Leadership in Action

Back 2 School – The BEEP Media Campaign
**Leadership In Action - Project #4**

**Back 2 School – The BEEP Media Campaign**

### About the 4th ASEF Young Leaders Summit (ASEYFLS4)

The 4th ASEF Young Leaders Summit (ASEYFLS4) is a 10-month long youth leadership programme connected with the 13th ASEM Summit (ASEM13) in Cambodia. The ASEYFLS4 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 ASEYFLS4 focus areas (SDG3, SDG4, SDG8 and SDG13), participants are allocated to specific working groups and work on “Leadership in Action” activities. In total, the ASEYFLS4 facilitates 15 community projects, each led by 1 ASEYFLS4 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 #4

**Background**

Following the Education Strategic Plan 2009-2013, Cambodia has achieved a notably high net enrollment ratio (NER) for primary schools (95%), although the NER falls significantly for lower secondary schools (32%). Despite continuous enhancements in the areas of access and quality of education in Cambodia, dropout is still a concern.

Several education initiatives by the Education Ministries, education institutions and international organisations have been established to reinforce access to and provision of effective basic education services, and to support the students in their programme and completion of basic education. One of these initiatives is the Basic Education Equivalency Programme (BEEP) set up by the Ministry of Education, Youth and Sport (MoEYS) and the Ministry of Labour and Vocational Training (MoLVT) with UNESCO support.

The initiative supports “flexible alternative education to out-of-school youth to complete lower secondary/basic education, equivalent to grade 9. BEEP enables the Cambodian youth to pursue their educational interest while continuing professional activities. Having a basic education qualification will enable them to build their knowledge and skills for further decent employment opportunities. Supported by the United Nations Joint Programme (UNJP) on Youth Employment in Cambodia, BEEP courses are available online on Moodle, an open-source learning management system, which is now available in Khmer thanks to BEEP in collaboration with World Education’s EdTech Center. A total of 11 e-learning subjects are available for students to choose and learn from [... ]. Successful students who complete all required subjects and pass required assessments/examinations will be awarded basic education certificate and have a chance to continue their education either at vocational high schools or at TVET Secondary Schools.”

https://en.unesco.org/fieldoffice/phnompenh/basic-education-equivalency

**Outline and Objectives**

The “Leadership in Action” project “The BEEP Media Campaign” is a promotion and outreach activity to attract drop-out-school youth in Cambodia to register for the BEEP programme.

The project team will develop a short video documentary, featuring a life changing experience of a student as a beneficiary of the BEEP. Along with the inspirational interview and life story of the student, the video will explain the concept of BEEP, promote BEEP among high school students as an alternative way of education, and encourage students to stay in touch with education for their future benefit.
Project Team

Cambodia Chandara Tith, Lecturer, Royal University of Phnom Penh (Project Lead)
Cambodia Ms Keolydeth Hun, Communications Manager, SHE Investments
Cambodia Ms Por Seak, Student, Royal University of Phnom Penh
China Mr Dean Chen, Programme Officer, UNESCO-ICHEI
Czech Republic Ms Ludmila Filipová, Graduate Student, Charles University in Prague
Denmark Ms Danna Zhang, Assistant Attorney, Gorrissen Federspiel Law Firm
India Ms Rashmeet Kaur, District Youth Officer, Ministry of Youth Affairs & Sports, Govt of India
Pakistan Mr Sinan Charania, Content Producer, Taskeen
Romania Mr George Constantinescu, Graduate Student, Central European University
Slovakia Ms Michaela Knoskova, Student, King’s College London
Switzerland Ms Miranda Bilger, Intern, Federal Department of Foreign Affairs FDFA
United Kingdom Ms Sinem Ishlek, Undergraduate Student, SOAS, University of London

Further Information

www.asef.org

4th ASEF Young Leaders Summit (ASEFYLS4)

To get in contact with the Project Team:
asefyls@asef.org

Organised by:

In partnership with:

Contributing to:

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