



Call for Tender

Video (Animation) and Infographics Primer on the Asia-Europe Meeting (ASEM)

Looking for	Animation agency / animators to develop video primer and infographics on ASEM for the ASEM InfoBoard
Deadline	21 August
Contact person	Theresa CUA (theresa.cua@asef.org)

Tender for Proposal

ASEM will be celebrating its 20th anniversary next year (2016), which is an excellent occasion and opportunity to increase outreach for the ASEM process.

As part of efforts to improve engagement with visitors to the web, information booths at ASEM and ASEF events, and social media platforms, a short animated video primer on **What is ASEM?** will be developed to complement and support information already provided on the website, as a short introduction to visitors. (See attached Project Brief for further specifications)

We are currently in the process of soliciting quotations from animation agencies to undertake such actions. Your company is invited to tender.

Overview of Requirements

Proposal of work, including proposed style of animation
Brief background of the company and samples of past work in a relevant project
Detailed quotation with payment terms, based on the requirements stipulated in attached briefs
Timeline proposal for completion by end September 2015
Terms and conditions for acceptance

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

Submission and Contact

Interested agencies may send their proposals and should include a proposed style of animation, timeline, cost estimates, and relevant showreels or samples to **Ms Theresa CUA** (Theresa.Cua@asef.org) by the stipulated deadline.

A detailed plan is preferred but not a requirement.



Project Brief

Video (Animation) and Infographics Primer on the Asia-Europe Meeting (ASEM)

Project

Creation of a short “Primer on the Asia-Europe Meeting (ASEM)” animation and accompanying infographics

About the Asia-Europe Meeting (ASEM)

The **Asia-Europe Meeting (ASEM)** is an intergovernmental forum for dialogue and cooperation established in 1996 to deepen relations between Asia and Europe, which addresses political, economic and socio-cultural issues of common concern.

ASEM brings together **53 members** (30 European and 21 Asian countries, the ASEAN Secretariat and the European Union). www.aseminfoboard.org

About the Asia-Europe Foundation (ASEF)

The Asia-Europe Foundation (ASEF) is the only permanently established institution of the Asia-Europe Meeting. ASEF replicates the work of ASEM, but on a people-to-people and civil society level.

Project Background

ASEM is celebrating its 20th anniversary next year (2016), which is an excellent occasion and opportunity to inform the public about ASEM,

As part of efforts to improve engagement with visitors to the web, information booths at ASEM and ASEF events, and social media platforms, a short animated video primer on **What is ASEM?** will be developed to complement and support information already provided on the website.

The animation will be a **short crash course on the basics of what ASEM is** about. It must be able to explain the ASEM process in an **easy-to-understand** manner that can be understood by outsiders. It is primarily targeted at **helping newcomers** (officials who are newly assigned to ASEM matters, or media personnel covering an ASEM event who needs a quick introduction, or general public who are encountering ASEM for the first time) to gain a fast introduction to ASEM, and also **entice them to learn more about ASEM** by exploring the rest of the website.

The animation should prioritise the **importance of Asia-Europe exchange / cooperation**, specifically through **informal dialogue on a government level** as a means to address relevant issues of our day.

Project Brief

Video Primer on ASEM

Objectives

1. To provide a brief, clear and short primer on the Asia-Europe Meeting (ASEM). The aim is to enable first-time website visitors a fast understanding of ASEM;
2. To spread, via social media and other digital channels, a short primer on ASEM to promote awareness especially prior to upcoming big meetings, such as: 12th ASEM Foreign Ministers' Meeting (November 2015); 5th ASEM Labour and Employment Ministers' Conference (December 2015); 11th ASEM Summit (July 2016) also to be used throughout the celebration of the 20th Anniversary of ASEM (2016) and 20th Anniversary of ASEF (2017).
3. To provide a visual accompaniment on the ASEM InfoBoard under the "About" section (Video and Infographics)
4. To provide promotional display at information booths at various ASEM meetings

Target Audience

1. ASEM InfoBoard and other official ASEM website visitors
2. General audience through social media
3. ASEF's projects participants
4. Media

Scope

1. Development, Direction, Production of 02:00 animation based on the key points/messages outlined.
2. Development and creation of accompanying artwork, infographics and its animation.

