

# 8<sup>th</sup> Model ASEM

15-20 November 2017, Yangon & Naypyidaw, Myanmar

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

“Strengthening Partnership for Peace and Sustainable Development”



## ASEM-wide Youth Survey

Organised by



In Partnership with



Schweizerische Eidgenossenschaft  
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## ASEM-wide Youth Survey: Views of the 8<sup>th</sup> Model ASEM Applicants on Public Diplomacy & the ASEM Process

### ABOUT ASEM

The Asia-Europe Meeting (ASEM) is an intergovernmental process established in 1996 to foster dialogue and cooperation between Asia and Europe. Presently it comprises 53 partners: 30 European and 21 Asian countries, the European Union and the ASEAN Secretariat. ASEM addresses Political, Economic, and Social, Cultural & Educational issues of common interest, in a spirit of mutual respect and equal partnership. More information: [www.ASEMInfoboard.org](http://www.ASEMInfoboard.org)

### ABOUT MODEL ASEM

Model ASEM introduces ASEM students to the world of diplomacy, negotiation and international relations. The project is a simulation of the ASEM Foreign Ministers' Meeting (ASEM FMM), where students have the chance to step into the shoes of ASEM Foreign Ministers. Along with other students, they debate and exchange perspectives on current political and bi-regional issues.

The Model ASEM series organised by the Asia-Europe Foundation (ASEF) is unique as it takes place in conjunction with official ASEM FMMs and provides youth with an opportunity to personally interact with Foreign Ministers and government officials.

### ABOUT 8<sup>th</sup> MODEL ASEM

The 8<sup>th</sup> Model ASEM takes place on 15-20 November 2017 in Yangon & Naypyidaw, Myanmar, in conjunction with the [13<sup>th</sup> ASEM Foreign Ministers' Meeting \(ASEM FMM13\)](#). The agenda and programme of the 8<sup>th</sup> Model ASEM follows closely the actual proceedings of the ASEM FMM13, and both conferences work under the theme "Strengthening Partnership for Peace and Sustainable Development".

### ASEM-WIDE YOUTH SURVEY

The Open Call for Participation was launched across Asia and Europe in July 2017 (24 July to 3 September 2017). A total of 4,242 students between the ages of 18 and 30 applied to be part of the project.

As part of the Open Call, ASEF captured the views of ASEM students on Public Diplomacy, Digital Diplomacy and the ASEM Process. This document showcases some of the results of the survey, which will be disseminated among ASEM Leaders and the general public through ASEF's communication channels in November 2017. A more detailed analysis of the survey results will be published after the 8<sup>th</sup> Model ASEM conference.

## PROFILE OF SURVEY PARTICIPANTS

### Gender

|        |         |  |
|--------|---------|--|
| Female | 51.00 % |  |
| Male   | 49.00 % |  |

### Country of Citizenship

|        |         |  |
|--------|---------|--|
| Asia   | 84.32 % |  |
| Europe | 15.68 % |  |

\* While the Asian countries in ASEM have a population of almost 4 billion people (representing 89% of ASEM's total population), the European ASEM countries have a population of about 520 million (representing 11% of ASEM's total population) – Eurostat, 2016. As this survey had 84.3% participants from Asia and 15.7% from Europe, the split between the regions correlates closely with the overall population split between the 2 regions.

### Have you heard about the Asia-Europe Meeting (ASEM) before?

|     |         |  |
|-----|---------|--|
| Yes | 63.30 % |  |
| No  | 36.70 % |  |

### Have you heard about the Asia-Europe Meeting (ASEM) before?

|     |         |  |
|-----|---------|--|
| Yes | 62.49 % |  |
| No  | 37.51 % |  |

### Level of Studies

|                               |         |  |
|-------------------------------|---------|--|
| Undergraduate (BA, BSc, etc.) | 62.35 % |  |
| Graduate (MA, MSc, etc.)      | 27.20 % |  |
| Doctoral (PhD, etc.)          | 4.29 %  |  |
| Diploma or Polytechnic        | 1.74 %  |  |
| Others                        | 4.41 %  |  |

