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

April 25, 2022 (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 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

<table>
<thead>
<tr>
<th>Support for Organizing Community</th>
<th>Support for Individual Community</th>
<th>Support for Community Union</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing an opportunity to organize a meetings related to Korean culture</td>
<td>Supporting the experiences of planning and operating small-scale events in the existing active community</td>
<td>Assisting the management and nurturing of outstanding active communities as the leader in sharing Hallyu</td>
</tr>
</tbody>
</table>
Program procedure

- Start community recruitment and submit application forms & detailed operation plans
- Screening and select applicants
- Grant Subsidies (support budget) and Items for activities
- Host events and conduct meetings by community
- Submit final results and settlement data by community
- Conduct final evaluation and selection of the Best / Excellent community

Community Recruitment Overview

- **Recruitment Application Period**: April 25 (Mon) ~ May 18 (Wed), 2022 09:00 (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 Four Divisions

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

<table>
<thead>
<tr>
<th>Supporting Division (Select 1)</th>
<th>Supporting Content</th>
<th>Supporting Amount (KRW)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Organizing Community Support</td>
<td>Support for organizing a community of 5 or more people</td>
<td>6 Million KRW (Max. 7 Million KRW)</td>
</tr>
<tr>
<td>2 Individual Community Support</td>
<td>Support for an event hosted by one community</td>
<td>8 Million KRW (Max. 10 Million KRW)</td>
</tr>
<tr>
<td>3 Community Union Support</td>
<td>Support for an event hosted by 3 or more communities in union</td>
<td>15 Million KRW (Max. 20 Million KRW)</td>
</tr>
</tbody>
</table>
Applying is possible by selecting one of online / offline / merging of online & offline event or meeting format.

Duplicate applications by division are permitted, however duplicate applications by the same community are not permitted.

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 only selected communities will be supported for the increase through selection screening.)

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

<table>
<thead>
<tr>
<th>Supporting Division</th>
<th>Supporting Content</th>
<th>Supporting Amount (KRW)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Community Support</td>
<td>Support for events and regular meetings hosted by one community</td>
<td>Max. 5 Million KRW</td>
</tr>
</tbody>
</table>

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 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)

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 conducting PR for recruiting new members, operation expenses for regular meetings and meeting expenses, etc.
    • Operation expenses for regular meetings: Venue rental payment, purchase of goods, recruitment fee for lecturers, PR material production costs, result presentation meeting fee, 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 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 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
  • It is essential to have at least 5 members when organizing a community (including a representative).
  • The meeting must take place between May 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 meeting.
  * The document form will be provided individually to the selected community at a later date.

② Individual Community Support

• Eligibility: One individual community capable of planning and holding a Korean culture related events online and offline

※ 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 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 8 million KRW per community /**
  **Total of 6 communities will be selected (tentative)**
  ※ The amount of support budget can be raised up to 10 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 May 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.

③ Community Union Support

• Eligibility: Unions of at least three communities capable of planning and cooperating 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 6 unions 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 May 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 3 communities will be selected (tentative)**

<table>
<thead>
<tr>
<th>Notes</th>
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<tbody>
<tr>
<td>• The event/meeting must take place between May and November of 2022.</td>
</tr>
<tr>
<td>• At the conclusion of each month, you must submit a monthly progress report*.</td>
</tr>
<tr>
<td>• The result/settlement report* must be submitted within 4 weeks of the conclusion of the final event/meeting.</td>
</tr>
<tr>
<td>• The document form will be provided individually to the selected community at a later date.</td>
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### Roles & Responsibilities of Participating Parties

<table>
<thead>
<tr>
<th>Section</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>KOFICE</strong></td>
<td></td>
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<tr>
<td>• Executing community recruitment and program operation: planning and promotion of Hallyu Com-on management of the process</td>
<td></td>
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<tr>
<td>• Supporting subsidies and Korean cultural items(products): Reviewing application budget and product validity and providing support</td>
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<tr>
<td>• Advising and monitoring activity progress: Correspondents stationed in the country covering events and meetings and checking sites</td>
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<tr>
<td>• Checking results and settlement: Post-settlement management, such as checking the adequacy of activity results and fund usage history</td>
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<tr>
<td>• Conducting overall event management satisfaction survey and organizing the results</td>
<td></td>
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<tr>
<td>• Communicating with Korean Cultural Centers &amp; Overseas Korean Embassies / Direct requesting of Community in case other Programs proceed</td>
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</table>

| **Korean Culture Centers (KCC) & Korean Embassies (Culture Promotion Centers, etc.)** |
| • 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 |
- Planning and implementing activities (events and meetings)
  - 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 internal and external judges of the Promotion Agency (within 5 people)

- Screening Criteria
  ※ If your community is chosen as the Best Community in 2021, you will receive priority consideration for continued support when reapplying, and the final decision on whether to support will be determined through a separate evaluation.

