICE Cultural Exchange Team

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

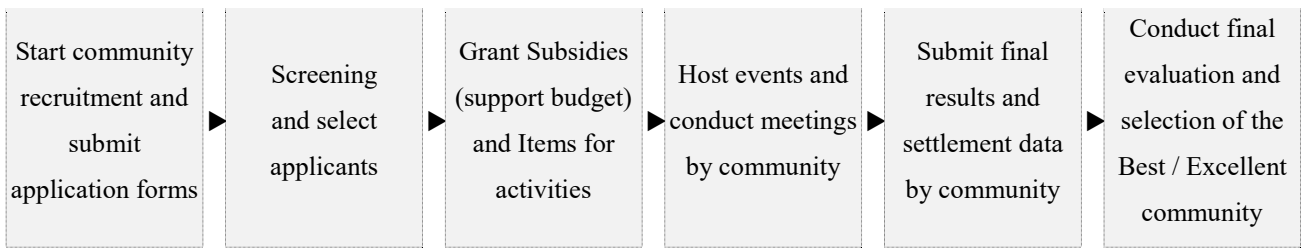
Program Overview

- Program Name: 2022 Overseas Hallyu Community Support Program ‘Hallyu Com-on’
- Program Objective: Supporting step-by-step growth and subdividing the support system into three stages, including the organization of a Hallyu community and individual and union communities, to reinforce community self-competence and network creation



- 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 : June 10 (Fri) ~ June 23 (Thur), 2022 16:00 (based on KST)
- Recruitment Target: A community (club) that directly plans and operates events or organizes and conducts new regular gatherings(meetings) relevant to Korean culture ※ If Koreans are included, at least 80% of all community members must be locals
- Supporting Items
 - ① All expenses incurred in the course of holding the event and running the meeting in accordance with the contents of the activity plan
 - ② Items relating to Korean culture that are difficult to obtain locally
- Recruitment Division: Total of Two Divisions
 - ① **Application via cooperation with Korean Cultural Centers and Korean Embassies around the world**

	Supporting Division	Supporting Content	Supporting Amount (KRW)	Number of Additional Supporting unions
1	Community Union Support	Support for an event hosted by 3 or more communities in union	15 Million KRW (Max. 20 Million KRW)	1 union

- ※ Applying is possible by selecting one of online / offline / merging of online & offline event or meeting format.
- ※ The amount of support budget is established 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 sought by the community. (However, if an increase is required, the cause for the budget increase as well as the execution plan must be stated on the application form, and the final decision on whether to increase the subsidy will be made through the selection screening.)

② Direct Requesting of Community (※ New in 2022, Pilot Operation)

	Supporting Division	Supporting Content	Supporting Amount (KRW)	Number of Additional Supporting Communities
2	Individual Community Support	Support for events and regular meetings hosted by one community	Max. 5 Million KRW	1

※ **Applicable in circumstances where cooperation is hampered by the absence of a local Korean Cultural Center or Korean Embassies presence in the active region**

- ※ Applying is possible by selecting one of online / offline / merging of online & offline event or meeting format.
- ※ The amount of support budget is established by taking into account the local pricing level, the feasibility of event/meeting arrangements (including budget plan), and so on.

● Details of Each Recruitment Division

A. **Application via cooperation with Korean Cultural Centers and Korean Embassies around the world**

① Community Union Support

- Eligibility: Unions of at least three communities capable of planning and co-operating Korean culture related events online and offline
 - ※ Must appoint a union community representative (one community) and be made up of 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 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 relating 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 1 union will be selected (tentative)**

※ **The amount of support budget can be raised up to 20 million KRW if necessary.**

However, if it is required to increase the amount based on the activity plan, the reason for the request and a separate budget plan should be included in the application form, and the final decision on whether to increase the subsidy will be made through the selection screening.

