

## Concept Note

### ASEAN Youth Biodiversity Programme (AYBP) Young ASEAN Storytellers

June 2022 - Dec 2022 (TBC)

#### I. Background

The ASEAN Centre for Biodiversity (ACB), through the Biodiversity Conservation and Management of Protected Areas in ASEAN (BCAMP) Project supported by the European Union (EU), is spearheading the ASEAN Youth Biodiversity Programme (AYBP) in collaboration with the Global Youth Biodiversity Network Southeast Asia (GYBN SEA), a regional chapter of GYBN, the official youth constituency to the Convention on Biological Diversity (CBD). AYBP aims to empower the next generation to contribute to the formulation and implementation of biodiversity policies at all levels.

In this day and age when people rely heavily on technology and on digital media to access information, the youth are no longer seen at the receiving end of information, but as an important asset in communicating the values of biodiversity through various platforms. Recognising the potential of the youth in amplifying the call for biodiversity conservation, the ACB is initiating the *Young ASEAN Storytellers (YAS)* programme under the AYBP to hail twenty young leaders in the region as communicators of biodiversity conservation. These Young ASEAN Storytellers will visit an ASEAN Heritage Park (AHP) in their respective countries and create and tell powerful stories of conservation to a wide range of audiences through new media.

The selected YAS will focus on promoting the AHP Programme, one of the ASEAN's flagship programmes. The AHP Programme recognises and supports the cream of the crop of protected areas in the region. AHPs are outstanding protected areas of high conservation importance that conserve a wide array of ecosystems in the region.

The YAS will also become part of the ASEAN Communication, Education and Public Awareness and Media Network for Biodiversity (ASEAN CEPA-Net), a knowledge network composed of media practitioners, government and non-government information officers, and communication experts from the region who are committed to help promote the conservation and sustainable use of the region's biological resources.

#### II. Objectives

The Young ASEAN Storytellers programme aims to:

1. identify and build capacity of young storytellers in ASEAN
2. communicate stories from AHPs through different mediums to inspire the ASEAN public to get involved in biodiversity conservation
3. enhance the youth's appreciation of ASEAN's biological and cultural diversity
4. add value to the AHP programme
5. expand the ASEAN CEPA-Net

### III. Target Participants

Twenty young storytellers, i.e. two per ASEAN Member State (AMS), will be selected through an open application process. Selected Young Storytellers should possess:

- a potential for storytelling: shows skills in writing, videography, public speaking, etc.
- influence: possess a platform (e.g. blog or YouTube channel) with a following or is part of an arts or media organisation

For the purposes of this programme, the YAS should specialise in one of the following types of mediums:

- Photography
- Artwork
- Writing
- Film/ Videography
- Others (subject to case-by-case evaluation): e.g. virtual reality

Supporting entities:

- AHP Managers
- Local community members near the AHPs
- Concerned government ministries or agencies
- Universities / Journalism schools
- Media
- Related NGOs
- ACB Secretariat team (AYBP, ACB Communication and Public Affairs (CPA) Unit, and BCAMP National Project Managers [NPMs])

### IV. Programme Phases

Phase	Duration	Tentative dates	Activity
1: Programme preparation	2-3 months	4Q 2021 - 1Q 2022	Identification and confirmation of 1 AHP per AMS as visit sites for the programme. Initial preparatory meetings (virtual and/or in-person with the BCAMP NPMs) with the AHP Managers and staff
2: Publicity and selection process	2 months	1Q 2022	Release of call for applications, publicity through ASEAN networks (e.g. AUN), journalism schools, NPMs going to universities to give talks, etc.
	1 month		Selection and confirmation of Young ASEAN Storytellers
3: Pre-trip preparation and training	2 weeks	2Q 2022	Selected young storytellers accepting their place in the programme
	3 months		Finalisation of programme, administration, and logistics with the AHPs and participants. Pre-departure virtual meetings and training (e.g. by

