



## Overview



12 - 23 September 2018  
Croatia & Slovenia

Organised by

In Partnership with

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University of Ljubljana



## WHY DOES #ASEFSU22 MATTER?

The ASEF Summer University (ASEFSU) is a 2-week experiential learning journey and “Interdisciplinary Innovathon” where you can foster cross-cultural exchanges and networks with other youth from [Asia-Europe Meeting \(ASEM\)](#)<sup>1</sup> [Partner countries](#).<sup>2</sup> The project offers you the unique opportunity to deepen your knowledge on contemporary issues and propose concrete solutions to societal challenges.

ASEFSU takes place annually, each year tackling a different theme of socio-political concern within Asia and Europe. By participating in ASEFSU you develop tangible results and daring proposals to pressing societal affairs, and, hence, make a positive impact within ASEM societies!

### Key characteristics of ASEFSU

Provides you with a vibrant platform to engage and collaborate with students and young professionals from 51 Asian and European countries and local ASEM communities.

Gives you the opportunity to experience an innovative fuse of theoretical and practical programme components, including an interdisciplinary Innovathon and competition.

Offers you a venue to propose and learn new perspectives on and solutions to pressing societal issues, practically contributing to the ASEM process, National Agendas, the UN SDGs and society at large.

[Watch a visual introduction](#) to the ASEF Summer University (ASEFSU) project.

## WHAT IS #ASEFSU22?

The 22<sup>nd</sup> ASEF Summer University (ASEFSU22) will take place from 12 – 23 September 2018 in Croatia & Slovenia on the topic of Sustainable Tourism & Green Economies. [Read here the ASEFSU22 Concept Note](#) – a detailed introduction to the core themes of the project.

Both Croatia and Slovenia are key players within the field of sustainability as both countries have put significant efforts and achieved success related to greening their economies and societies. While Slovenia was ranked the 5<sup>th</sup> greenest country in the world in 2016 by Yale University’s [Environmental Performance Index](#), Croatia ranked respectively 15<sup>th</sup> the same year.

As many other countries in ASEM, both Croatia and Slovenia are also popular tourist destinations and the incomes generated from the high number of tourists visiting the countries contribute significantly to their respective economies. Overtourism, however, especially in countries where tourism is largely based on the beauty and accessibility of nature, puts not only the sustainability of the

environment but also the quality of life of their citizens at risk. Planning and implementing strategies for sustainable tourism models are crucial and require the commitment of all stakeholders – government authorities, businesses, civil society organisations, the local population as well as tourists.

By participating in ASEFSU22, you will join a group of 51 environmentally conscious students and young professionals from all ASEM countries for 2 weeks. Next to an invaluable international and intercultural experience, you will have the opportunity to learn and share your knowledge on sustainable tourism and green economies through a local “Innovathon” and Challenge Hub. Your inputs at ASEFSU22 will finally be presented by youth representatives at ASEM government and meetings, and contribute to the deliberations of ASEM policy makers.

ASEFSU22 will focus on Sustainable Tourism and Green Economy from the perspective of the 3 Dimensions of Sustainable Development:<sup>3</sup>

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<sup>1</sup> The Asia-Europe Meeting (ASEM) is an informal process of dialogue and cooperation bringing together the 28 European Union member states, 2 other European countries, and the European Union with 21 Asian countries and the ASEAN Secretariat. The ASEM dialogue addresses political, economic and cultural issues, with the objective of strengthening the relationship between the two regions, in a spirit of mutual respect and equal partnership. For more information on ASEM, please visit the [ASEM InfoBoard website](#).

<sup>2</sup> ASEM brings together 51 members countries: Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Croatia, Cyprus, 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 and Viet Nam.

<sup>3</sup> Despite the fact that various models of sustainability have been developed in recent years, within the United Nations a majority of UN Bodies still agree on splitting Sustainable Development into 3 dimensions, namely the Economic, Social and Environmental dimensions. See e.g. the UN Environment Programme, [The Three Dimensions of Sustainable Development](#).

- 1) **Economic**  
Including Sustainable Transport, Youth Employment, and Sustainable Consumption & Production
- 2) **Social**  
Including Cultural Heritage, Inclusion, and Interactions with Locals
- 3) **Environmental**  
Including Water & Waste Management, Renewable Energy, and Technology

Get on board ASEFSU22 and engage with local communities, and businesses, the academia and government representatives – all working or researching on sustainable tourism, the UN Sustainable Development Goals (SDGs) and the development of green economies!

## PROGRAMME HIGHLIGHTS

ASEFSU22 consists of 3 core educational parts:

### 1) 4-week Online Preparatory Phase

In this phase, you will actively take part in an online preparatory phase to familiarise yourself with overall theme of the project. You will attend online webinars on topics ranging from International Relations & ASEM to Sustainable Tourism & the SDGs, and work on individual as well as group assignments. The phase will kick-start your preparations for the upcoming on-site phase and will require a couple of hours of work per week.

