



## Social Media Kit Open Call for Participants

Co-organised by:



THE SUPERIOR UNIVERSITY



## How to use this Social Media Kit?

Dear Education Partners & Friends,

This Social Media Kit includes resources that you can use to publicise the 23<sup>rd</sup> AEF Summer University (ASEFSU23) Open Call for Participants among your networks.

The resources in this kit include the following information:

<b>About the 23<sup>rd</sup> AEF Summer University (ASEFSU23)</b>	<b>3</b>
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You may wish to publish and promote the social media blurbs and web banners on your online channels. Alternatively, you can also craft your own blurbs based on the examples and information shared within this kit.

Should you have any queries, please feel free to contact the ASEFSU23 secretariat at [asefsu@asef.org](mailto:asefsu@asef.org)

Looking forward to your support!

## About the 23<sup>rd</sup> ASEF Summer University (ASEFSU23)

The [23<sup>rd</sup> ASEF Summer University \(ASEFSU23\)](#) is a 3-month long interdisciplinary Hackathon journey on "*Liveable Cities for a Sustainable Future*" for Asian and European students & young professionals. Implemented as a virtual programme between September and November 2021, this project is designed to connect young hackers, designers, innovators, urban planners and SDG experts to collaborate & develop urban solutions in three of the most populated countries in [ASEM](#): Bangladesh, India & Pakistan.

ASEFSU23 is co-organised by the Asia Europe Foundation's Education Department (ASEFEdu), the Hanns Seidel Foundation (HSS), Daffodil International University (DIU), KREA University, Superior University, ASEM Lifelong Learning Hub (ASEM LLL Hub), University College Cork (UCC), Centre for Sustainable, Healthy and Learning Cities and Neighbourhoods (SHLC) & University of Glasgow (UofG),

ASEFSU23 Hackathon Teams will tackle one of three interdisciplinary urban challenges, linking SDG11 with other socio-economic issues that are part of the UN Agenda2030:

- **Bangladesh (SDG11, SDG12 & SDG13):** Creating Clean Cities: Tackling Urban Waste Management
- **India (SDG3 & SDG11):** Creating Healthy Cities: Addressing Obesity among Children
- **Pakistan (SDG4, SDG8 and SDG11):** Creating Accessible Cities: Enhancing Urban Mobility

For more information you can view the following documents:

- [Overview & Programme](#)
- [Frequently Asked Questions \(FAQ\)](#)
- [Hackathon Challenges](#)

[Click here to access Social Media images](#)

## Sample Tweets

The future of your city? You can design it! Join a group of young Asians and Europeans to shape #SustainableCities in Bangladesh, India & Pakistan. Apply by 29 September! #ASEFSU23 #YouthOpportunity @asefedu | <http://ow.ly/TUsF50G6HKG>

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Want to shape our Urban Future, AND receive up to 10 University Credits on #SustainableUrbanisation? Apply by 29 September! #YouthOpportunity @asefedu | <http://ow.ly/TUsF50G6HKG>

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Hack for #SustainableCities! Work with youth across Asia & Europe to tackle urban challenges in Bangladesh, India & Pakistan! Deadline: 29 September! #YouthOpportunity #ASEFSU23 @asefedu | <http://ow.ly/TUsF50G6HKG>

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Want to improve Urban Mobility in Pakistan PK? Join a Hackathon journey & a team of young Asians & Europeans to build more accessible cities! Apply to become an #ASEFSU23 participant by 29 Sept! #DesignOurFuture #SustainableCities @asefedu | <http://ow.ly/TUsF50G6HKG>

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Want to tackle Waste Management in Bangladesh BD? Join a Hackathon journey & a team of young Asians & Europeans to build cleaner cities! Apply to become an #ASEFSU23 participant by 29 Sept! #DesignOurFuture #SustainableCities @asefedu | <http://ow.ly/TUsF50G6HKG>

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Want to address Child Obesity in India IN? Join a Hackathon journey & a team of young Asians & Europeans to build healthier cities! Apply to become an #ASEFSU23 participant by 29 Sept! #DesignOurFuture #YouthOpportunity @asefedu | <http://ow.ly/TUsF50G6HKG>

## Sample Facebook posts

The 23<sup>rd</sup> ASEF Summer University (#ASEFSU23) is here: an interdisciplinary Hackathon on Sustainable Urbanisation!

How would you design our Cities for a Sustainable Future? Take on the challenge to lead, collaborate and create societal impact!

We invite young professionals & students from all ASEM countries to join your peers from Asia & Europe to develop solutions for liveable and sustainable cities.

#OpenCall Apply here: | <http://ow.ly/TUsF50G6HKG>

Deadline: Wednesday, 29 September 2021

#Hackathon #Urbanisation #YouthOpportunity #SustainableCities #SDG11 @ASEFEdu

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#Opportunity for young professionals and students!

Ready to design the future of sustainable cities?!

Join the 23<sup>rd</sup> ASEF Summer University (#ASEFSU23) and embark on an exciting Hackathon journey to tackle urban challenges in Bangladesh, India & Pakistan!

Your chance to join a team of young Asians & Europeans throughout this transformative journey to shape our urban future.

Make sure to apply by 29 September: <http://ow.ly/TUsF50G6HKG>

#SustainableCities #SDG11 #YouthOpportunity @ASEFEdu

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Are you keen on designing our cities for a Sustainable Future?