※ Note

- ◆ The event must take place between July and November of 2022.
- ◆ The result/settlement report* must be submitted within 4 weeks of the conclusion of the final event.
- * The document form will be provided individually to the selected community at a later date.

B. Direct Requesting of Community (※ New in 2022, Pilot Operation)

- Eligibility
 - ① One community that wants to organize and run online and offline events or regular meetings related to Korean culture
 - ② Community in which cooperation is impossible owing to the absence of a Korean Cultural Center or diplomatic presence in the active region

※ Must designate a person who can converse in Korean or English (one person) for the seamless promotion of the support program / Must appoint a community representative (one person) and be made up of locals (80% or more)

- Details of Support
 - Providing financial support for costs such as activity (event & regular meetings) operation expenses and meeting expenses
 - Activity operation expenses: Venue rental payment, purchase of goods, recruitment fee for lecturers 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 relating to popular and traditional Korean culture that are difficult to obtain locally
- Supporting Amount: **Worth up to 5 million KRW per community / Total of 1 community will be selected (tentative)**

※ Notes

- ◆ The event/meeting must take place between July and November of 2022.
 - ◆ At the conclusion of each month, you must submit a monthly progress report*.
 - ◆ The result/settlement report* must be submitted within 4 weeks of the conclusion of the final event/meeting.
- * The document form will be provided individually to the selected community at a later date.

Roles & Responsibilities of Participating Parties

Section	Details
KOFICE	<ul style="list-style-type: none"> • Executing community recruitment and program operation: planning and promotion of Hallyu Com-on management of the process • Supporting subsidies and Korean cultural items(products): Reviewing application budget and product validity and providing support • Advising and monitoring activity progress: Correspondents stationed in the country covering events and meetings and checking sites • Checking results and settlement: Post-settlement management, such as checking the adequacy of activity results and fund usage history • Conducting overall event management satisfaction survey and organizing the results • Communicating with Korean Cultural Centers & Overseas Korean Embassies / Direct requesting of Community in case other Programs proceed

Korean Culture Centers (KCC) & Korean Embassies (Culture Promotion Centers, etc.)	<ul style="list-style-type: none"> • Applying for support program*: Recruiting participating communities and cooperating in event and meeting planning, submission of application • Executing budget and settlement: Checking the details of fund usage and settlement data in accordance with the government fund enforcement standards and consulting with Promotion Agency(KOFICE) • Supporting operation of activities: Cooperating with events and meetings and checking sites • Writing result report*: Submitting result report and settlement documents according to the form provided by the Promotion Agency(KOFICE) • Communicating and cooperating between the KOFICE-KCC & Korean Embassy*-Community in the process of other 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, cooperating and consulting with the KCC & Korean Embassy, and the Promotion Agency (KOFICE) • Promoting activities(events and meetings) and attracting visitors through its own website and social media channels • Collecting and preparing the first data required for the result/settlement report (photos, proof of settlement, etc.) and submitting to the person in charge of the KCC or Korean Embassy

※ As for Direct Requesting of Community, these roles marked in (*) are conducted by the community's representative

Screening Procedures & Criteria

- Screening Procedures: Selection is made based on the evaluation criteria and the submitted application form and related data

※ Evaluation Committee: To be composed of external judges of the Promotion Agency (within 5 people)

- Screening Criteria

A. 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 2021 	<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 2022 program* 	<ul style="list-style-type: none"> • Only for the same community reapplying

* Examples of previously-participated community (2012-2021) applying for an upgraded division

- Organizing Community Support ▶ Individual Community Support in 2022

- Individual Community Support ▶ Community Union Support in 2022

How to Apply for the ‘Hallyu Com-on’

- **Registration Period : June 10 (Fri) ~ June 23 (Thur), 2022 16:00** (based on KST)

- Registration

① Apply for registration through local Korean Cultural Center or Korean Embassy

※ When applying, make sure to apply jointly through prior consultation with the Korean Cultural Center or Korean Embassy in your region.

