

Project Brief

Development of photographic elements for 6 Asia-Europe Foundation (ASEF) Education Projects:

1. [13th ASEF Classroom Network Conference \(ASEF ClassNet13\)](#)
2. [2nd ASEF Young Leaders' Summit](#)
3. [21st ASEF Summer University \(ASEFSU21\)](#)
4. [6th ASEF Rectors' Conference & Students' Forum \(ARC6\)](#)
5. [8th Model ASEM](#)
6. [14th ASEF Classroom Network Conference \(ASEF ClassNet14\)](#)

Projects

ASEF is looking for a service provider to develop photography materials for the above listed 6 ASEF education projects in line with the [ASEF brand guidelines](#). The photography materials serve as documentation of the projects' results on site and wider their impact, as well as promote further the project outcomes among various stakeholders in Asia and Europe.

There are separate calls for tender for the visual design and videography elements. The videography materials will also serve as documentation of the projects' results on site and wider their impact, as well as promote further the project outcomes among various stakeholders in Asia and Europe. The visual design elements aim to enhance the understanding of the specific project topic and format among the general audience, increase the visibility and provide a relevant graphic identity for each separate project.

Through this Open Call for Tender, ASEF is soliciting quotations from service providers based in [ASEM partner countries](#).

About the Asia-Europe Foundation (ASEF)

The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, sustainable development, governance, economy and public health. ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

Together with about 750 partner organisations ASEF has run more than 700 projects, mainly conferences, seminars and workshops. Over 20,000 Asians and Europeans have actively participated in its activities and it has reached much wider audiences through its networks, web-portals, publications, exhibitions and lectures. www.ASEF.org

Project Backgrounds

The 6 projects are led by ASEF's Education Department with the overall aim to facilitate exchange between students, young professionals, teachers and educators with political stakeholders, as well as

representatives from the civil society and the business sector of the [53 ASEM partners](#). Each project holds a specific format and thematic focus. As outlined below, the service provider is expected to develop photography elements for the following 6 projects:

1. 13th ASEF Classroom Network Conference (ASEF ClassNet13), end of March 2017, China (tbc)

- **Project period:**
 - On-site photography in March 2017 in China (tbc), with post-event editing
- **Objectives of 13th ASEF ClassNet Conference:**
 - Provide platform to focus on the topic of “Entrepreneurship in Education” among secondary, high, and vocational school teachers and educators
 - Foster collaborations between secondary, high and vocational school teachers and students in ASEM countries
 - Harness the potential and opportunities of Information and Communication Technology (ICT) for education
 - Create an platform where participants can meet face-to-face, to increase their knowledge on ICT in education, discuss and engage in possible joint online collaborations
- **Targeted audience:**
 1. Members of the ASEF ClassNet (schools, teachers and students)
 2. Potential new participants (schools and teachers)
 3. Members of the general public
 4. Potential partners and sponsors
 5. Academics and researchers
 6. ASEF and ASEM stakeholders (e.g. ASEF Board members, ASEM government officials, partner organisations, event participants and alumni)
- **Additional background references:**
 - [Website page](#)
 - [Visual design](#) of 12th ASEF Classroom Network Conference
 - [Photos](#) of 12th ASEF Classroom Network Conference
 - To-date, more than 1,300 teachers from 44 ASEM countries have been participating in either of the above activities and have become members of the ASEF ClassNet. In addition, more than 19,000 students have been engaged in 298 Online Collaborations between Asian and European schools since 2001.

2. 2nd ASEF Young Leaders’ Summit (ASEFYLS), 5-8 May 2016, Seoul, Korea

- **Project period:**
 - On-site photography in May 2017, Seoul, Korea with post-event editing until June 2017.
- **Objectives of 2nd ASEFYLS:**
 - Provide an interactive youth platform for skills development, dialogue and exchange of good practices on pressing societal matters which directly connects youth with the ASEM Leaders, and contributes with the youth perspective to ASEM meetings of highest level.
 - Kick-start an Asia-Europe youth dialogue on access to education and youth employment with a focus on 8 outlined thematic areas: 1) age, 2) education, 3) disability, 4) finance, 5) gender, 6) location, 7) social backgrounds and 8) technology
 - Develop and contribute with a Call for Action to the deliberations and discussions of the 6th ASEM Education Ministers’ Meeting (ASEM ME6) and other ASEM high-level political meetings
 - Feed ASEM youth perspectives into the ASEM Education Process and the global framework of the Sustainable Development Goals (SDGs)
 - Facilitate leadership exchange between youth and ASEM Leaders
 - Promote the ASEM process and ASEM education cooperation among civil society stakeholders, and reinforce civil society’s role in the official ASEM Education Process