			supporting universities / media schools / NGOs). Preparation for departure.
4: Field visit (domestic travel)	5-7 days (including travel time)	2Q - 3Q 2022 (may not be concurrent for all AMS)	Field visit to AHPs (domestic travel for the Young Storytellers; potentially including regional travel for ACB staff based in Headquarters) to gather materials and stories from the ground.
5: Production and launch preparation	2-3 months	3Q 2022	<p>Young ASEAN Storytellers create their output, following certain themes (e.g. #WeAreASEANBiodiversity, We are part of the solution #ForNature), using materials gathered during the field visit and training provided. YAS can work with each other, or make individual outputs. They need to submit a plan to ACB before beginning production. Periodic check-ins with the Young Storytellers.</p> <p>Programme, administration, and logistics preparation for exhibition and high-level launch visibility event.</p>
6: Exhibition and launch (regional travel may be required)	2 months	4Q 2022 (Ideally as part of the 7th AHP Conference , Oct 2022)	<p>Outputs by the Young ASEAN Storytellers will be exhibited (both in-person for about 2 months, if possible, and through a complementary virtual platform), with an accompanying high-level launch event, where the Young ASEAN Storytellers will also be recognised as members of the CEPANet.</p> <p>The outputs of the Young ASEAN Storytellers will be produced in their local language and in the English language.</p> <p>Periodic media releases will be disseminated. Visitor statistics and testimonies to be collected for evaluation.</p>
7: Closure and Monitoring & Evaluation	1 month	1Q 2023	Evaluation, analysis, and reporting of statistics from ASEAN Young Storytellers and exhibit visitors.

## V. Expected Outputs

- Ten to twenty major outputs from the Young ASEAN Storytellers about conservation stories from the AHPs following guiding themes (e.g. #WeAreASEANBiodiversity, We are part of the solution #ForNature), limited to the following types:
  - Photography
  - Artwork
  - Writing (e.g. feature articles)

- Film
- Others (subject to case-by-case evaluation): e.g. virtual reality
- A translated communication output of the YAS in their local language and in English language for more effective way to convey the messages of their stories
- Secondary communications outputs from each YAS sharing their experience in the programme:
  - A published or submitted article to a newspaper in their area, or a video or 5 social media posts
- One public exhibition (in-person and through a complementary virtual platform) of stories of conservation from AHPs
- Increased capacity of young storytellers in ASEAN
- Recognition by AHP Managers, the AMS, and other stakeholders of youth's capabilities to advance conservation in ASEAN
- Increased understanding by the public about biodiversity conservation
- Increased appreciation of the AHP programme by AHP Managers and the AMS
- Expanded ASEAN CEPANet

## VI. Detailed selection procedure and criteria

### Procedure:

Two (2) Young ASEAN Storytellers will be selected from each AMS through an open application process. It is important to note that while some productions may be done by a team, only the applicant will be selected to participate in the programme.

1. A public call for applications will be launched. The link will be shared with AMS for further dissemination primarily to institutes of higher education (i.e., universities), conservation organisations and other relevant partners, as well as through ACB's and GYBN SEA's channels.
  - a. The application form will include questions on personal data and logistical information, questions asking the applicant to describe his/her motivations for joining the programme, their previous, on-going, and upcoming activities on biodiversity locally or in the region, as well as submission of supporting information like their portfolio.
  - b. The second part of the application form will include their initial plans on what AHP in their country they intend to focus on, their story ideas, and their storytelling tactics.
2. An ad-hoc selection committee will be created, comprising the AYBP Coordinator, 1 ACB personnel from the Programme Development and Implementation Unit, 2 ACB personnel from the Communication and Public Affairs Unit, and a representative from GYBN SEA.
3. The selection committee will shortlist 2 finalists per AMS as well as 1 alternate per AMS in the case that a shortlisted applicant is unable to accept. The shortlisting process may require online interviews as applicable.
4. This shortlist will be sent to AMS for their approval 2 weeks prior to releasing the selection results.