② Direct registration of community

※ Applicable only when cooperation and support are not possible due to the absence of a Korean Cultural Center or Korean Embassy in your region

● 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

* **Only in the case of direct registration of community, applicants can submit in either Korean or English**

- (Optional) ③ Proof of Community Activity Performance* 1 copy

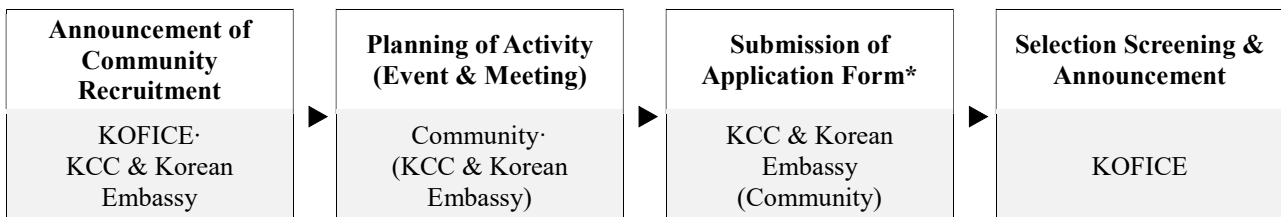
● Submitting Method: Submit by e-mail (k-com@kofice.or.kr) with attached documents

• **Titles of email and files**

- In the case of applying via Korean Cultural Center or Korean Embassy: [Name of KCC or Korean Embassy] 2022 Hallyu Com-on_Union_Application form

- In the case of Direct Requesting of Community: [Name of Community] 2022 Hallyu Com-on_Direct Requesting_Application form

● Application Procedure



* **The application form must be submitted via the Korean Cultural Center/Korean Embassy in charge, and it must be submitted by a representative only in the case of Direct Requesting of Community.**

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

Section	Timeline	Details
Start Community Recruitment	June 10 (Fri) ~ June 23 (Thur) 16:00(KST)	• Submitting of documents via email (k-com@kofice.or.kr)
Document Review	Junr 24 (Fri) ~ 27 (Mon)	• Proceeding with selection screening based on submitted documents

Announcement of selection screening Results	June 29 (Weds)	<ul style="list-style-type: none"> Announcing on KOFICE website and through individual contacts
OT & Granting of Support budget	June ~ July	<ul style="list-style-type: none"> Distributing program operation manuals, etc. to those in charge at relevant KCC & Korean Embassies and communities Transferring support budget to relevant KCC & Korean Embassies and communities
Operations of Community Events & Regular Meetings	July ~ November	<ul style="list-style-type: none"> Conducting community activities / Sending support items (Divisions of Direct Requesting of community) Submitting monthly progress report (Common) Submitting result and settlement report <ul style="list-style-type: none"> * 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 (evidence)
Selection of Best & Excellent Communities	December	<ul style="list-style-type: none"> Conducting final evaluation based on submitted results and settlement reports <ul style="list-style-type: none"> * Issuing certificates for the Best and Excellent Communities

Note

- If the result report is not submitted within the specified time limit, the application for future community recruitment of ‘Hallyu Com-on’ may be restricted. Priority is given to the selection target when applying for the next year’s support program when selected as the Best Community for each division in the year’s final evaluation. When selected as an Excellent Community for each division in the year’s final evaluation, additional points are awarded when applying for the next year’s support program.
 - ※ After the screening selection results are announced, the final evaluation criteria will be distributed at orientation.
- If it becomes essential to modify the budget plan for activities such as events or regular meetings after the final decision is made, prior consultation with and

approval from the KOFICE is required.

- ※ **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 must be utilized exclusively for pre-planned community activities,** and in accordance with the purpose of this support program, **community representatives and individual members cannot be compensated as activity expenditures (honorarium, 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.
- 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. 2022 Overseas Hallyu Community Support Program_Union_Application form 1 copy.

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