



# Call for Proposals

## Facilitator for

Asia-Europe Foundation (ASEF) event:

### *Bridging Knowledge and Practice: Risk Communication for Public Health Emergencies in the Age of AI*

5-6 November 2026, Tokyo, Japan

Asia-Europe Foundation Public Health Network (ASEF PHN)

#### Overview

In 2008, leaders of the Asia-Europe Meeting (ASEM)<sup>1</sup> confirmed their commitment to promoting global security and determination to combat global health threats, including pandemic influenza at the 7th ASEM Summit (ASEM7). Since its official launch in 2009, the Asia-Europe Foundation Public Health Network (ASEF PHN) has been contributing to improve ASEM Partners' capacity for managing public health emergencies by targeting experts from both health and non-health sectors (governments, international organisations, business corporations, academia, media and non-profit organisations) across Asia and Europe.

Since 2013, ASEF PHN has convened policymakers, public health experts, researchers and practitioners from across Asia and Europe to examine the evolving challenges of risk communication for public health emergencies. The 2026 Tokyo meeting marks a significant milestone for the programme: it is the first occasion on which the programme will undertake a comprehensive stocktaking of what it has learnt across more than a decade, while simultaneously looking forward to how artificial intelligence (AI) is reshaping risk communication and community engagement (RCCE) practice. The meeting will gather senior officials, public health practitioners, civil society representatives and technology experts from across Asia and Europe to (i) consolidate and reflect on the knowledge accumulated across more than twelve years of ASEF PHN risk communication programming and (ii) explore through hands-on practice, how AI applications can support effective and inclusive RCCE.

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<sup>1</sup> The **Asia-Europe Meeting (ASEM)** is an intergovernmental forum for dialogue and cooperation established in 1996 to deepen relations between Asia and Europe, which addresses political, economic and socio-cultural issues of common concern. The 53 ASEM Partners are Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Kazakhstan, Korea, the Lao PDR, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Portugal, Romania, the Russian Federation, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, the United Kingdom, Viet Nam, the European Union and the ASEAN Secretariat. For more information, please visit.

<https://www.aseminfoboard.org/about/partners>

## Call for Proposals

ASEF PHN is seeking an independent consultant to undertake a role of facilitator for the meeting:

<b>Role</b>	Facilitator for the meeting, including pre-meeting preparation and contribution to the development of the outcome document
<b>Event date &amp; Location</b>	5-6 November 2026, Tokyo, Japan
<b>Time Frame</b>	July 2026 – February 2027 (tbc) (preparation, implementation and contribution to outcome document)

The expectations for this role are:

- Collaborate with ASEF in the preparation and design of the meeting programme by contributing technical expertise on participatory facilitation methods, including the framing and materials for the Day 1 group work session;
- Lead the facilitation of plenary and group discussions across Day 1 and Day 2 of the meeting. Applicants are invited to propose the participatory facilitation method(s) they would use for these sessions (for example, Designing for Wiser Action, or an alternative method they consider better suited to the meeting's stocktaking objective).
- Propose an initial concept for the Day 2 simulation exercise scenario, to be used with the AI-powered community messaging tool developed by the Singapore-MIT Alliance for Research and Technology (SMART). This is a first idea only; the final scenario will be co-developed with SMART and ASEF after contract signature.
- Work closely with the rapporteur to ensure that the meeting discussions feed into a coherent outcome document, providing input where necessary.

The selected facilitator is also required to submit a facilitation plan and a refined tentative programme prior to the meeting. The work is expected to commence shortly after contract signature. For details of the scope of the meeting, please refer to the annexe.

## Candidate Requirements

- Citizen of an ASEM country (essential)
- Experience in facilitating workshops/meetings in the field of public health, preferably related to risk communication
- Experience in the use of participatory methods to produce practical outcome documents that gather input from all participants; familiarity with frameworks such as Designing for Wiser Action would be a strong asset
- Familiarity with current debates on the role of artificial intelligence (AI) in public health communication, and the ability to facilitate informed, balanced discussions on its applications and risks
- Strong communication and interpersonal skills including tact and cultural sensitivity
- Experience in working with intergovernmental/international organisations would be a plus

## **Applications & Contact Details**

Interested individuals should send a draft proposal including brief information about the methodology to implement the activities (maximum 5 pages; please refer to the application form, which includes financial proposal), together with the CV and accompanying cover letter demonstrating suitability.

Applications should be emailed to Ms Nur A'in A. RAZAK, Project Lead for ASEF Public Health Network ([nurain.arazak@asef.org](mailto:nurain.arazak@asef.org)) and Ms Maria MARECKOVA, Project Executive ([maria.mareckova@asef.org](mailto:maria.mareckova@asef.org); keeping in copy: [asefphn@asef.org](mailto:asefphn@asef.org)) by **Monday, 22 June 2026, 23h59 (Singapore time)**. Please direct your inquiries to Ms Maria MARECKOVA ([maria.mareckova@asef.org](mailto:maria.mareckova@asef.org)).

The subject of email should be “[Facilitator Application] First Name Last Name (Country of Nationality)” e.g. *[Facilitator Application] Jane Doe (France)*

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## Annex: Details of the Purpose and Scope of ASEF High-level Meeting

### 1. Background and Description

Risk communication is one of the eight core capacities under the International Health Regulations (IHR), reflecting its foundational role in pandemic prevention, preparedness and response (PPPR). The ability to communicate health risks accurately, transparently, and in ways that sustain public trust directly determines disease control outcomes. The COVID-19 pandemic made this clearer than any other event: where communication failed, public behaviour faltered, misinformation spread rapidly, and trust in public health institutions was damaged.

