

Social Media Kit



12 - 23 September 2018
Croatia & Slovenia

Organised by



In Partnership with



University of Ljubljana



How to use this Social Media Kit?

Dear Friends of ASEFEdu,

This Social Media Kit includes resources that you could use to publicise the 22nd ASEF Summer University (ASEFSU22) within and among your networks.

The resource in this kit include:

- 1) About the Asia-Europe Foundation (ASEF)
- 2) About the Asia-Europe Foundation Education Department (ASEFEdu)
- 3) Brief introduction to the 22nd ASEF Summer University (ASEFSU22)
- 4) ASEFSU22 Quick Links
- 5) ASEFEdu Social Media Handles & Hashtags
- 6) ASEFSU22 Hashtags
- 7) Sample Posts

You may wish to publish and promote the social media blurbs and images on your online channels. Alternatively, you can also craft your own blurbs based on ASEF facts shared within this kit.

Should you have any queries, please feel free to contact us at ASEFSU@asef.org

Looking forward to your continued support!

Thank you,

ASEFEdu Team

About 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.

Please [click here](#) to view the ASEF Brand Manual.

For more information, please visit www.ASEF.org

About ASEFEdu

Since 1997, ASEF has contributed to education policy dialogue & capacity building and has facilitated youth networks. Through interdisciplinary & pragmatic approaches as well as the integration of ICT as an essential component, ASEF's Education Department (ASEFEdu) projects strengthen collaborations between education institutions and exchanges among young people, academics and educators through interdisciplinary approaches. In doing so, we directly link these key players in education to the ASEM Education Process and ASEM Leaders' Meetings.

Projects run by ASEFEdu are of two segments:

1) ASEF Education Policy Programme

Stimulates practice-based and policy-oriented dialogues & solutions with a focus on cooperation between education, business and industry sectors.

2) ASEF Young Leaders Programme

Provides platforms for solution-centred dialogue & pragmatic skills-development, enabling youth to establish networks and create direct connections with ASEM policy-makers.

For more information, please [click here](#).

About ASEFSU22

The 22nd 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 5th greenest country in the world in 2016 by Yale University's [Environmental Performance Index](#), Croatia ranked respectively 15th 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, youth 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, they will have the opportunity to learn and share their knowledge on sustainable tourism and green economies through a local "Innovathon" and Challenge Hub. Their 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:

- 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

ASEFSU22 Quick Links

For more information please click on the following documents:

- 1) [Project website](#)**
- 2) [Open Call & Overview](#) (.pdf)**
- 3) [Open Call & Overview](#) (.docx) (*accessible version*)**
- 4) [FAQ](#) (.pdf)**
- 5) [FAQ](#) (.docx) (*accessible version*)**
- 6) [Concept Note](#) (.pdf)**
- 7) [Concept Note](#) (.docx) (*accessible version*)**

ASEFEdu Social Media Handles & Hashtags

- Facebook: <http://facebook.com/ASEFEdu>
- Twitter: <http://twitter.com/ASEFEdu>
- Instagram: http://instagram.com/ASEF_Edu
- LinkedIn: <http://lnkd.in/ASEFEdu>
- YouTube: <https://www.youtube.com/user/asiaeuropefoundation>

ASEFSU22 Hashtags

- #ASEFSU22
- #Sustainability
- #ASEMYouth
- #FullyFunded
- #ASEFSU
- #SustainableTourism
- #YouthOpportunity
- #FundedOpportunity

Contact Persons

Should you have any clarifications or questions regarding our communications/publicity strategy, please feel free to contact us:

- Mr Oscar BOIJE** oscar.boije@asef.org
Project Executive
- Mr Kristian AGUSTIN** kristian.agustin@asef.org
Project Executive

Click here to access
social media images & templates



Sample Facebook post 1 *#OpenCall: Be a catalyst in driving sustainable practices in the #tourism industry!*

Apply now and get on board the 22nd ASEF Summer University (#ASEFSU22) in Croatia & Slovenia this September: <http://bit.ly/asefsu22>

#ASEFSU #Youth #FundedOpportunity #Sustainability

Sample Facebook post 2 *Thinking about your #travelgoals this year? How about making your travels more meaningful by contributing to sustainable practices in the #tourism industry?*

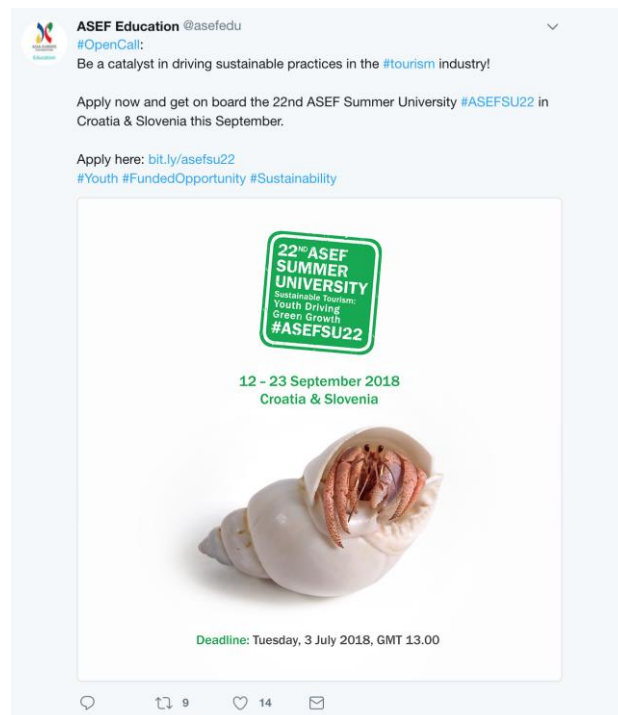
Get on board the 22nd ASEF Summer University (#ASEFSU22) in Croatia & Slovenia this September to learn how you can play an active part.

Apply here: <http://bit.ly/asefsu22>

Sample Facebook post 3 *#OpenCall: Explore how #tourism can be a #sustainable industry. Take the 22nd ASEF Summer University challenge in Croatia & Slovenia!*

Apply by 3 July 2018: <http://bit.ly/asefsu22>

#ASEFSU #YouthOpportunity #FullyFunded #SustainableTourism



Sample Twitter post 1

Be a catalyst in driving sustainable practices in the #tourism industry!

*Get on board the 22nd ASEF Summer University in Croatia & Slovenia this September:
<http://bit.ly/asefsu22>*

#ASEFSU22 #Youth #FundedOpportunity #Sustainability

Sample Twitter post 2

Thinking about your #travelgoals this year? Why not do something more meaningful by joining the 22nd ASEF Summer University in Croatia & Slovenia this September?

Apply here: <http://bit.ly/asefsu22>

#ASEFSU22 #Youth #FundedOpportunity #Sustainability

Sample Twitter post 3

Get on board the 22nd ASEF Summer University in Croatia & Slovenia this September.

Apply by 3 July 2018 here: <http://bit.ly/asefsu22>

#ASEFSU22 #Youth #FundedOpportunity #Sustainability

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