### 2) 2-week Interdisciplinary Innovathon

*Kicking things off: Slovenia*

The 1-week programme in Slovenia offers you trainings, workshops, lectures and study visits to develop your understanding of the project themes covered, especially in the Slovenian context.

*Time to Innovate: Croatia*

In Croatia you will move from theory to practice, and with your peers co-develop and test solutions to environmental, tourism and youth employment challenges faced by local authorities, businesses and civil society organisations in the region. The best solutions will be recognised and presented to the project partners and ASEM policy makers.

### 3) 4-week Online Follow-up Phase & Spin-off activities

All prototypes developed on site will be analysed and tested after the project by relevant stakeholders and the engaged communities. The participants play a crucial role in following-up on the initiatives and information about the lessons learnt during ASEFSU22. In addition, the project's best-performing participants will be invited to present the outcomes at high-level ASEM Ministerial Meetings and other events, and their projects will be funded for further development.

### First-hand experience in solving real-life challenges

## WHAT DO YOU GAIN?

You will have the opportunity to produce and propose concrete solutions for local communities to implement sustainable tourism projects, and to promote green economy models across Asia and Europe.

### Knowledge and skills-trainings linked to SDGs

You will get acquainted and inspired by fresh knowledge and the practical implementation of the SDGs: in particular Goal 12 (Responsible Consumption & Production) and Goal 8 (Decent Work & Economic Growth).

### Access to Asia-Europe networks

You will create new connections with young professionals, business representatives and political leaders from 51 Asian & European countries and join the sprawling ASEFEdu Alumni Network.

## OUTCOMES OF ASEFSU22 FEED INTO

### ASEM Ministerial Meetings and ASEM activities

- [12<sup>th</sup> Asia-Europe Meeting Summit \(ASEM12\)](#), 18-19 October 2018, Brussels, Belgium
- 6<sup>th</sup> ASEM Labour and Employment Ministers' Conference (ASEM LEMC6)
- 5<sup>th</sup> ASEM Environment Ministers' Meeting (ASEM EnvMM5)

### ASEF Projects:

- [3<sup>rd</sup> ASEF Young Leaders Summit \(ASEFYL3\)](#), 15-19 October 2018, Brussels, Belgium
- 7<sup>th</sup> ASEF Rectors' Conference and Students' Forum (ARC), 2019, Bucharest, Romania
- Future editions of the ASEF Summer University (ASEFSU)
- Asia-Europe Environment Forum (ENVforum)
- Informal ASEM Seminars on Human Rights

### SDG Agendas and Society at Large

The solutions proposed by the ASEFSU22 Interdisciplinary Innovathon will at large contribute to the advancement of local and national authorities', businesses' and civil society organisations' work within the field of sustainable tourism, green economies and youth employment.

## ORGANISERS OF THE ASEFSU22

### Asia-Europe Foundation (ASEF)

The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, governance, sustainable development, economy and public health.

ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

ASEF runs more than 25 projects a year, consisting of around 100 activities, mainly conferences, seminars, workshops, lectures, publications, and online platforms, together with about 125 partner organisations. Each year over 3,000 Asians and Europeans participate in ASEF's activities, and much wider audiences are reached through its various events, networks, and web-portals.

For more information, please visit the [website of the Asia-Europe Foundation \(ASEF\)](#).

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### Algebra University College (Croatia)

Algebra University College carries out undergraduate and graduate studies in Computer Engineering, Multimedia Computing and Digital Marketing, and since 2016 the only e-Leadership MBA program in Croatia. The University's mission is to create opportunities for Croatian and international students to acquire excellent skills and knowledge as well as build globally competitive careers in digital technologies.

The University's overall approach to education and quality has been recognised by the national higher education regulatory agency of Croatia (ASHE) where the University is ranked 1<sup>st</sup> among all Universities of Applied Sciences in respect to quality assurance as well as the quality of overall educational process. In mid-2014, Microsoft declared Algebra the world's educational partner of the year, and the University is the only institution in Croatia that has met the quality criteria of the Dutch-Flemish accreditation agency - NVAO.

For more information, please visit the website of [Algebra University College](#).

### Edward Bernays University College (Croatia)

Edward Bernays University College is a unique higher education institution offering the most innovative communications and tourism study programmes in Central and East Europe. The communications study programmes, Communication Management at the undergraduate level

and Public Relations Management at the graduate level, and the tourism study programmes, Tourist Destination Management and Marketing at the undergraduate level and Experience Management in Tourism at the graduate level, bear the strong seal of dual education, allowing students to begin their careers in the business and tourism sectors already during their studies. The successful higher education model that students undergo from beginning to end of their studies is confirmed by the fact that a fifth of Bernays students are hired already during their studies.

