

4th ASEF SUSTAINABLE YOUNG LEADERS DEVELOPMENT SUMMIT POST-COVID-19

A multi-part youth programme in 2021 | Virtual, Cambodia & Across ASEM Countries
Official youth event in support of the 13th ASEM Summit (ASEM13)

Leadership in Action

Little Bubbles

Leadership in Action - Project #2

Little Bubbles



About the 4th ASEF Young Leaders Summit (ASEFYLS4)

The [4th ASEF Young Leaders Summit \(ASEFYLS4\)](#) is a 10-month long youth leadership programme connected with the [13th ASEM Summit \(ASEM13\)](#) in Cambodia. The ASEFYLS4 focuses on 'Sustainable Development in a post-COVID-19 World' and incorporates 3 spheres for youth leadership:

- 1) self-leadership (**you**)
- 2) team leadership (**we**) and
- 3) societal leadership (**all**).

To demonstrate the youth's role in driving Sustainable Development, the programme encourages participants to collaborate & volunteer on meaningful community projects with an Asia-Europe twist. Based on the four ASEFYLS4 focus areas (SDG3, SDG4, SDG8 and SDG13), participants are allocated to specific working groups and work on "Leadership in Action" activities. In total, the ASEFYLS4 facilitates 15 community projects, each led by 1 ASEFYLS4 Navigator and supported by up to 10 participants from different Asian & European countries. See the list and outlines of all "Leadership in Action Projects" [here](#).



About the Leadership in Action Project #2

Background

The outbreak of the COVID-19 pandemic followed by the global health crisis brought again socio-economic differences in access to basic health supplies, health education and the importance of trusted sources of health information to the surface.

Health education is an indispensable step towards improving health standards of all people and their quality of life. It already starts at a very early age, during childhood, and covers various aspects: physical, mental, emotional and social health. However, not all boys and girls in ASEM countries receive the opportunity to learn about their own

health, how to maintain it, and how to prevent health risks through appropriate behaviour and actions. COVID-19 reminded us that one of the most basic rules to keep healthy & safe is to wash your hands frequently.

Outline and Objectives

The "Leadership in Action" project #2 "**Little Bubbles**" aims at promoting the achievement of SDG 3 on Good Health & Well-Being by encouraging a positive culture around hand washing and sanitation in a post pandemic recovery. Carried out by a group of 12 young leaders from across Europe and Asia, the project will develop, sell and distribute soap as well as soap DIY kits with the objective to redistribute the profits and invest in health (including mental-health) and sanitation awareness initiatives in disadvantaged environments.



As part of this project, the group will also implement the activity "**Little Letters**". The activity will bring together students from different schools or kids' organisations across Asia & Europe through a pen-pal project. Through materials available online, the pupils will participate in a common workshop focusing on SDGs, health and well-being and exchange with their international peers. Every school or kids' organization will contribute with one letter to the network, which will be circulated to all participating schools.

The project will take place between July to December 2021. By organising sales of soap-based products, the project however aims at being self-sustaining in the long term and shall continue.



Planned Activities



Little Bubbles

Gathering of suppliers, assembly of kits and development of distribution network; development of an online platform for sales.



Little Letters

Development of a platform and production of teaching material; create online content for SDG3-themed workshops, including translation when necessary gathering of contacts with schools or children organizations' and development of participants' network.

Launch of the project with first participants and collect feedback; organize the logistics for the dissemination of letters across the network, promoting an opportunity for cultural exchanges throughout the school year.



Expected Results & Outcomes



Tangible

- ⇒ **Set up of social enterprise “Little Bubbles”**, registered in Belgium by the end of 2022
- ⇒ **Digital platform for “Little Bubbles”**, for conducting workshops and awareness creation
- ⇒ **Development of workshop content and materials on the topic**
- ⇒ **Production of soaps and sales revenue**, profit to be redistributed to social enterprise goals
- ⇒ **Info materials** of the project, including infographics, social media content, photos, videos and other visual materials as well as participants' testimonies & feedback



Intangible

- ⇒ **For children**
 - Enhanced awareness about hygiene among participating children
 - Contribution to develop global mindset among participation children
- ⇒ **For participating schools**
 - Increased networking opportunities with other schools to develop school cooperations
 - Contribution to holistic teaching & learning environment in participating schools, with a focus on SDG3

Little Bubbles will sell a range of soap-based products online and in Brussels



LITTLE BUBBLES



The profits from the sales will be used to support Health and sanitation awareness initiatives aimed at children



The First initiative will be

LITTLE LETTERS



After doing a workshop, the class will write a common letter about their experience and local culture



A Network of Schools across EUROPE and ASIA will have access to an online platform providing materials for SDG3 related teaching workshops

Each Letter will be spread across the school Network and all schools will receive news from their peers across countries on a regular basis!





Project Team

Belgium	Ms Laurence VAN DEN ABBEELE, Manager, Velia BV (Project Lead)
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Further Information

www.asef.org

[4th ASEF Young Leaders Summit \(ASEFYLS4\)](#)

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ASEF's contribution is made possible with the financial support of the European Union.