Key Messages

The video should be able to demonstrate the following key points:

1. ASEM Dimensions: ASEM in Numbers (members, expansion, statistics such as GDP)
2. What is ASEM and how does it work?
3. Towards a Common Future: Bringing together peoples of Asia and Europe to address global challenges for a better future



Project Brief

Video Primer on ASEM

Specifications

1. **Length:** maximum 02:00 minutes
2. Attractive, simple, easy-to-understand and engaging
3. Infographics must complement the information and style of the video
4. Easy to update (to include new member countries)
5. Must ensure proper usage of ASEM logo and corporate identity guidelines

Deliverables

1. Two-minute video animation on ASEM (open files and final file for upload)
2. Five accompanying infographics, that can be used for other sections of the website

Timeline

Expected Start Date: 28 August
Date of Completion: 15 October 2015

Contact

Interested agencies may send their proposals and should include a proposed style of animation, timeline, cost estimates, and relevant showreels or samples to:

Ms Theresa CUA (Theresa.Cua@asef.org) by 21 August.

A detailed plan is preferred but not a requirement.

Annex: Content Points / Information

What is ASEM:

1. ASEM is an informal, intergovernmental process of dialogue and cooperation between governments of over 50 Asian and European countries.
2. **ASEM** brings together members of government in nonbinding discussion to exchange ideas in a frank, honest, and **informal** manner on important **political, economic** and **cultural** issues of our day (THREE PILLARS). The ASEM dialogue is based **on equal partnership**, with every member having an equal voice in all matters of discussion.

How ASEM works

3. ASEM has no body or Secretariat, and is managed by a rotating set of member Coordinators from each region. Senior Officials' Meetings (SOMs) are held regularly to coordinate activities held under the ASEM dialogue process, and organisation of ASEM Summits and other meetings fall to the Governments that host them.
4. To complement the Government-level discussion within ASEM, Leaders decided during the 1st ASEM Summit in 1996 to create the Asia-Europe Foundation (ASEF), which fulfils the same mandate of ASEM to promote mutual understanding between Asia and Europe, however, on a civil-society, people-to-people level under ASEM's 3rd Pillar: Social, Cultural and Educational Pillar.
5. An ASEM Summit is held every two years, which gathers all top-level Heads of State from ASEM members. Various Ministerial Meetings and other activities on several issues are organised throughout the year under the ASEM umbrella.

Sample list of issues:

- Trade
- Transport
- Security
- Climate
- Education
- Human Rights
- Sustainable Development

Change

Brief History

6. In the 90s, there were strong links between Asia-US; Europe-US; however, a weak link existed between Asia and Europe. In October 1994, during a State visit to Paris, then Singapore Prime Minister GOH Chok Tong proposed to then French Prime Minister Jacques CHIRAC and EU counterparts the idea of an Asia-Europe Summit.
7. The Asia-Europe Meeting (ASEM) was born and inaugurated its first Summit in March 1996 in Bangkok, Thailand.

Expansion and Membership:

8. ASEM members comprise 60% of the world's population and accounts for over 70% of global trade.
9. (See full list of ASEM Members)
 - a. ASEM1 (1996) – 15 EU + European Commission, 10 Asian
 - b. ASEM5 (2004) – +10 EU, +3 Asia
 - c. ASEM7 (2008) – +2 EU, +3 + ASEAN Secretariat
 - d. ASEM8 (2010) – + Australia, New Zealand, Russian Federation
 - e. ASEM9 (2012) – + Bangladesh, Norway, Switzerland
 - f. ASEM10 (2014) – + Croatia, Kazakhstan (Total 53)
10. ASEM envisions to bring not just Governments, but includes Business, Academics, and Peoples of Asia and Europe together in mutual understanding and cooperation to address global challenges together.