

# Project Brief

Development of visual design elements for 4 Asia-Europe Foundation (ASEF) Education Projects:

1. [21<sup>st</sup> ASEF Summer University \(ASEFSU21\)](#)
2. [6<sup>th</sup> ASEF Rectors' Conference & Students' Forum \(ARC6\)](#)
3. [8<sup>th</sup> Model ASEM](#)
4. [14<sup>th</sup> ASEF Classroom Network Conference \(ASEF ClassNet14\)](#)

## Projects

ASEF is looking for a service provider to develop the visual design elements for the above listed 4 ASEF education projects in line with the [ASEF brand guidelines](#). 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.

There are separate calls for tender for the photography and videography elements, which will document the projects' results on site and wider their impact, as well as promote further the project outcomes among various stakeholders in Asia and Europe.

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](http://www.ASEF.org)

## Project Backgrounds

The 4 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 the visual design elements for the following 4 projects:

**1. 21<sup>st</sup> ASEF Summer University (ASEFSU21), 2 weeks in August 2017 (tbc), Canberra, Australia, and Wellington, New Zealand**

- **Project period:**
  - Development of visual design elements: January 2017 – July 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. 12<sup>th</sup> ASEM Summit, 7<sup>th</sup> 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 20<sup>th</sup> edition of ASEFSU
  - [Photos](#) of the 20<sup>th</sup> edition of ASEFSU
  - [Video](#) of the 20<sup>th</sup> edition of ASEFSU

**2. 6<sup>th</sup> ASEF Rectors' Conference & Students' Forum (ARC6), October 2017, Indonesia or Singapore (tbc)**

- **Project period:**
  - Development of visual design elements: January 2017 - November 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 5<sup>th</sup> ASEF Rectors' Conference & Students' Forum (ARC5)
    - [Photos](#) of the Students' Forum from the 5<sup>th</sup> ASEF Rectors' Conference & Students' Forum (ARC5)
    - [Photos](#) of the Rectors' Conference from the 5<sup>th</sup> ASEF Rectors' Conference & Students' Forum (ARC5)
    - [Video](#) of the 5<sup>th</sup> ASEF Rectors' Conference & Students' Forum (ARC5)
- 3. 8<sup>th</sup> Model ASEM, November 2017, Naypyidaw, Myanmar**
- **Project period:**
    - Development of visual design elements: April 2017 – November 2017
  - **Objectives of 8<sup>th</sup> 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 [13<sup>th</sup> 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 7<sup>th</sup> edition of Model ASEM
    - [Photos](#) of the 7<sup>th</sup> edition of Model ASEM
    - [Video](#) of the 7<sup>th</sup> edition of Model ASEM
- 4. 14<sup>th</sup> ASEF Classroom Network Conference (ASEF ClassNet14), November 2017, Helsinki, Finland**
- **Project period:**
    - Development of visual design elements: January 2017 – December 2017
  - **Objectives of 14<sup>th</sup> 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 12<sup>th</sup> 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

Develop visual design elements for each of the above projects reflecting the project format and topic

## Scope and Deliverables

The following items are to be developed for each of the 4 projects within the above list project period.

1. Graphic illustration(s) capturing the format and theme, also including the title, dates (tbc) and location
2. Templates (including the logo arrangement with ASEF and partners logo)
  - Header and Footer for letters, project documents and emails
  - Name tag
  - Table tent
  - Certificate of Participation
3. Lay-out of project documents:
  - Overview
  - Open Call
  - FAQ/Application process
  - Programme
  - Participants/partners/speakers booklets
  - Information Kit booklet
4. Social media items:
  - 5 multimedia/interactive pictures suitable for Facebook and other social media platforms including text<sup>1</sup>
5. 3 different Banner, 3 Standee and 1 Backdrop design (for large size print)

All visual design elements must reflect ASEF's corporate identity and brand guidelines ([brand.asef.org/](http://brand.asef.org/)). We request that documents are provided in raw file format (Adobe Illustrator, Photoshop and/or InDesign or other software) and in pdf format as the final version.

Given the ASEF Education Department's thematic focus on "Access to inclusive and quality education", we encourage ideas for visual design solutions that include audiences with a range of disabilities.

## Timeline

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<sup>1</sup> For ASEFSU21, the number of multimedia/interactive pictures suitable for Facebook and other social media platforms including text required will likely be 8, matching the number of working group sessions.

Tender period: Mid December 2016 - 15 January 2017  
Expected start date: 20 January 2017  
Date of completion: See project period for each project

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

## Contact

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