### Eligibility:

1. Between the ages of 18 – 35 on the day of the application deadline
2. Citizen of an ASEAN Member State
3. Excellent oral and written communication skills in their local language. Knowledgeable with the English language is an advantage
4. Able to commit to all components of the programme, including online and in-person components

Selection criteria:

Individual considerations		
Criteria	Weightage	Remarks
1. Creativity and artistic skills	35%	Applicants need to submit their portfolio showcasing their aptitude and creativity in their chosen medium of storytelling (photos, videos, artwork, written pieces, etc.).
2. Writing skills	15%	While the programme is open to those who do not use the written word as a medium for storytelling, writing is also a key component in other mediums, for example, in a film / video script or a storyline for a photo story, or in the copy for social media captions. Applicants need to submit at least 2 written pieces for evaluation.
3. Eye for stories	20%	The ideal candidate should show an aptitude for generating story ideas from their daily observations. This can be seen from notes or journals or idea drafts over a certain time period (e.g. one month). The applicant's potential to be a storyteller can be gauged by how s/he notices the small things and gets inspired to jot or scribble down observations. Outputs may not be finished.
4. Interest and/or involvement in biodiversity conservation activities in the country	15%	The candidate should show an interest in and ability to communicate about biodiversity and/or cultural diversity. List or examples of biodiversity-related content created or biodiversity-sound activities participated in their respective countries.
5. Knowledge and skills in utilising digital platforms	15%	List of social media (or other) platforms managed/handled (e.g. Facebook account, Facebook page, Instagram account, Twitter account, blog site, etc.)  Having a good number of followers, either on social media or other existing platforms is an advantage.
TOTAL	100%	

Overall considerations to take into account include:

- Diversity of communication mediums / skillsets within each country's applicants and overall for the region
- Gender balance

- Representation of Indigenous Peoples or marginalised groups

## VII. Training the YAS: Cooperation with universities and relevant institutions

In Phase 3 (Pre-trip preparation and training), the ACB will collaborate with universities and relevant institutions (e.g. journalism schools) to provide targeted training for the YAS in areas such as videography, photography, copywriting, behaviour change communication, open-source tools for graphics editing, etc. It is expected that training will be conducted virtually, unless in-person arrangements can be made within a particular country (e.g. a YAS in one country attending a short course in a university in the same city as the YAS).

## VIII. Contingency if in-person travel is restricted

Travel remains uncertain and could still be restricted in 2022. While Phase 4: Field visit (domestic travel) and Phase 6: Exhibition and launch (regional travel) are planned with flexibility in mind, if domestic and/or regional travel is still restricted at the time or if the situation changes unpredictably, the following hierarchy will apply for contingency planning, in order of preference.

In particular to note: while some of the pre-field trip components can be done virtually (e.g. training sessions), there is no intention to conduct Phase 4: Field visit completely virtually.

Scenario	Contingency plan (in order of preference)
<p>For Phase 4: Field visit</p> <p>International travel from and to certain countries is restricted, so ACB staff from Headquarters may not be able to join the field visits in other countries</p> <p>Domestic travel is restricted in some or all AMS</p>	<p>Continue with the field visits with domestic travel only for YAS and ACB staff based in the respective AMS</p> <p>Delay the field visit until travel restrictions are lifted, up to 2-3 months</p> <p>Change AHP location, if possible, if this allows the YAS to travel to the new AHP (e.g. if there are varying travel restrictions in different parts of the country).</p>
<p>For Phase 6: Exhibition and launch (regional travel required)</p> <p>International travel from and to certain countries is restricted</p>	<p>Postpone the exhibition and launch until travel restrictions are lifted, up to 2 months</p> <p>If by end of 4Q 2022, there are still regional travel restrictions, make alternative arrangements for the exhibition and launch to be completely virtual, to be held in 1Q 2023.</p>



## VIII. Potential expansion of field visits to AHPs outside of respective AMS

While travel remains uncertain as the region manages the COVID-19 pandemic, the YAS programme shall only include domestic travel for Phase 4: Field visit, at this moment. In the future, when regional travel becomes more predictable, the programme can be expanded to bring the Young Storytellers to AHPs outside of their home countries so that they can experience and tell the stories of conservation from a regional lens, in addition to the national perspective that they may already have.