- Promote and encourage collaborations among youth between the two regions on a student and young professional level
 - **Targeted audience:**
 - Young professionals from diverse sectors
 - Young representatives from International Organisations (IOs) and Non-Government Organisations (NGOs) dealing with the subject
 - Students and fresh graduates
 - Representatives from ASEM Ministries of Education, Ministries of Labour & Employment and government agencies
 - Representatives from Higher Education Institutions (HEI), IOs and NGOs, local communities, business and industry
 - **Additional background references:**
 - [Website page](#)
 - [Visual design](#) of 1st ASEFYLS
 - [Photos](#) of 1st ASEFYLS
 - [Video](#) of 1st ASEFYLS
- 3. 21st ASEF Summer University (ASEFSU21), 2 weeks in August 2017 (tbc), Canberra, Australia, and Wellington, New Zealand**
- **Project period:**
 - On-site photography for 2 weeks in August 2017 in various cities in Australia and New Zealand, with post-event editing until September 2017
 - **Objectives of ASEFSU21:**
 - Engage the youth in the ASEM process by providing an inclusive platform for practical and on-site learning opportunities, dialogue and exchange on one of ASEM's priority topics: "Social Inclusion"
 - Raise awareness on the subjects "youth with disabilities" and "social inclusion" based on the principles of the United Nations' Convention on the Rights of Persons with Disabilities (UN CRPD)
 - Facilitate dialogue and practical on-site learning on the topic and connect youth from all ASEM countries with partner organisations and local communities
 - Train the participants to enhance their creative thinking and hands-on skills by offering a programme which addresses various challenge areas faced by young people with disabilities
 - Provide a youth perspective on the topic of "Access to Inclusive ASEM Societies" to the ASEM policy makers and thereby contribute to the deliberations and preparations of relevant ASEM Meetings (e.g. 12th ASEM Summit, 7th ASEM Education Ministers' Meeting (ASEM ME7))
 - **Targeted audience:**
 - Students, fresh graduates and young professionals from Asia and Europe
 - Youth and representatives from civil society, IOs and NGOs familiar with the subject
 - Representatives of local communities
 - Representatives from business with CSR in education and disabilities
 - ASEM Ministers and local government officials (e.g. Education, Health, Employment and Foreign Affairs)
 - **Additional background references:**
 - [Website Page](#)
 - [Visual design](#) of the 20th edition of ASEFSU
 - [Photos](#) of the 20th edition of ASEFSU
 - [Video](#) of the 20th edition of ASEFSU
- 4. 6th ASEF Rectors' Conference & Students' Forum (ARC6), October 2017, Indonesia or Singapore (tbc)**
- **Project period:**

- On-site photography in October/November 2017 in Indonesia or Singapore, with post-event editing until November/December 2017
- **Objectives of ARC6:**
 - Promote and contribute to the policy dialogue on higher education with a focus on access to education, and add value to the preparation and deliberations of the ASEM Education Process and ASEM Education Ministers' Meeting
 - Develop and contribute with Policy Recommendations to ASEM ME7 (2019, Bucharest, Romania)
 - Propose and promote ASEM perspectives on the higher education sector's responsibilities for advancing socio-economic development
 - Feed the ASEM perspectives into the ASEM Education Process and the framework of the global Sustainable Development Goals
 - Promote ASEM education cooperation among civil society stakeholders and reinforce their role in the official ASEM Education Process
 - Strengthen the dialogue among ASEM education stakeholders by creating linkages between universities, business and industry, government sector, international organisations, non-governmental organisations and local communities
 - Stimulate partnerships among universities across ASEM countries
 - Encourage cooperation among student networks and associations across ASEM countries
- **Targeted audience:**
 - Students / Student Unions' Leaders
 - Representatives from universities and HEIs
 - Representatives from ASEM Ministries of Education, government education agencies and other stakeholders of the official ASEM Education Process
 - Representatives from IOs and NGOs and local communities
 - Representatives from business and industry
- **Additional background references:**
 - [Website Page](#)
 - [Visual design](#) of the 5th ASEF Rectors' Conference & Students' Forum (ARC5)
 - [Photos](#) of the Students' Forum from the 5th ASEF Rectors' Conference & Students' Forum (ARC5)
 - [Photos](#) of the Rectors' Conference from the 5th ASEF Rectors' Conference & Students' Forum (ARC5)
 - [Video](#) of the 5th ASEF Rectors' Conference & Students' Forum (ARC5)

