

# Project Brief

Development of Photography/Videography Materials and Visual Elements for 3 ASEF Education Projects:

- 1) [7<sup>th</sup> Model ASEM](#),
- 2) [20<sup>th</sup> ASEF Summer University \(ASEFSU20\)](#), and
- 3) [13<sup>th</sup> ASEF Classroom Network \(ASEF ClassNet\) Conference](#)

## Projects

ASEF is looking for a service provider to develop the visual elements as well as photography and videography materials for 3 ASEF education projects, namely: 1) 7<sup>th</sup> Model ASEM, 2) ASEFSU20 and 3) 13<sup>th</sup> ASEF ClassNet Conference, in line with the [ASEF brand guidelines](#). The visual elements aim to enhance the understanding of the specific project topic and format among the general audience, increase the visibility and provide a relevant graphic identity for each separate project. The photography and videography materials serve as documentation of the projects' results on site, their impact and the further promotion of their outcomes among various stakeholders in Asia and Europe.

Through this Open Call for Tender, ASEF is soliciting quotations from service providers based in [ASEM partner countries](#).

## About the 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.

Our goals:

- Strengthen Asia-Europe ties
- Enhance mutual understanding by people-to-people exchanges
- Create networks
- Share knowledge

For more information, please visit [www.asef.org](http://www.asef.org)

## Project Backgrounds

The 3 projects are led by ASEF's Education Department with the overall aim to facilitate exchange between students, young professionals, teachers and educators with political stakeholders, as well as representatives from the civil society and the business sector of the [53 ASEM partners](#). Each project holds

a specific format and thematic focus. The service provider is expected to develop visual elements for all 3 projects and conduct on-site photography and videography, followed by the editing of the materials as outlined below:

### 7th Model ASEM

- **Project period:**
  - Development of visual elements: mid-March 2016 – end of July 2016
  - On-site photography and videography: 11–15 July 2016 (tbc) in Ulaanbaatar, Mongolia
- **Objectives of 7<sup>th</sup> Model ASEM:**
  - Large-scale youth conference and political simulation for students from [51 ASEM partner countries](#)
  - In conjunction with the [11th Asia-Europe Meeting Summit \(ASEM11\)](#), July 2016 in Ulaanbaatar, Mongolia
  - To promote ASEM among Asian and European youth, especially students
  - To provide a hands-on opportunity for students to enhance consensus-building, diplomacy, negotiation, public speaking and team work skills
  - To create direct linkages between the ASEM youth and the ASEM Leaders
- **Targeted audience:**
  1. Students
  1. Members of the general public
  2. Academics and researchers
  3. ASEM and ASEM stakeholders (e.g. ASEM Board members, ASEM government officials, partner organisations, event participants and alumni)
- **Additional background references:**
  - [Video](#) of the 6<sup>th</sup> edition of Model ASEM

### 20th ASEM Summer University (ASEFSU20)

- **Project period:**
  - Development of visual elements: mid-March 2016 – end of September 2016
  - On-site photography and videography: 2 weeks in August/September 2016 in various cities in China, Mongolia and the Russian Federation
- **Objectives of ASEFSU20:**
  - High visibility youth project on the topic of “*Reviving the Silk Route Spirit – Connectivity by Land, Sea and Air between Asia and Europe*” (working title) – exploring the concept of "Connectivity" between Asia and Europe from 3 lenses: Human Connectivity, Trade and Economic Cooperation, and Transport
  - To unfold challenges and to develop proposals and realistic solutions and future visions for the 4 major transportation modes which connect Asia and Europe, namely: roads, railways, transportation by sea and air
  - To facilitate dialogue and on-site activities that connect the participants with the local community
  - To train participants in their creative thinking and hands-on skills by offering a programme which integrates social, economic, environmental, technological and artistic elements
  - To facilitate interaction between the participants and ASEM officials, business leaders in the field of transportation, economic development and trade
- **Targeted audience:**
  1. Students and young professionals – from all academic and professional fields
  2. Local Communities
  3. Businesses, with a focus on the logistic and trade sectors
  4. Members of the general public
  5. Academics and researchers

- 6. ASEF and ASEM stakeholders (e.g. ASEF Board members, ASEM government officials, partner organisations, event participants and alumni)
- **Additional background references:**
  - [Video](#) of the 18<sup>th</sup> edition of ASEFSU

### 13<sup>th</sup> ASEF Classroom Network (ASEF ClassNet) Conference

- **Project period:**
  - Development of visual elements: April 2016 –August 2016
  - On-site photography and videography: November (tbc), Korea
- **Objectives of 13<sup>th</sup> ASEF ClassNet Conference:**
  - To focus on the topic of Entrepreneurship in Education and skills-development among secondary, high, and vocational school teachers and educators
  - To foster collaborations between secondary, high and vocational school teachers and students in ASEM countries
  - To harness the potential and opportunities of Information and Communication Technology (ICT) for education
  - To create an platform where participants can meet face-to-face, to increase their knowledge on ICT in education, discuss and engage in possible joint online collaborations
- **Targeted audience:**
  1. Members of the ASEF ClassNet (schools, teachers and students)
  2. Potential new participants (schools and teachers)
  3. Members of the general public
  4. Potential partners and sponsors
  5. Academics and researchers
  6. ASEF and ASEM stakeholders (e.g. ASEF Board members, ASEM government officials, partner organisations, event participants and alumni)
- **Additional background references:**
  - To-date, more than 1,300 teachers from 44 ASEM countries have been participating in either of the above activities and have become members of the ASEF ClassNet. In addition, more than 19,000 students have been engaged in 298 Online Collaborations between Asian and European schools since 2001.

