

# 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



## Overview

Organised by

In Partnership with



## BACKGROUND

Since its inception in 1998 the ASEF Journalists' Seminar (ASEFJS) has been cultivating media representatives from Asia and Europe and involving them in the Asia-Europe Meeting (ASEM) Process and ASEF's activities. The Seminar widens media networks across Asia and Europe, contributes to the understanding of Asia-Europe relations among journalists and media, and trains their reporting and communication capacities.

The ASEF Journalists' Seminar is organised on a biennial basis in conjunction with the ASEM Foreign Ministers' Meetings (ASEM FMMs) that alternate between Asia and Europe. The Seminar gathers journalists, media and communication practitioners and thematic experts from Asia and Europe for a closed-door, informal meeting to discuss important issues of common concern and its related media challenges.

Results of the ASEF Journalists' Seminar, including practical handbooks or policy recommendations, are presented at the ASEM Foreign Ministers' Meeting, and shared among the ASEM stakeholders as well as the ASEM media and communication community for reference and potential usage.

## 11<sup>TH</sup> ASEF JOURNALISTS' SEMINAR

The [11<sup>th</sup> ASEF Journalists' Seminar \(ASEFJS11\)](#) is slated to take place in conjunction with the [13<sup>th</sup> ASEM Foreign Ministers' Meeting \(ASEM FMM13\)](#) on 17-22 November 2017 in Naypyidaw, Myanmar. Following up on the recommendations of the 9<sup>th</sup> ASEF Journalists' Seminar and the call by ASEM Leaders and Ministers to create awareness and contribute to the implementation of the UN Sustainable Development Goals (SDGs), the topic for this year's ASEFJS edition is "*Shaping Perceptions and Minds towards Achieving the SDGs*".

While journalism has traditionally focused on covering conflict and societal challenges, Constructive Journalism<sup>1</sup> could potentially pave the way for greater awareness and support for the SDGs through a focus on the achievements these have accomplished to date. The ASEFJS11 will therefore in practice explore how a Constructive Journalism-based approach to reporting can be utilised by media houses and journalists to shape positive perceptions among ASEM societies about the SDGs and their achievability by 2030.

The 11<sup>th</sup> ASEF Journalists Seminar is organised by the Asia-Europe Foundation (ASEF) in partnership with the Ministry of Information. Close synergies are envisaged between the Seminar's programme and outcomes with the ASEM FMM13 and the [8<sup>th</sup> Model ASEM](#), an ASEF project in the field of youth and education.

## PARTICIPANTS

- \* 25 practicing journalists and reporters from all media, aged 25-40 and from the [51 ASEM partner countries](#)<sup>2</sup> selected through an online, ASEM-wide Open Call for Participation
- \* Around 10-15 resource persons, including keynote speakers, panellists, moderators, trainers and volunteers from:
  - \* Media and thematic experts
  - \* ASEM representatives, including representatives from the Ministry of Information and the Ministry of Foreign Affairs of Myanmar
  - \* Representatives from International Organisations and Non-Governmental Organisations

<sup>1</sup> Constructive journalism is "rigorous, compelling reporting that includes positive and solution-focused elements in order to empower audiences and present a fuller picture of truth, while upholding journalism's core functions and ethics". [www.constructivejournalism.org/about](http://www.constructivejournalism.org/about)

<sup>2</sup> ASEM consists of 53 partners: Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Kazakhstan, Korea, the Laos PDR, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Portugal, Romania, the Russian Federation, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, the United Kingdom, Viet Nam, the European Union and the ASEAN Secretariat.

## **BENEFITS FOR PARTICIPANTS**

The multiple benefits for ASEFJS11 participants include:

- \* Gain regional and national insights into and practical training on ASEM, the SDGs and Constructive Journalism
- \* Contribute to the Asia-Europe journalist community and media work by jointly developing the 3<sup>rd</sup> ASEF Media Handbook
- \* Engage with ASEM Officials, up to the level of Asian and European Foreign Ministers, attending the ASEM FMM13
- \* Join and be part of a network of Asian-European young journalists and media representatives

## **PROGRAMME HIGHLIGHTS**

The ASEFJS11 is built on 3 elements:

### **1) 2-day Seminar in Naypyidaw**

The programme in Myanmar consists of thematic discussions and workshops provided by ASEF and partner organisations on Constructive Journalism and reporting on the SDGs, through the prism of Education, Culture and Environment.

### **2) Involvement in the 13<sup>th</sup> ASEM Foreign Ministers' Meeting (ASEM FMM13)**

Participants are envisaged to attend the Official Welcome Reception of the ASEM FMM13, hosted by the Ministry of Foreign Affairs of Myanmar, where they will be able to interact with ASEM Foreign Ministers and their Delegations.

All participants will have access to the ASEM FMM13 Press Centre and the official Press Conference where they will be able to gather information to report on the outcomes of the Meeting and its themes.

### **3) ASEF Media Handbook**

As a concrete outcome of the project, ASEF will post-seminar publish the 3<sup>rd</sup> ASEF Media Handbook on "*Shaping Perceptions and Minds towards Achieving the SDGs*". The content will be based on the inputs and practical recommendations provided by the participants of the seminar as well as partner organisations.

## **THEME & SUB-TOPICS**

The overall theme of the ASEFJS11 will be "*Shaping Perceptions and Minds towards Achieving the SDGs*". More specifically the seminar focuses on 3 sub-topics related to the SDGs and explores how they could be covered from a Constructive Journalism-based approach:

### **1. Education for Sustainability**

Education is essential for achieving all the SDGs. How can educational key players in society and the media then work closer together to shape a new, global mind-set of lifelong learning for sustainability? How can education and media leverage on each other's potential to create the necessary awareness, understanding and attitudes for sustainable action?

## 2. Culture as driver and enabler of SDGs

The 2030 Agenda for Sustainable Development marked a substantial step forward for culture, wherein culture was placed in development policy for the first time. Culture was recognised as an important dimension for achieving the SDGs covering all aspects – human, social and economic, as it offers the potential to inspire a critical and constructive view on the current approaches to sustainability. Given this background, there is a need for the precise role and impact of culture on sustainable development to be researched and analysed, and the results to be widely disseminated. How can the media address this need and encourage deeper interest in culture's contribution to sustainable development? How can the culture sector and media co-create newer forms of storytelling that can effectively convey global issues to local communities?

## 3. Environment

The future of this planet greatly relies on the implementation of the 2030 Agenda. Climate change, clean water shortage, and plastic waste all put enormous pressure on the environment and are mainly the cause of human activity. However, there is a huge information gap between human consumption and direct impact on the environment. How can media close this gap and shape attitudes towards the environment? How can journalist take the lead in influencing individual consumption patterns in order to reduce the personal footprint?

### RESULTS OF ASEFJS11 FEED INTO

#### ASEM Ministerial Meetings and ASEM activities

##### [13th ASEM Foreign Ministers' Meeting \(ASEM FMM13\)](#)

20-21 November 2017, Naypyidaw, Myanmar

ASEM Journalism Initiatives across ASEM countries

#### ASEF Projects

9th ASEF Editors' Roundtable  
2018, Brussels, Belgium

### REFERENCES

[10th ASEF Journalists' Colloquium in Luxembourg](#), 4-6 November 2015

*"Crisis Reporting: the Role of Asian and European Media"*

[Video link](#)

[9th ASEF Journalists' Colloquium in Gurgaon](#), Delhi-NCR, India, 9-12 November 2013

*"Media and the Green Agenda: Reporting on Sustainable Development in Asia and Europe"*

[Video link](#)

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#### 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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