### Major Field of Study

|  |         |  |
|--|---------|--|
| Social Sciences                            | 28.36 % |  |
| Humanities                                 | 18.41 % |  |
| Business Studies and/or Management Science | 14.80 % |  |
| Engineering and/or Technology              | 14.12 % |  |
| Natural Sciences                           | 8.96 %  |  |
| Law  | 7.97 %  |  |
| Medical Sciences                           | 3.77 %  |  |
| Communication and Information Sciences     | 3.61 %  |  |

## IEWS ON PUBLIC DIPLOMACY

### How would you rate your country's activity in the Public Diplomacy sphere?

|                 |        |  |
|-----------------|--------|--|
| Inactive        | 4.27 % |  |
| Mostly inactive | 19.97% |  |
| Mostly active   | 56.32% |  |
| Very active     | 19.45% |  |

### Who do you think can be most successful in conducting Public Diplomacy?

|   |         |  |
|---|---------|--|
| Any Ministry  | 12.59 % |  |
| Any Ministry in partnership with Political Consultants and Advertising Agencies | 61.15 % |  |
| Ministries of Foreign Affairs   | 26.26 % |  |

### What do you think is the most significant challenge countries face when conducting Public Diplomacy?

|  |         |  |
|--|---------|--|
| Lack of experienced people with the necessary skills           | 32.39 % |  |
| Public diplomacy has the reputation of being a propaganda tool | 22.75 % |  |
| Governments' limited interest in public diplomacy              | 20.01 % |  |
| Non-measurable impact  | 12.07 % |  |
| Ministries' limited funds                                      | 7.57 %  |  |
| Need to outsource activities to consulting firms               | 5.21 %  |  |

### Who do you assess to be the most important target audience in Public Diplomacy?

|                |        |  |
|----------------|--------|--|
| General Public | 36.49% |  |
| Civil Society  | 25.25% |  |
| Media          | 16.12% |  |
| Governments    | 13.96% |  |
| Businesses     | 8.18%  |  |

## VIEWS ON PUBLIC DIPLOMACY

### Which countries do you consider to be most active in the field of Public Diplomacy?

#### Asia

|                    |         |                      |
|--------------------|---------|----------------------|
| China              | 27.17 % | ████████████████████ |
| Japan              | 18.49 % | ████████████████     |
| Korea              | 9.15 %  | ██████               |
| Australia          | 8.96 %  | ██████               |
| Russian Federation | 7.70 %  | ██████               |
| Singapore          | 7.67 %  | ██████               |
| Others             | 20.86 % | ████████████████     |

#### Europe

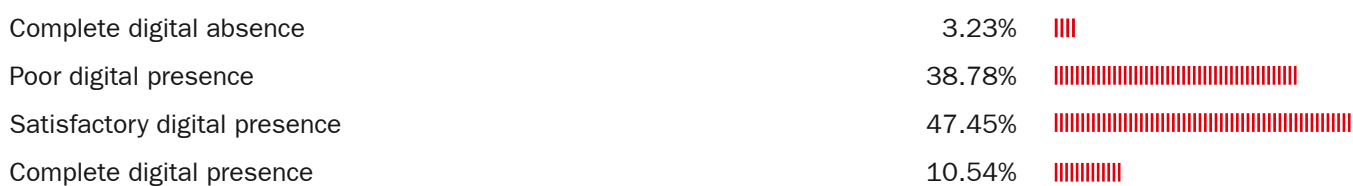
|                |         |                      |
|----------------|---------|----------------------|
| United Kingdom | 30.29 % | ████████████████████ |
| Germany        | 25.06 % | ████████████████     |
| France         | 17.42 % | ██████████████       |
| Switzerland    | 4.11 %  | ████                 |
| Norway         | 2.86 %  | ███                  |
| Netherlands    | 2.79 %  | ███                  |
| Others         | 17.47 % | ██████████████       |