## IX. Budgetary Requirements

Budget Line	Description	Unit Cost (EUR)	Qty 1	Unit 1	Qty 2	Unit 2	BCAMP Total Cost (EUR)	Total Cost (USD)
<b>Phase 4 (Field trip, domestic): 2 youth, 1 ACB staff (NPM), 1 AHP per AMS, max. 1 week including travel days, about 5 days in the AHP itself</b>								
<b>A. Transportation</b>								
1	Young ASEAN Storytellers - domestic flight	€ 200.00	20	persons	1	time	€ 4,000.00	\$4,400.00
2	ACB staff based in HQ - within ASEAN (once)	€ 700.00	2	persons	1	time	€ 1,400.00	\$1,540.00
3	ACB staff based in HQ - domestic flight	€ 200.00	2	persons	1	time	€ 400.00	\$440.00
4	ACB staff based in AMS - domestic flight	€ 200.00	8	persons	1	time	€ 1,600.00	\$1,760.00
5	Ground transportation	€ 3,000.00	1	lumpsum	1	time	€ 3,000.00	\$3,300.00
<b>Total Budget for Transportation</b>							<b>€ 10,400.00</b>	<b>\$11,440.00</b>
<b>B. Meeting Package: Lunch, Dinner, Meals</b>								
1	Young ASEAN Storytellers	€ 35.00	20	persons	7	days	€ 4,900.00	\$5,390.00
2	AHP staff (5 pax per AHP)	€ 35.00	50	persons	5	days	€ 8,750.00	\$9,625.00
<b>Total Budget for Meeting Package: Lunch, Dinner, Meals</b>							<b>€ 13,650.00</b>	<b>\$15,015.00</b>
<b>C. Meeting Package: Venue rental</b>								
1	Meeting space rental in the AHPs	€ 150.00	10	venues	5	days	€ 7,500.00	\$8,250.00
<b>Total Budget for Meeting Package: Venue rental</b>							<b>€ 7,500.00</b>	<b>\$8,250.00</b>
<b>D. Accommodation</b>								
1	Young ASEAN Storytellers - within AHP lodging	€ 30.00	20	persons	4	days	€ 2,400.00	\$2,640.00
2	Young ASEAN Storytellers - outside AHP lodging (for transit days)	€ 40.00	20	persons	2	days	€ 1,600.00	\$1,760.00
3	AHP staff - within AHP lodging	€ 30.00	50	persons	4	days	€ 6,000.00	\$6,600.00
<b>Total Budget for Accommodation</b>							<b>€ 10,000.00</b>	<b>\$11,000.00</b>
<b>E. ACB staff DSA</b>								
1	ACB staff based in HQ - regional travel (one visit)	€ 209.00	2	persons	7	days	€ 2,926.00	\$3,218.60
2	ACB staff based in HQ - domestic travel	€ 14.00	2	persons	7	days	€ 196.00	\$215.60
3	ACB staff based in AMS	€ 95.00	8	persons	7	days	€ 5,320.00	\$5,852.00
<b>Total Budget for ACB staff DSA</b>							<b>€ 8,442.00</b>	<b>\$9,286.20</b>
<b>F. Medical</b>								
1	COVID-19 vaccination (only if required)	€ 100.00	30	persons	1	time	€ 3,000.00	\$3,300.00
2	Travel-related health requirements (e.g. swab test) - YAS and ACB staff based in AMS	€ 200.00	28	persons	2	times	€ 11,200.00	\$12,320.00
3	Travel-related health requirements (e.g. swab test) - ACB staff based in HQ (two visits total)	€ 200.00	2	persons	4	times	€ 1,600.00	\$1,760.00
4	Travel and accident insurance (YAS and ACB staff based in AMS)	€ 200.00	28	persons	1	time	€ 5,600.00	\$6,160.00
5	Travel and accident insurance (for ACB staff from HQ - two visits total)	€ 200.00	2	persons	2	times	€ 800.00	\$880.00
6	First aid supplies	€ 200.00	1	lumpsum	1	time	€ 200.00	\$220.00
<b>Total Budget for Medical</b>							<b>€ 22,400.00</b>	<b>\$24,640.00</b>
<b>Total Budget for Phase 4 (Field trip)</b>							<b>€ 72,392.00</b>	<b>\$79,631.20</b>
<b>Allowances for Young ASEAN Storytellers</b>								
1	Professional fee	€ 1,500.00	20	persons	1	time	€ 30,000.00	\$33,000.00
2	Materials purchase and software subscriptions (by reimbursement)	€ 500.00	20	persons	1	time	€ 10,000.00	\$11,000.00
<b>Total Budget for Allowances for Young ASEAN Storytellers</b>							<b>€ 40,000.00</b>	<b>\$44,000.00</b>