Since 2013, ASEF has convened policymakers, public health experts, researchers and practitioners from across Asia and Europe to examine the evolving challenges of risk communication for public health emergencies. Over more than a decade across four distinct programme phases, this work has generated a rich pool of knowledge on what effective risk communication requires, where persistent gaps lie, and how the field must adapt to a rapidly changing information environment.

A key insight from the 2025 Berlin meeting is that effective communication during public health emergencies requires genuine community engagement, ensuring that communication efforts are inclusive and reflective of the full diversity of society rather than speaking to a homogeneous public. This fuller understanding is captured in the concept of Risk Communication and Community Engagement (RCCE), which recognises that trust, inclusion and participation are not add-ons to risk communication, but its foundation.

Building on this foundation, the 2026 meeting in Tokyo, Japan represents a significant milestone for the programme. It is the first occasion on which the programme will undertake a comprehensive stocktaking of what it has learnt over more than a decade, while simultaneously looking forward to the question that now defines the field: how can artificial intelligence open new possibilities for effective and inclusive RCCE, and what does it mean to use these tools wisely during public health emergencies?

#### 1.1 Objectives

The 2026 meeting convenes policymakers, public health practitioners, civil society representatives and technology experts from across Asia and Europe to achieve two complementary objectives:

- Stocktaking and synthesis: To consolidate and reflect on the knowledge accumulated across more than twelve years of ASEF PHN risk communication programming, identifying what has been achieved, where persistent gaps remain, and how the field has evolved in response to real-world health emergencies including COVID-19.
- AI applications in risk communication: To provide participants with direct, hands-on experience of how artificial intelligence can enhance risk communication and community engagement practice, using a prototype of an AI-powered simulation tool to explore how health messages travel, adapt, and are received across different community contexts.

#### 1.2 Description

The meeting aims to gather approximately 40 participants across Asia and Europe, including: (i) senior officials, advisors and decision-makers from ASEM Partners' Ministries of Health or equivalent agencies responsible for risk communication and public health emergencies; (ii) spokespersons and senior media

personnel from national health authorities; (iii) representatives of civil society, including non-governmental organisations, international organisations, academia and the private sector working on RCCE; and (iv) technology experts and researchers contributing to the development and responsible use of AI for public health communication.

Day 1 is structured around stocktaking and reflection, drawing together the key lessons of more than a decade of programme work, framed around ten recurring themes that have emerged across the programme's phases. A participatory group work session, drawing on the Designing for Wiser Action framework, invites participants to move beyond identifying what is known to examining why persistent gaps remain despite repeated recommendations. The day closes with a foundational introduction to AI for RCCE practitioners and case studies on how AI is being applied in risk communication and community engagement across Asia and Europe.

Day 2 is structured as a hands-on workshop, designed to give participants genuine working familiarity with what AI can do in practice for RCCE. The morning session focuses on creating health communication content with AI, including a practical workshop on prompt engineering for clear, targeted messaging across different audiences and community contexts. The afternoon centres on a simulation exercise using a prototype of an AI-powered community messaging tool developed by the Singapore-MIT Alliance for Research and Technology (SMART). Participants will configure community profiles, generate AI personas and observe how health messages spread and are received across different community contexts, before testing messaging strategies for a shared public health emergency scenario.

## 1.3 Programme (tentative)

### **Day 1 | Stocktaking and Reflection**

- Opening remarks and keynote presentation
- Panel 1 – 12 Years of Risk Communication: What We Have Learnt
- Panel 2 – The Changing Information Environment: Infodemics, Social Media and the Governance Challenge
- Group work: Why Does the Gap Persist?
- Setting the foundation: AI tools for RCCE practitioners
- Case studies on AI in risk communication and community engagement from Asia and Europe

### **Day 2 | AI in Practice: A Hands-on Workshop**

- Workshop on creating health communication content with AI, including prompt engineering and a facilitated hands-on exercise
- Introduction and demonstration of the SMART AI-powered community messaging simulation tool
- Simulation exercise in mixed groups, followed by group presentations and reflections
- Closing remarks

## 2. Purpose of the facilitator

- Lead the facilitation of plenary and group discussions across both days of the meeting, including the Day 1 group work session "Why Does the Gap Persist?". The facilitator is expected to propose the participatory method(s) they would apply to this session.

- Propose an initial concept for the Day 2 simulation exercise scenario for use with the SMART AI-powered community messaging tool, to be refined jointly with SMART and ASEF after contract signature.
- Co-develop the final Day 2 simulation exercise with SMART and ASEF and lead the facilitation of the exercise and the subsequent group presentations and reflections.
- Work closely with the rapporteur in the development of the outcome document, providing input before, during and after the meeting.

### 3. Existing information sources

- Programme documentation (previous workshop/meeting reports)
- ASEF PHN website
- Feedback from ASEF and previous participants

### 4. Timeline

- By mid- August 2026: Submission of the facilitation plan, programme design and initial Day 2 simulation scenario
- August-October: Preparation of facilitation materials and coordination with SMART and ASEF to finalise the Day 2 simulation exercise
- 5–6 November 2026: Facilitation of the event in Tokyo, Japan
- By [date tbc]: Submission of facilitation slides and other materials used; provision of input to the rapporteur during the development of the outcome document