## Objectives

1. Develop visual elements for each of the above projects reflecting the project format and topic
2. Conduct on-site photography/videography for the 7<sup>th</sup> Model ASEM and ASEFSU20, edit the developed content while capturing the main activities of the projects, overall environment and atmosphere as well as selected interviews (with speakers, partners and participants)

## Scope and Deliverables

### 7<sup>th</sup> Model ASEM:

1. Design elements
  - a. Graphic illustration capturing the format and theme, also including the title, dates (tbc) and location
  - b. Templates (including the logo arrangement with ASEF and partners logo):
    - Header and Footer for letters and project documents
    - Name tag
    - Certificate of Participation

- c. Layout of documents:
  - Overview
  - Open Call
  - FAQ/Application Process
  - Programme
  - Participant/Partner/Speakers booklet
  - Information Kit booklet
- d. Social media items:
  - 6 Facebook and LinkedIn sized pictures, including text provided by ASEF
  - Up to 3 photos/per day ready to be distributed on social media (during the on-site phase)
- e. Banner and Standee (for large size print)

## 2. Photography/videography

- f. Photography on-site during project implementation<sup>1</sup>
- g. Videography on-site during project implementation<sup>2</sup>
- h. Post-event editing and development of:
  - Photos (approx. 150 official photos)
  - Video-loop of all participants on 1 topic, similar format to this [video](#)
  - Promotional video of the event (approximately 5 minutes long)

### **ASEFSU20:**

#### 1. Design elements

- a. Graphic illustration capturing the format and theme, also including the title, dates (tbc) and location
- b. Templates (including the logo arrangement with ASEF and partners logo):
  - Header and Footer for letters and project documents
  - Name tag
  - Certificate of Participation
- c. Layout of documents:
  - Overview
  - Open Call
  - FAQ/Application Process
  - Programme
  - Participant/Partner/Speakers booklet
  - Information Kit booklet
- d. Social media items:
  - 6 Facebook and LinkedIn sized pictures, including text provided by ASEF
  - 2 multimedia/interactive pictures suitable for Facebook and other social media platforms
  - Up to 3 photos/per day ready to be distributed on social media (during the on-site phase)
- e. Banner and Standee (for large size print)

#### 2. Photography/videography

- f. Photography on-site during project implementation<sup>3</sup>
- g. Videography on-site during project implementation<sup>4</sup>
- h. Post-event editing and development of:
  - Photos (approx. 150 official photos)
  - Video-loop of all participants on 1 topic, similar format to this [video](#)
  - Trailer of the event (approximately 5 minutes long)

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1 Travel cost to the main venue (Ulaanbaatar, Mongolia) is to be included in the quotations. Accommodation and meals will be provided by ASEF during the project implementation.

2 Simultaneous to the photography, time and location is allocated and agreed upon with ASEF.

3 Travel cost to the main venue (Beijing, China) is to be included in the quotations; remaining transportation costs will be booked and covered by ASEF. Accommodation and meals will be provided by ASEF during the project implementation.

4 Simultaneous to the photography, time and location is allocated and agreed upon with ASEF.

## **13<sup>th</sup> ASEF ClassNet Conference:**

1. Design elements
  - f. Graphic illustration capturing the format and theme, also including the title, dates (tbc) and location
  - g. Templates (including the logo arrangement with ASEF and partners logo):
    - Header and Footer for letters and project documents
    - Name tag
    - Certificate of Participation
  - h. Lay-out of documents:
    - Overview
    - Open Call
    - FAQ/Application Process
    - Programme
    - Participant/Partner/Speakers booklet
    - Information Kit booklet
  - i. Social media items:
    - 6 Facebook and LinkedIn sized pictures, including text provided by ASEF
  - j. Banner and Standee (for large size print)
  
3. Photography/videography
  - i. Photography on-site during project implementation<sup>5</sup>
  - j. Videography on-site during project implementation<sup>6</sup>
  - k. Post-event editing and development of:
    - Photos (approx. 150 official photos)
    - Trailer of the event (approximately 5 minutes long)

All visual elements, photography/videography and editing must reflect the ASEF corporate identity and brand guidelines ([brand.asef.org/](http://brand.asef.org/)).

## **Timeline**

Tender period: 23 February 2016 – 8 March 2016

Expected start date: 15 March 2016

Date of completion: See project period for each project

For requirements of submission please see the [Call for Tender document](#).

## **Contact**

Ms Nathalie SAJDA

Project Executive, ASEF Education Department

E: [nathalie.sajda@asef.org](mailto:nathalie.sajda@asef.org)

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<sup>5</sup> Travel cost to the main venue (Korea) is to be included in the quotations. Accommodation and meals will be provided by ASEF during the project implementation.

<sup>6</sup> Simultaneous to the photography, time and location is allocated and agreed upon with ASEF.