



# Call for Proposal

## 8<sup>th</sup> ASEF Editors' Roundtable Asia-Europe Digital Connectivity

15-16 July 2016  
Ulaanbaatar, Mongolia

**Looking for** Consulting, facilitation and reporting services

**Deadline** Wednesday, 15 July 2015

**Contact person** Mr Rafael SECADES ([rafael.secades@asef.org](mailto:rafael.secades@asef.org))

### Purpose

This open call for proposals aims to invite an international media consultant or specialist to prepare, facilitate and report across the different events leading up to the 8th ASEF Editors' Roundtable.

### Project Background

The Asia-Europe Editors' Roundtable is held in conjunction with the biennial ASEM Summit. It creates exchange and networking opportunities for up to 20 editors-in-chief and senior journalists representing leading media agencies in Asia and Europe. The event focuses on current issues surrounding Asia-Europe relations, some of which can be addressed at the Summit.

The programme of this 2 day event will include a welcome and briefing session by officials on ASEM issues included in the Summit's agenda as well as 4 discussion sessions, each focused on a specific aspect of the general theme. With the support of the hosting country, the participants may have the opportunity to attend the official Gala Dinner and press conference, as a way to interact with the delegations and witness the process.

### Project Details

The 8th ASEF Editors' Roundtable (ERT8) will be organised in conjunction with the 11th Asia-Europe Meeting (ASEM) Summit (ASEM11) in July 2016 in Ulaanbaatar, Mongolia, bringing senior editors to the Summit and encouraging media coverage.

In view of ASEM's 20th Anniversary in 2016, 2 supplementary events (journalists' seminars), one in Asia and one in Europe, will serve as curtain raisers in the lead to ASEM11. In addition, to extend the discussion beyond the on-site participants, the journalist community will be invited to contribute their inputs through an online survey.

The outcomes gathered from the journalists through the seminars and online survey will serve as inputs for further discussion by the Editors-in-Chief at the Roundtable.

### Project Theme

At the 10th ASEM Summit (ASEM10) in 2014 in Milan, Italy, the “Leaders underscored the significance of connectivity between the two regions to economic prosperity and sustainable development and to promote free and seamless movement of people, trade, investment, energy, information, knowledge and ideas, and greater institutional linkages.”

The theme for this edition of the Editors' Roundtable will focus on connectivity between Asia and Europe as well as the media's role in connecting communities and sharing information.

The discussion points for the 2 preceding journalist seminars and the Editors Roundtable will include:

- Asia-Europe digital connectivity
- Asia-Europe mainstream media connectivity
- Linking people and institutions across the regions
- Business activity across the regions through connected people
- Connected communities sharing knowledge and ideas
- Knowledge sharing for a sustainable future
- Cyber security
- Impact of news on the different regions
- Digital Media and its interaction with audience / communities
- Readers new habits of sharing information
- Barriers to connectivity - language, platforms, devices, digital literacy

### Target Audience

- Editors' in Chief at the Roundtable
- Journalists
- Media practitioners/ experts
- Press Managers from Governments, IOs and NGOs.
- Academics and researches

### Project Timeline

16 August 2015: Launch of Call for Participants  
14 September 2015: Launch of Online Survey  
1-2 October 2015, (place tba): Journalists' Seminar in Europe  
3-4 March 2016, Chongqing (China): Journalists' Seminar in Asia  
12 May 2016: Discussion paper  
13-16 July 2016, Ulaanbaatar (Mongolia): Editors' Roundtable  
15 October 2016: Final Publication

### Objectives

1. To assess the impact of information flow and digital connectivity and to identify trends in the reporting on Asia-Europe and ASEM-related matters

2. Create and strengthen links between Asian and European journalists networks through closer personal interactions
3. Enrich the exchange of ideas and opinions among media organisations from Asia and Europe
4. Increase awareness of the ASEM process amongst media in ASEM countries and bring media attention towards the 11th ASEM Summit

### Scope of Work

- Research
- Concept Paper
- Programme of the three events, to establish the connections among them and with the final publication
- Online survey (conceptualisation, analysis and report)
- Moderation of the 3 events
- Report of each Seminar (2)
- Discussion Paper for the Editors' Roundtable
- Final Publication

### Requirements

- Technical Proposal:
  - Experience: CV, including references and/ or links to examples of previous experience on similar projects.
  - Narrative: Short essay (450 words maximum) with a description of the key topics and methodology.
  - Work plan to ensure the delivery of all the milestones involved.
- Financial Proposal:
  - Budget Proposal (including fees and travel, accommodation and subsistence costs for the three events)

### Selection Criteria

The Proposal will be evaluated on the consultant's experience, quality, methodology and work plan.

- Criteria for technical proposal assessment:
  - Proven experience in similar tasks
  - Understanding the project and the deployment of tasks
  - Proposed implementation
  - Operations workflow and coordination
  - Post-evaluation and impact evaluation services
  - Timeline including key milestones
- Criteria for financial proposal assessment:
  - Identification of cost efficient solutions
  - Return of investment based on the final impact and visibility of the action



# Call for Proposal

## 8<sup>th</sup> ASEF Editors' Roundtable

Weight distribution:

- Technical Proposal 60%
- Financial Proposal 40%

### Deadline

The call for proposal will remain open until Wednesday, 15 July 2015 at 17:00 hours (GMT+8).

### Submission and Contact

To clarify any doubt and/ or submit a proposal, including all the points described under "Requirements" in this paper, interested consultants can approach Mr Rafael SECADES at [rafael.secades@asef.org](mailto:rafael.secades@asef.org).

### 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, economy, education, governance, public health and sustainable development. [www.asef.org](http://www.asef.org)