By combining academic knowledge with practical skills, students master all areas of communication and tourism management, while students have the opportunity to gain the necessary knowledge for the real sector through partnerships with the leading PR agencies, companies and institutions, tourist destinations, global hotel chains, event management companies and occupational organisations from communications and tourism.

For more information, please visit the website of [Edward Bernays University College](#).

### **Institute of Agriculture and Tourism in Poreč (Croatia)**

The Institute of Agriculture and Tourism in Poreč is a public scientific institute which operates under the authority of the Ministry of Science and Education of the Republic of Croatia. With a more than 140-year long tradition, the basic commitment of the Institute has been to perform applied scientific research with the aim to solve actual problems in agriculture and to define points of rural development. In the last 29 years the activities have been widened by research in the domain of tourism.

The Institute has three departments: Department of Agriculture and Nutrition, Department of Economics and Agriculture Development and Department of Tourism. Its research activities are mostly oriented to viticulture, olive growing, olive oil investigation, vegetable growing, agro-food products development, ecology, sustainable tourism, protected area management, agricultural economics and organisation of the agriculture and the food system and rural development. The Institute actively collaborates with local authorities, educational institutions and related entities, particularly on raising public interest in sustainable tourism.

For more information, please visit the website of [Institute of Agriculture and Tourism in Poreč](#).

### **University of Ljubljana – Faculty of Economics (Slovenia)**

University of Ljubljana is the oldest and largest higher education and scientific research institution in Slovenia. It has more than 40,000 undergraduate and postgraduate students and employs approximately 5,600 higher education teachers, researchers, assistants and administrative staff in 23 faculties and 3 arts academies.

The University of Ljubljana is renowned for its quality social and natural sciences and technical study programmes, structured in accordance with the Bologna Declaration. The University is listed amongst the top 500 universities in the world according to the ARWU Shanghai, Times THES-QS and WEBOMETRICS rankings.

For more information, please visit the website of the [University of Ljubljana](#).

### **University of Primorska – Faculty of Tourism Studies (Slovenia)**

The Faculty of Tourism Studies – Turistica is a member of the University of Primorska. It is the only faculty of tourism in Slovenia that offers multi-disciplinary teaching and research of tourism and educates HR for high-quality planning, management and an excellent tourism offer.

Turistica has been implementing the European vision of modern education in tourism for more than 20 years. The Faculty uses the knowledge in the field of economy, ecology and social sciences to direct tourism into sustainable development. Thus, Turistica contributes to the knowledge society, innovative solutions, sustainable development and cultural harmony. Turistica has study programmes on all three levels, with the doctoral study programme *Innovative Tourism* initiated in 2012. The integration into the international environment, which is one of Turistica's main goals, brings additional value to the improvement of the study methods, and the advancement in science and research.

For more information, please visit the website of the [University of Primorska](#).

**SUPPORTED BY****CROATIA****Ministry of Foreign and European Affairs of the Republic of Croatia**Website of the [Ministry of Foreign and European Affairs of the Republic of Croatia](#).**Croatian National Tourism Board**Website of the [Croatian National Tourism Board](#).**Administrative Department of Tourism of Istrian Region**Website of the [Administrative Department of Tourism of Istrian Region](#).**Association of Employers in Croatian Hospitality (UPUHH)**Website of the [Association of Employers in Croatian Hospitality \(UPUHH\)](#).**City of Poreč**Website of the [City of Poreč](#).**Tourism Association of Poreč**Website of the [Tourism Association of Poreč](#).**SLOVENIA****Ministry of Foreign Affairs of the Republic of Slovenia**Website of the [Ministry of Foreign Affairs of the Republic of Slovenia](#).**Slovenian Tourism Board**Website of the [Slovenian Tourism Board](#).**Alliance for Innovators and Researchers in Tourism and Hospitality (AIRTH)**Website of the [Alliance for Innovators and Researchers in Tourism and Hospitality \(AIRTH\)](#).**GoodPlace Slovenia**Website of [GoodPlace Slovenia](#).**OTHERS****Hostelling International**Website of [Hostelling International](#).**Urban Adventures**Website of [Urban Adventures](#).**Erasmus Student Network (ESN)**Website of the [Erasmus Student Network \(ESN\)](#).**European Students' Forum (AEGEE-Europe)**Website of the [European Students' Forum \(AEGEE-Europe\)](#).**European Students' Union (ESU)**Website of the [European Students' Union \(ESU\)](#).**International Association of Political Science (IAPSS)**Website of the [International Association of Political Science \(IAPSS\)](#).

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## HERMIT CRABS

Empty sea shells are a thing of natural beauty; more than souvenirs left behind by delicate creatures, these shells remind us of the ecosystem's sustainable design. For the hermit crab, reusing them is not only practical but also a lifestyle. Thus, the ASEFSU22 takes inspiration from this symbiosis in envisioning how the youth can transform the tourism industry by way of sustainable practices.