Phase 6 (2-months exhibition with 1-day launch event): in conjunction with the 7th AHP Conference, Oct 2022									
A. Transportation									
1	Young ASEAN Storytellers - within ASEAN	€ 700.00	20	persons	1	time	€ 14,000.00	\$15,400.00	
2	ACB staff based in HQ - within ASEAN	€ 700.00	3	persons	1	time	€ 2,100.00	\$2,310.00	
3	VIPs - within ASEAN	€ 700.00	3	persons	1	time	€ 2,100.00	\$2,310.00	
4	Ground transportation	€ 500.00	1	lumpsum	1	time	€ 500.00	\$550.00	
<b>Total Budget for Transportation</b>							<b>€ 18,700.00</b>	<b>\$20,570.00</b>	
B. Meeting Package: Lunch, Dinner, Meals									
1	Travel days for invited guests	€ 96.00	23	persons	3	days	€ 6,624.00	\$7,286.40	
2	Launch event itself	€ 35.00	100	persons	1	days	€ 3,500.00	\$3,850.00	
<b>Total Budget for Meeting Package: Lunch, Dinner, Meals</b>							<b>€ 10,124.00</b>	<b>\$11,136.40</b>	
C. Accommodation									
1	Young ASEAN Storytellers - twin sharing	€ 113.00	11	rooms	2	days	€ 2,486.00	\$2,734.60	
2	VIPs	€ 113.00	3	persons	2	days	€ 678.00	\$745.80	
<b>Total Budget for Accommodation</b>							<b>€ 3,164.00</b>	<b>\$3,480.40</b>	
D. ACB staff DSA									
1	ACB staff based in HQ	€ 209.00	3	persons	4	days	€ 2,508.00	\$2,758.80	
<b>Total Budget for ACB staff DSA</b>							<b>€ 2,508.00</b>	<b>\$2,758.80</b>	
E. Medical									
1	Travel-related health requirements (e.g. swab test)	€ 200.00	26	persons	2	times	€ 10,400.00	\$11,440.00	
2	Travel and accident insurance	€ 50.00	26	persons	1	time	€ 1,300.00	\$1,430.00	
3	Exhibition health requirements (e.g. rapid testing)	€ 2,000.00	1	lumpsum	1	time	€ 2,000.00	\$2,200.00	
<b>Total Budget for Medical</b>							<b>€ 13,700.00</b>	<b>\$15,070.00</b>	
F. Exhibition									
1	Venue rental	€ 4,000.00	1	venue	2	months	€ 8,000.00	\$8,800.00	
2	Exhibit materials	€ 1,000.00	1	lumpsum	1	time	€ 1,000.00	\$1,100.00	
3	Supplies	€ 3,000.00	1	lumpsum	1	time	€ 3,000.00	\$3,300.00	
4	Launch kits (brochures and other printed materials)	€ 15.00	100	pieces	1	time	€ 1,500.00	\$1,650.00	
5	Professional Fee for Translator	€ 1,000.00	10	persons	1	time	€ 10,000.00	\$11,000.00	
6	Promotional materials (e.g. flashdrive)	€ 1,000.00	1	lumpsum	1	time	€ 1,000.00	\$1,100.00	
7	Shipping	€ 1,000.00	1	lumpsum	1	time	€ 1,000.00	\$1,100.00	
8	Vehicle rental (for the exhibit materials)	€ 100.00	1	lumpsum	1	time	€ 100.00	\$110.00	
<b>Total Budget for Exhibition</b>							<b>€ 25,600.00</b>	<b>\$28,160.00</b>	
<b>Total Budget for Phase 6 (Exhibition and launch)</b>							<b>€ 73,796.00</b>	<b>\$81,175.60</b>	
<b>Total Budget for Young ASEAN Storytellers</b>							<b>€ 186,188.00</b>	<b>\$204,806.80</b>	

#### Notes:

1. Assuming BCAMP Thailand rate
2. Assuming the COVID-19 swab test needs to be done twice per person, once before departure from the traveller's home district to the destination, and once more at the destination before returning to the home district
3. Twin sharing for 10 pax, plus one additional room to account for potential gender imbalance

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