## IEWS ON DIGITAL DIPLOMACY

### Which social media tool do you think is the most suitable to conduct successful Digital Diplomacy?



### How would you rate your own country's Digital Diplomacy presence?



## VIEWS ON INTERNATIONAL TRENDS

In light of current international trends, what is the probability of the following scenarios occurring in the upcoming years?

|   |                            | Total   | Asia    | Europe  |
|---|----------------------------|---------|---------|---------|
| Increase in international educational collaboration between Asia and Europe | Will definitely happen     | 63.79 % | 65.28 % | 55.79 % |
|   | Will probably happen       | 30.86 % | 29.61 % | 37.59 % |
|   | Will probably not happen   | 3.49 %  | 3.27 %  | 4.66 %  |
|   | Will definitely not happen | 1.86 %  | 1.85 %  | 1.95 %  |

|   |                            | Total   | Asia    | Europe  |
|---|----------------------------|---------|---------|---------|
| Increase in international environmental collaboration between Asia and Europe | Will definitely happen     | 42.88 % | 43.19 % | 41.20 % |
|   | Will probably happen       | 46.49 % | 46.85 % | 44.51 % |
|   | Will probably not happen   | 9.64 %  | 9.06 %  | 12.78 % |
|   | Will definitely not happen | 0.99 %  | 0.89 %  | 1.50 %  |

|  |                            | Total   | Asia    | Europe  |
|--|----------------------------|---------|---------|---------|
| Increase in international security cooperation between Asia and Europe | Will definitely happen     | 30.91 % | 32.01 % | 24.96 % |
|  | Will probably happen       | 48.73 % | 49.54 % | 44.36 % |
|  | Will probably not happen   | 17.77 % | 15.94 % | 27.67 % |
|  | Will definitely not happen | 2.59 %  | 2.52 %  | 3.01 %  |

|   |                            | Total   | Asia    | Europe  |
|---|----------------------------|---------|---------|---------|
| Increase in youth unemployment rates in Asia and Europe | Will definitely happen     | 15.72 % | 16.86 % | 9.62 %  |
|   | Will probably happen       | 38.71 % | 38.89 % | 37.74 % |
|   | Will probably not happen   | 37.39 % | 35.28 % | 48.72 % |
|   | Will definitely not happen | 8.18 %  | 8.97 %  | 3.91 %  |

## VIEWS ON INTERNATIONAL TRENDS

In light of current international trends, what is the probability of the following scenarios occurring in the upcoming years?

|  |                            | Total   | Asia    | Europe  |
|--|----------------------------|---------|---------|---------|
| Increased labour migration between Asia and Europe | Will definitely happen     | 28.62 % | 27.62 % | 33.98 % |
|  | Will probably happen       | 49.88 % | 49.90 % | 49.77 % |
|  | Will probably not happen   | 18.79 % | 19.57 % | 14.59 % |
|  | Will definitely not happen | 2.71 %  | 2.91 %  | 1.65 %  |

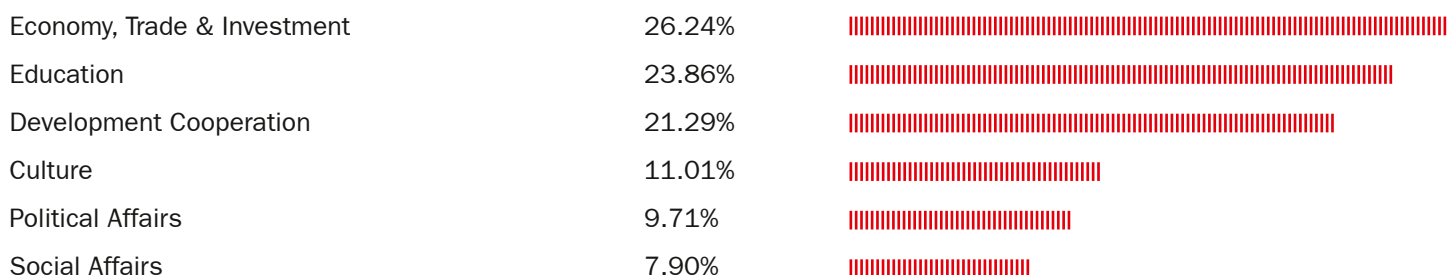
|   |                            | Total   | Asia    | Europe  |
|---|----------------------------|---------|---------|---------|
| Increased nationalism and protectionism within countries in Asia and Europe | Will definitely happen     | 20.32 % | 21.83 % | 12.18 % |
|   | Will probably happen       | 45.83 % | 46.88 % | 40.15 % |
|   | Will probably not happen   | 28.36 % | 25.80 % | 42.11 % |
|   | Will definitely not happen | 5.49 %  | 5.48 %  | 5.56 %  |

