Concept Paper
Concept, Design, Content and Production of the 2016 Annual Report

Introduction
The Annual Report is one of ASEF’s most important institutional communications tools and a primary documentary source of our annual activities. The upcoming edition, which will be published in the end of April 2017, has added significance as 2017 marks the 20th anniversary of ASEF. Thus apart from the usual project highlights and financials, the 2016 Annual Report will need to factor in the celebratory or reflective mood of our 20th Anniversary, in line with the overall branding of ASEF@20 (current working title), as we reflect on the past, celebrate the present, and look towards a promising future.

Plan
- **ASEF @ 20**: A new one-off section with messages/testimonials from selected ASEF stakeholders and alumni. The ASEF@20 theme should also be integrated throughout the report.
- **Contents**: Short description of themes, programmes/series and projects. All project descriptions are interspersed with images from the projects. Separate images or creative separators may be considered to introduce each theme. (Please read detail content breakdown)
- **Photography**: Team and individual photo shoots.
- **Format**: Printed and electronic versions (compatible across different digital platforms): (1) Full-colour printed version (limited numbers for distribution to ASEF’s stakeholders) preferably using recycled paper. Proposed number of copies are (1) Annual Report, 1,000; (2) 2016 Highlights/Executive Summary, 2,000 copies; and (3) PDF version of the printed version to be uploaded on ASEF website.

Proposed Table of Contents
1. Message from the Executive Director
2. Message from the BoG Chairman
3. Board of Governors
4. Current ASEF Team
5. Special section featuring alumni/stakeholder thoughts about ASEF@20
6. Thematic Descriptions: Culture, Economy, Education, Governance, Public Health and Sustainable Development
7. Programmes/Series and Projects
8. Publications
9. Newsletters
10. Websites/Social Media
11. Financial Highlights
12. Partners, Supporters and Sponsors