### A. Organizing Community Support

<table>
<thead>
<tr>
<th>Section</th>
<th>Evaluation Criteria</th>
<th>Points</th>
<th>Evaluation Details</th>
<th>Remarks</th>
</tr>
</thead>
</table>
| Activity Planning | Excellence of Activity Plan | 25 | • 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 | • 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 | • Establishing the anticipated impact of the annual meeting and the feasibility of attaining it  
• Stability of community operations | |
### B. Individual & Community Union Support

<table>
<thead>
<tr>
<th>Section</th>
<th>Evaluation Criteria</th>
<th>Points</th>
<th>Evaluation Details</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity Planning</td>
<td>Excellence of Activity Plan</td>
<td>20</td>
<td>• Comprehension of and adherence to the support program’s purpose</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Specificity and creativity of the Program activity plan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Effectiveness of Activity Plan</td>
<td>30</td>
<td>• Feasibility of the implementing schedule</td>
<td>Preferential treatment offered when attracting additional financial resources (self-payment /sponsorship)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Specificity and feasibility of event program plan</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Specificity and feasibility of PR/recruitment plan</td>
<td></td>
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<td></td>
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<td></td>
<td>• Feasibility of achieving pre- and post-event press coverage</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Appropriateness of budget usage plan</td>
<td></td>
</tr>
<tr>
<td>Activity Execution</td>
<td>Operation Capability of Community</td>
<td>25</td>
<td>• Stability of community operations</td>
<td>Preferential treatment offered when submitting performance data from previous activities</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Program activity implementation capacity and expertise by community</td>
<td></td>
</tr>
<tr>
<td>Performance Management</td>
<td>Enhancement of Activity Performance</td>
<td>25</td>
<td>• Establishing the anticipated impact of the event and the feasibility of attaining it</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Contribution to the spread of Hallyu culture in the area</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Possibility of sustaining and developing community operations</td>
<td></td>
</tr>
</tbody>
</table>

| Extra Points                  | Additional points for the Excellent Community in the same division in 2021 | 3      | Only for the same community reapplying                                             |
| Extra Points                  | Additional points will be awarded to a previously-participated community applying for an upgraded division in 2022 program* | 2      | 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**
  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_Applying Division_Application form
  * As for applying division, select one from ‘Organizing Community / Individual / Union’ and write it
  - In the case of Direct Requesting of Community: [Name of Community] 2022 Hallyu Com-on_Direct Requesting_Application form

* Application Procedure

<table>
<thead>
<tr>
<th>Announcement of Community Recruitment</th>
<th>Planning of Activity (Event &amp; Meeting)</th>
<th>Submission of Application Form*</th>
<th>Selection Screening &amp; Announcement</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOFICE· KCC &amp; Korean Embassy</td>
<td>Community· (KCC &amp; Korean Embassy)</td>
<td>KCC &amp; Korean Embassy (Community)</td>
<td>KOFICE</td>
</tr>
</tbody>
</table>

* 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)

<table>
<thead>
<tr>
<th>Section</th>
<th>Timeline</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start Community Recruitment</td>
<td>April 25 (Mon) ~ May 18 (Wed) 09:00(KST)</td>
<td>• Submitting of documents via email (<a href="mailto:k-com@kofice.or.kr">k-com@kofice.or.kr</a>)  ※ A separate pre-screening will be undertaken for the previous year's Best Community.</td>
</tr>
<tr>
<td>Document Review</td>
<td>May 19 (Thu) ~ 22(Sun)</td>
<td>• Proceeding with selection screening based on submitted documents</td>
</tr>
<tr>
<td>Announcement of selection screening Results</td>
<td>May 23(Mon)</td>
<td>• Announcing on KOFICE website and through individual contacts</td>
</tr>
</tbody>
</table>
| OT & Granting of Support budget | May                       | • 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 | May ~ November | • Conducting community activities / Sending support items  
• (Divisions of Organizing Community / Direct Requesting of 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                  | • Submitting results of activities and settlement reports (evidence)     |
| Selection of Best & Excellent Communities | December                | • Conducting final evaluation based on submitted results and settlement reports  
* 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. The Best Community in each supporting division selected in the year's final evaluation will receive continued assistance the next year, while the Excellent Community will receive additional points.
  ※ 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_Organizing Community / Individual / Union_Application from 1 copy ea.
Appendix 2. 2022 Overseas Hallyu Community Support Program_Direct Requesting of Community_Application form 1 copy. The end.