

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

***Across ASEM –
“End the Stigma. Period”***

Leadership in Action - Project #1

Across ASEM - "End the Stigma. Period"



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 #1

Background

The stigmatised status of menstruation has serious consequences on the health, sexuality and well-being of girls and women in many ASEM countries. Access to quality menstruation management affects girls' education and growth by limiting participation in social-political life and increasing vulnerability. Menstrual health and equity are major factors in gender equality. Key questions arise:

- What role can young people can play to eradicate period poverty?
- How can we address barriers and nuances around stigmatised menstruation to create

enabling conditions for gender equality?

- How can social media be instrumental in achieving awareness around the issue across ASEM in particular?
- Can we act as a region to find more innovative solutions?

Outline and Objectives

The "Leadership in Action" project #1 "[Across ASEM—End the Stigma.Period](#)" is inspired by a UN Women campaign to break socio-cultural stigma, misconceptions, and taboos around menstruation. It supports the Bangladesh-based NGO Campaign RED that collaborates with youth to address the stigma around menstruation as a form of gender discrimination and fights for women's rights to a dignified management of menstruation.

The project also connects young change makers with Campaign RED that works on awareness campaigns and capacity building of young people to end "period poverty". The Bangladeshi non-profit focuses on 2 areas: access to hygienic management of menstruation and stigma around menstruation. It trains and engages university students to reach out to boys & girls of different backgrounds and delivers information sessions in secondary education institutions, madrasas, and schools.

The project will take place between June to November 2021 and will take place fully online.



Planned Activities



Research and Data Gathering

Finding existing information, identifying gaps and gathering information



Set up of social media accounts to distribute accurate information



Development of communication campaign with social media posts in three categories

1. What is happening across ASEM (highlighting best practices, activists, and initiatives)
2. What are the realities (data on current situation, policies, infographics, and challenging situations)
3. What is accurate information, debunk myths and misconceptions

Most of these activities will be implemented online and partly in Bangladesh, with the possibility to replicate them in other ASEM countries depending on need and availability of resources.



Expected Results & Outcomes



Tangible

- ⇒ **Digital platform** for information dissemination and promotion
- ⇒ **Development of social media content in three different categories**
- ⇒ **Donation of menstrual cups to NGO Campaign RED** throughout the project duration



Intangible

- ⇒ **Increased promotion and awareness campaigns** for changing attitudes towards menstruation
- ⇒ **Contribution to knowledge building and accurate information dissemination** through social media
- ⇒ **Introduction of alternative menstruation practices** with reusable menstrual kit/cups in local communities in Bangladesh





Project Team

Bangladesh	Ms Rubina AKTER, Senior Protection Associate (SGBV), UNHCR (Project Lead)
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Further Information

www.asef.org

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

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