5. 8th Model ASEM, November 2017, Naypyidaw, Myanmar

- **Project period:**
 - On-site photography in November 2017 in Naypyidaw, Myanmar (tbc), with post-event editing until December 2017
- **Objectives of 8th Model ASEM:**
 - Provide a hands-on opportunity for students to enhance consensus-building, diplomacy, negotiation, public speaking and team work skills at a large-scale youth conference and political simulation for students from [51 ASEM partner countries](#)
 - Create direct linkages between the ASEM youth and the ASEM Leaders by holding the on-site project in conjunction with the [13th ASEM Foreign Ministers' Meeting \(ASEM FMM13\)](#), November 2017, Naypyidaw, Myanmar
 - Promote ASEM among Asian and European youth, especially students
- **Targeted audience:**
 - Students
 - Academics and researchers
 - ASEM government officials
- **Additional background references:**
 - [Website Page](#)

- [Visual design](#) of 7th edition of Model ASEM
- [Photos](#) of the 7th edition of Model ASEM
- [Video](#) of the 7th edition of Model ASEM

6. 14th ASEF Classroom Network Conference (ASEF ClassNet14), November 2017, Helsinki, Finland

- **Project period:**
 - On-site photography in November/December 2017 in Finland (tbc), with post-event editing
- **Objectives of 14th ASEF ClassNet Conference:**
 - Provide platform to focus on the topic of “Gender Equality: Reprogramming Technology Education” (working title) among secondary, high, and vocational school teachers and educators
 - Foster collaborations between secondary, high and vocational school teachers and students in ASEM countries
 - Harness the potential and opportunities of Information and Communication Technology (ICT) for education
 - Create an platform where participants can meet face-to-face, to increase their knowledge on ICT in education, discuss and engage in possible joint online collaborations
- **Targeted audience:**
 - Members of the ASEF ClassNet (schools, teachers and students)
 - Potential new participants (schools and teachers)
 - Potential partners and sponsors from the education and business sector
 - Representatives from ASEM Ministries of Education, Ministries of Labour & Employment and government agencies
- **Additional background references:**
 - [Website Page](#)
 - [Photos](#) of 12th ASEF Classroom Network Conference
 - To-date, more than 1,300 teachers from 44 ASEM countries have been participating in either of the above activities and have become members of the ASEF ClassNet. In addition, more than 19,000 students have been engaged in 298 Online Collaborations between Asian and European schools since 2001.

Objective

Conduct on-site photography for the 6 projects, and edit the developed content while capturing the main activities of the projects, overall environment and atmosphere as well as selected interviews (with speakers, partners and participants)

Scope and Deliverables

The following photo documentation is to be taken and developed for each of the 6 projects within the above list project period.

1. Photography on-site during project implementation
2. When on-site, immediate provision of 5 photos per day for social media usage
3. Post-event editing and development of photos (approx. 150 photos for project photo gallery)

All photography must reflect ASEF’s corporate identity and brand guidelines (brand.asef.org/). The full footage has to be handed over to ASEF upon completion of the projects.

Travel costs to the main project venues are not provided by ASEF (i.e. flight and airport transfers). Accommodation for the actual project dates, meals and local travel costs between project venues will be provided by ASEF during the project implementation.

Timeline

Tender period: 22 December 2016 – 15 January 2017

Expected start date: Mid March 2017

Date of completion: See project period for each project

For requirements of submission please see the Call for Tender document.

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