We invite young professionals and students to join an interdisciplinary Hackathon and be part of a team of Asians & Europeans to create societal impact!

The 23<sup>rd</sup> ASEF Summer University (#ASEFSU23) is your chance to:

- ➔ Receive up to 10 University Credits on #SustainableCities & Leadership
- ➔ Solve #Urbanisation Challenges in Bangladesh, India & Pakistan
- ➔ Collaborate with #youth from 51 countries across Asia & Europe!

Your journey starts with your application: <http://ow.ly/TUsF50G6HKG>

Deadline: 29 September!

#SustainableCities #SDG11 #YouthOpportunity @ASEFEdu

## About the Co-Organisers

### **The Asia-Europe Foundation**

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, public health and media. ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the [Asia-Europe Meeting \(ASEM\)](#).

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

### **ASEFEdu**

Education is one of ASEF's key thematic areas. In this field, we connect the youth, students, teachers & educators, higher education leaders & EdTech experts with policy makers across both regions. Through policy dialogues, capacity building and the creation of bi-regional networks, we contribute to innovation in the formal and non-formal education sector and towards the Sustainable Development Goals of the UN Agenda2030. Education projects promote inclusive & equitable access across all education sectors and engage civil society and government stakeholders in interdisciplinary, technology-driven and lifelong learning opportunities to enhance quality education.

ASEFEdu runs projects under three programmes:

- 1) [ASEF Education Policy Programme](#)
- 2) [ASEF Young Leaders Programme](#)
- 3) [ASEF Teaching and Learning Programme](#)

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

### **Hanns Seidel Foundation (HSS)**

The Hanns Seidel Foundation engages in political education with the aim of promoting democratic and civic education. It runs around 100 projects in 65 countries worldwide. The focus of these projects is on strengthening civil society, civic involvement and promoting the rule of law, education and management training, raising environmental awareness and advising decision-makers in politics, business and administration.

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

### **Daffodil International University (DIU)**

Established in 2002, Daffodil International University is a private university in Dhaka, Bangladesh. DIU is placed 1st among universities ranked from Bangladesh in the Times Higher Education Impact Rankings 2021. DIU is the first university in Bangladesh to have signed the UN's Commitment to Sustainable Practices of Higher Education Institutions. Daffodil International University is committed to ensure excellence in teaching at both the undergraduate and the master's level. This commitment has been reflected in the diversity of courses offered and in the variety of instructional approaches that are offered

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

**Krea University**

Established in 2018, Krea University is a liberal arts and sciences private university located in Andhra Pradesh, India. Krea University currently houses two Schools and provides strategic oversight to three Research Centres. Krea University brings a fundamentally different approach to higher education, called Interwoven Learning, which brings together thought with action, arts with sciences, and learnings of the past with preparedness for the future.

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

**Superior University**

Superior University is one of the top private universities in Punjab, Pakistan, focused on entrepreneurial mindset, innovation and excellence in students' personal & professional lives. With 17,000 alumni and 80 degrees granted, Superior University is chartered by the Government of Punjab, Pakistan and recognised by the Higher Education Commission (Pakistan).

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

**ASEM Lifelong Learning Hub (ASEM LLL Hub)**

The ASEM Education and Research Hub for Lifelong Learning, established in 2005, is an official network of Asian and European higher education institutions, working and learning together to achieve excellence in comparative research on lifelong learning, to offer research-based education policy recommendation, and to develop mutual understanding between Asia and Europe. It also facilitates researcher and student mobility and exchange within and between the two world regions.

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

**University College Cork (UCC)**

Established in 1845, University College Cork is a constituent university of the National University of Ireland located in Cork. UCC is ranked in the top 2% of universities in the world. UCC has over 22,500 students, with 23% of the undergraduate intake being mature students, students with disabilities and non-traditional college-goers.

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

**Centre for Sustainable, Healthy and Learning Cities and Neighbourhoods (SHLC)**

The Centre for Sustainable, Healthy and Learning Cities and Neighbourhoods (SHLC) is an international consortium of nine research partners aiming to strengthen capacity to address urban, health and education challenges in neighbourhoods across fast-growing cities in Africa and Asia. SHLC research and capacity-strengthening activities will help support and achieve the United Nations Sustainable Development Goals, particularly in Sustainable Cities and Communities, Good Health and Well-Being, Quality Education.

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

**University of Glasgow (UofG)**

Founded in 1451, the University of Glasgow is a public research university in Glasgow, Scotland. The University of Glasgow is the fourth oldest university in the English-speaking world. With around 29,000 undergraduate and postgraduate students, UofG is ranked 73rd in the world in the QS World University Rankings 2022.

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



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### Visual Explainer

Yarns are a symbol of the cotton production and textile industry in South Asia which greatly contributed to its economy and opening up to the rest of the world. Along with this evolution, the region's growing urbanisation has been a driving force, reshaping modern cities and societies.

Like a fabric with its distinct pattern, a city is a network of interdependencies and intertwined social interactions: a complex eco-system where every element is closely connected to each other. This intricate crisscross is a fragile equilibrium contingent on every thread which needs to be carefully sewn and integrated within the broader structure. To shape urban frameworks and images, urban policy makers and planners need intentionality and a comprehensive understanding of all its constituting elements. To weave and build liveable cities for a sustainable future, holistic and transformative visions are needed. Our ASEFSU23 participants will develop these for Bangladesh, India and Pakistan during the project.