



CALL FOR PROPOSAL: CONSULTING AND FACILITATION SERVICES

ASEF Public Health Network Accurate Scenarios Active Preparedness (ASAP) Project

Effective Risk Communication for Public Health Emergencies and the Role of Social Media

PURPOSE

This open call for proposal aims to invite consulting firms specialised in foresight exercise to prepare, facilitate, and report on the ASEF Public Health Network's workshop on "*Effective Risk Communication for Public Health Emergencies and the Role of Social Media*" in June 2013.

EVENT DESCRIPTION

Background

The Asia-Europe Foundation (ASEF) developed the [ASEF-ASAP \(Accurate Scenarios Active Preparedness\)](#) scenarios for multi-sector pandemic preparedness and response through a series of workshops in 2010. Throughout 2011 and 2012, the Network used these scenarios to develop sectoral as well as multi-sectoral strategies to improve pandemic preparedness and response. These strategies, developed by panels of experts in human security, the passenger air transport sector, and food supply security, aimed to improve current preparedness strategies. One issue highlighted in the recommendations, produced from these workshops, is the importance of effective risk communication. Key stakeholders also highlighted the growing importance of the role of social media.

In 2013, the ASEF Public Health Network will organise a 2-day workshop on "*Effective Risk Communication for Public Health Emergencies and the Role of Social Media*".

Details

Risk communication plays a vital role in mitigating the adverse impacts of a public health emergency. Recent events, such as the *E. coli* incident in Germany and the so-called "Triple Disaster" – earthquake, tsunami, and nuclear meltdown – in Japan, have shown that trust is a key element that needs to be addressed to make risk communication a more effective tool in risk management. Trust plays an important role in the internal decision-making process, when informing the public, and in managing the relations between the authorities and the media. In addition, the increasing use of social media in communication and news gathering has completely changed the playing field.

The ASEF Public Health Network will bring together a number of stakeholders in risk communication from different sectors, ranging from communication experts at government agencies and international organisations, to private sector representatives, health correspondents, and online opinion leaders. They will analyse the two abovementioned public health emergencies. In addition, a number of participants will present the risk communication plans of their respective organisations, to identify challenges and gaps in current risk communication strategies. Subsequently they will develop recommendations to address these issues and make these recommendations future-proof by testing them against the ASEF-ASAP future scenarios.

The workshop will be organised in Bali, Indonesia on 3 and 4 June 2013 (TBC) and target maximum 30 participants selected from a wide range of sectors both in Asia and Europe.

Programme

Part I

Analysis of existing risk communication plans at different levels and in different sectors in order to identify gaps and challenges:

- Case studies – the E. coli incident in Germany and Japan's Triple Disaster
- Participants' presentations on the risk communication plans of their respective organisations

Part II

- Workgroup discussions to develop recommendations on how to improve risk communication strategies through cross-level and multi-sector cooperation

Part III

- Testing applicability of these recommendations in different future settings, by using the ASEF-ASAP scenarios

CALL FOR PROPOSALS

Tasks

In light of the above, we request the following services:

- Assist ASEF in designing the format of the workshop by contributing technical expertise;
- Collaborate with ASEF on identifying communication specialists and potential participants;
- Facilitate the workshop, (case studies, workgroup discussions, development and testing of recommendations);
- Produce a report of the workshop.

Reports and documents

The selected consultant will have to submit:

- A facilitation plan, design and tentative programme for the workshop
- A workshop report and recommendation paper

Deadline of Proposal

The interested consulting firm should submit application form (maximum 5 pages), which contains brief information about the company and methodology to implement the activities.

The proposals should be received by Tuesday, 23 April 2013.

Starting Date

The work will commence in mid May 2013. The workshop will take place on 3-4 June 2013 in Bail, Indonesia.

Selection Criteria

The following requirements shall be met:

- Organisation from an ASEM¹ country;
- European and/or Asian related experience with business clients, public authorities and civil society;
- Expertise in the field of public health will be considered as an advantage;
- Previous projects in scenario-building will be considered as an advantage;
- More than 5-year experience in facilitation and/or scenario building development.

Proposals will be assessed on both financial competitiveness (30%) and quality (70%) criteria.

SUBMISSION AND CONTACT

Every item on the application form uploaded on the web page of announcement should be filled in and sent to Mr Peter Lutz at peter.lutz@asef.org and Ms Sunkyoung Lee at sunkyoung.lee@asef.org. Please also direct queries to them.

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The **Asia-Europe Foundation (ASEF)** promotes greater mutual understanding between Asia and Europe through intellectual, cultural and people-to-people exchanges. Through ASEF, civil society concerns are included as a vital component of deliberations of the Asia-Europe Meeting (ASEM), which currently comprises 49 member states plus the European Commission and the ASEAN Secretariat (www.aseminfoboard.org). ASEF was established in February 1997 by the participating governments of ASEM and has since engaged over 17,000 direct participants through more than 600 projects in the realms of governance and human rights, economy and society, sustainable development and environment, public health, arts and culture and academic co-operation and education .

For more information, please visit: www.asef.org

¹ The **Asia-Europe Meeting (ASEM)** is an informal process of dialogue and cooperation. It brings together Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Korea, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Portugal, Romania, Russia, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, United Kingdom, Vietnam, the European Commission and the ASEAN Secretariat. www.aseminfoboard.org