

# 11th ASEF Journalists' Seminar

In conjunction with the 13th ASEM Foreign Ministers' Meeting (ASEM FMM13)  
Naypyidaw, Myanmar, 17-22 November, 2017

Shaping Perceptions and Minds towards Achieving the SDGs



## Open Call

Organised by



In Partnership with



**WHAT IS  
#ASEFJS11?**

The ASEF Journalists' Seminar (ASEFJS) has been fostering cooperation among media practitioners from Asia and Europe since 1998, establishing itself as an integral part of the broader Asia-Europe Meeting (ASEM) process. Held on a biennial basis in conjunction with the ASEM Foreign Ministers' Meetings (ASEM FMMs), the Seminar provides a platform for informal dialogue on key themes related to media, as well as an opportunity for expanding media networks between Asia and Europe.

The core theme of the 11<sup>th</sup> ASEF Journalists' Seminar (ASEFJS11) will be the Sustainable Development Goals (SDGs) and the media's role in shaping perceptions towards them. The 25 selected participants from Asia and Europe will explore the topic of sustainability through the prism of Environment, Education, and Culture, discussing how each can be covered from a Constructive Journalism-based approach.

**WHY JOIN THE  
JOURNALISTS'  
SEMINAR?**

The ASEFJS11, under the theme of "*Shaping Perceptions and Minds towards Achieving the SDGs*", offers a unique space for exchange of ideas and best practices on challenges journalists encounter in their daily work.

**ASEFJS11 is an opportunity to:**

Become involved in the ASEM Process and contribute to shaping the future of sustainability reporting

Network with media practitioners from across Asia and Europe

Participate in panel discussions and workshops led by media experts and gather insights from inspirational speakers

Broaden your perspective on the media landscape across Asia and Europe

Participating journalists will also receive accreditation to the official Media Centre to cover the 13<sup>th</sup> ASEM Foreign Ministers' Meeting (ASEM FMM13) as well as the official Press Conference.

**APPLY HERE!**

**DEADLINE**

Sunday, 8 October 2017,  
23:59 GMT

**WHEN & WHERE?**

17-22 November 2017  
Naypyidaw, Myanmar

In conjunction with the 13<sup>th</sup>  
ASEM Foreign Ministers' Meeting  
(ASEM FMM13)

**FOR WHOM?**

Citizens of any of the 51 Asia-  
Europe Meeting (ASEM) partner  
countries

Practicing journalists, reporters,  
freelancers, and representatives  
of media associations

Journalists and reporters  
with experience in covering  
sustainable development topics

Professionals between the age of  
25 and 40

Individuals with a strong  
command of English (verbal and  
written)

**SELECTION**

Participants selected through an  
Open Call for Application

The Open Call and the  
screening process will ensure  
a non-discriminative approach  
assuring an even geographic  
representation, gender  
balance and fair access to the  
opportunity for all.

## WHY DOES #ASEFJS11 MATTER?

The ASEF JS has in each edition continuously strived to bring together top media experts and journalists from across the ASEM region to create a unique pool of participants. This synergy has contributed to the quality of the dialogue and made for an invigorating atmosphere.

Moreover, the ASEFJS places high emphasis on generating practical solutions to existing challenges, many of which are shared among professionals from seemingly very different geographic or thematic backgrounds.

As a concrete outcome of the Seminar, ASEF will publish a Media Handbook, based on recommendations and output from the participants and speakers, thus extending the impact of the discussions and providing the broader media community with a practical tool for reference.

Take a look at the [video](#) of the previous Journalists' Colloquium edition on "*Crisis Reporting: The Role of Asian and European Media*" in 2015 in Luxembourg.

For more details on ASEFJS11, please refer to the [Overview](#).

## COSTS

No registration or participation fee for the selected participants. Accommodation, meals, and travel subsidy will be provided to participants.

## CONTACT

For other questions, please refer to the [FAQ](#) or contact Mr. Vasil STEFANOV at:

email: [vasil.stefanov@ASEF.org](mailto:vasil.stefanov@ASEF.org)

## ORGANISED BY



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, governance, sustainable development, 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).

ASEF runs more than 25 projects a year, consisting of around 100 activities, mainly conferences, seminars, workshops, lectures, publications, and online platforms, together with about 125 partner organisations. Each year over 3,000 Asians and Europeans participate in ASEF's activities, and much wider audiences are reached through its various events, networks, and web-portals.

For more information, please visit [www.ASEF.org](http://www.ASEF.org)

## IN PARTNERSHIP WITH



Ministry of Information, Myanmar



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