# Concept Paper

Concept, Design, Content and Production of the ASEF Annual Report 2015

## A. Background

1. The ASEF Annual Report is one of the main communication tools for the Asia-Europe Foundation (ASEF). It is not only used to provide an annual review of the activities deployed to stakeholders and partners, but also serves the purpose of introduction and branding to new external audiences.

2. Apart from highlighting the projects' results of the previous year, the Annual Report presents a self-portrait of ASEF as a well-established organisation.

3. The design and concept of the Annual Report should echo this double role. The inclusion of visual content should be ensured for creating an engaging brand experience in an innovative way. To maximise the publicity outreach, the Annual Report must be delivered in different formats, including paper and digital versions.

## B. Development plan

### 4. Message

The Annual Report should showcase ASEF's achievements, communicating ASEF as an established forward-looking intergovernmental not-for-profit organisation.

### 5. Content

The book index will follow the narrative of previous years, which seeks to narrow down the role of ASEF from the general vision and mission assigned, which was created in the first meeting of the Asia-Europe Meeting (ASEM) process to the specific project results achieved during 2015. The activities will be categorised under 6 thematic heads: Culture, Economy, Education, Governance, Public Health, and Sustainable Development.

### 6. Design & Layout

In order to make the Annual Report visually appealing, the graphic design and layout of the content will play a crucial role. Infographics that facilitate the understanding of the work scope and structure of ASEF should also be featured. The report has to provide interactive channels (i.e. QR codes on the printed version, or embedded videos in the online version) that will help the reader access more detailed information about ASEF's work. To effectively combine text and visual content, all project descriptions should be kept brief and include links to project pages on ASEF website. Each description will be accompanied by a photo gallery to illustrate the project in an attractive way.

### 7. Photography

A separate photo shoot, including group photos, staff photos, individual profile shots, pictures of the ASEF building, and recent publications and collaterals.

### 8. Format

a) Printed full version book (50-60 pages; 1,000 copies; 4-colour)

b) Printed summary of the report (double-sided 2 sheets; 4-colour; 1000 copies)
c) Annual report online page, which is readable from smartphones and tablets
d) Print on demand PDF version

9. **Timeline**

All deliverables must be submitted by 31 March 2016.

<u>**Table of contents**</u>

1. Message from the Chair of the ASEF Board of Governors
2. ASEF Board of Governors
3. Message from the Executive Director
4. The ASEF Team – department photos
5. Projects and Events
   a) Culture
   b) Economy
   c) Education
   d) Governance
   e) Public Health
   f) Sustainable Development
6. Publications, Websites, Newsletters
7. Financial Information
   a) Sources of Funding
   b) Contribution
   c) Expenditure
8. Partners, Supporters and Sponsors