



Concept Paper

"The EU-ASEAN Youth Photography Contest"

Introduction

As part of contract 4, we are preparing two youth competitions. The first competition will be conducted during the second semester of 2016, in which the whole chain of the program, from submission date until the announcement event, will take place from mid-October until the first week of December.

This competition will be organized across the 10 ASEAN member countries in cooperation with the EU Mission to ASEAN. To this end, we will prepare materials for digital use, such as content plan, social media banners, etc. We will also prepare the content and design for the landing page.

Target Audience

High school, university students, and young professionals (15-25 years old)

Process

1. [Determine concept: theme, mechanism, timeline and prizes](#)
2. Determine rules of the competition
3. Prepare website and digital materials for social media
4. Implement competition
5. Select one winner per country, announce winners and provide prizes

[Concept: Theme, Mechanism, Timeline & Prizes](#)

As previously discussed, this photography competition will focus more on citizens, with the broad theme 'connecting people'. This concept aligns with the fact that closer people-to-people contacts are a core component of the deepening EU-ASEAN partnership, and in line with the ASEAN Socio-Cultural Community Blueprint.

Using a photography competition is a compelling opportunity to engage the public, especially the younger generation, to express in a creative way how they perceive their surroundings.

Inspired by the vibrant friendship of the EU and ASEAN that has been established since 1977, the participants are asked to share the unique culture of ASEAN. Upholding "Unity in Diversity" as the common spirit for both the people of the EU and ASEAN, we would like them to capture and narrate that spirit through their lens, and share it to the social media with the tagline #PeopleofASEAN.

General Mechanism

- Announce the photo competition on social media using a specific landing page. This will be a separate website that enables an e-gallery.
- Participants have to fill in the online form and upload their high-resolution photos in the website. Once uploaded, their photos will be displayed in e-gallery upon approval from the website's admin and placed automatically to their countries' section.
- With this announcement, we also encourage participants to share photos on Twitter or Facebook using specific hashtags in order to encourage their connections to visit the website and vote their photos in order to get shortlisted by the jury.
- For shortlisted participants whose photos we will use for publication, we request them to send the filled in form of agreement.
- Determine 10 "Best Photo" from the shortlisted photos, based on jury's decision.



Scheme: Participation Mechanism

Timeline

- Until 26 Oct Determine concept, prepare competition rules, and write-ups for landing page.
- 26Oct-15Nov Website development, including preparation until approval.
- 16Nov-31Dec Call for photo entries (30 days).
- 1-15 Jan Jury deliberation.
- 18 Jan Announcement of winners (10 Best Photos, 1 from each country)

Prize

Camera Canon EOS 1300D (worth around 500 euro) for each winner from each country.