|  |                            | Total   | Asia    | Europe  |
|--|----------------------------|---------|---------|---------|
| Increased trade and business between Asia and Europe | Will definitely happen     | 70.46 % | 70.79 % | 68.72 % |
|  | Will probably happen       | 26.31 % | 25.89 % | 28.57 % |
|  | Will probably not happen   | 2.29 %  | 2.40 %  | 1.65 %  |
|  | Will definitely not happen | 0.94 %  | 0.92 %  | 1.05 %  |

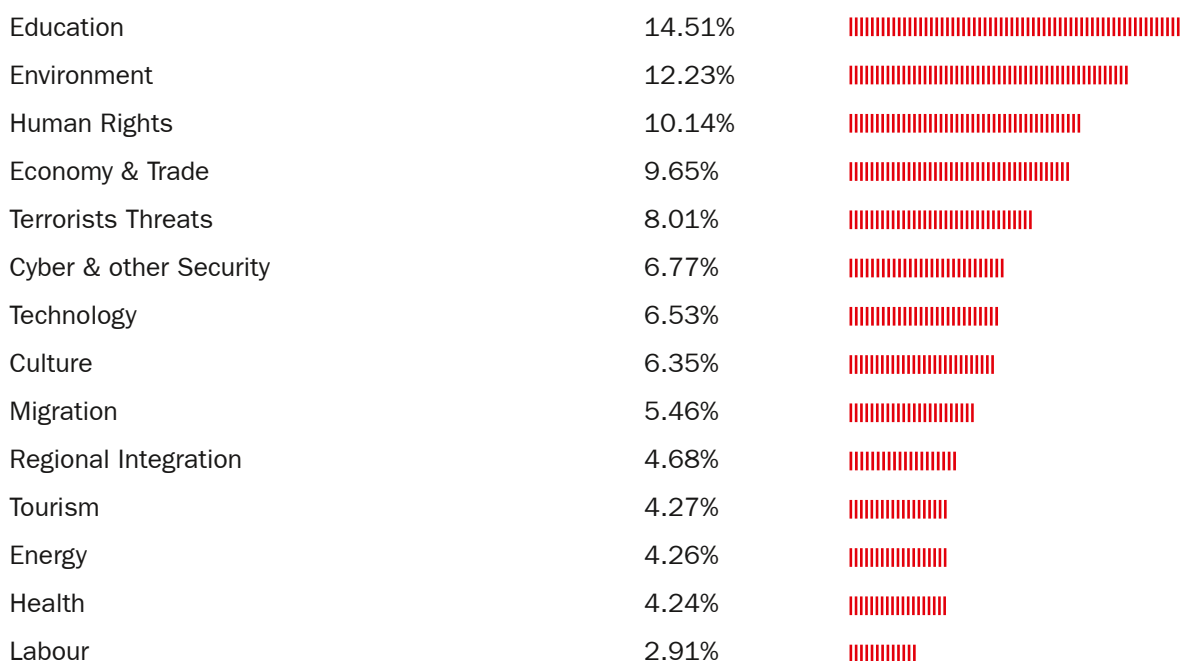


## VIEWS ON THE ASEM PROCESS

### Within which field has the ASEM process achieved the best results to date?



### Which areas should ASEM focus on in the upcoming years?



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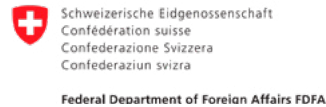
The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, 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)

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