Organised by:

In partnership with:

AAEW
ASEAN Accounting
Education Workgroup

# AFSL 2023
# ASEAN Future Sustainable Leaders

# General Handbook

**AFSL 2023 ASEAN FUTURE SUSTAINABLE LEADERS HARNESSING SUSTAINABLE TECHNOLOGY FOR THE ASEAN COMMUNITY**


**ABOUT UNITAR INTERNATIONAL UNIVERSITY**

UNITAR International University (UNITAR) was established in 1997 as the first virtual university in Southeast Asia and among the earliest private universities in the country.  It is the first institution in Asia to be awarded a QS 5-Star Rating for the Online Learning category.  In alignment with the United Nation's Sustainable Development Goals, UNITAR's holistic and innovative learning ecosystem provides a comprehensive programme offering for all socio-economic levels whilst developing highly employable and entrepreneurial global citizens.

It aims to go beyond just providing the learning journey for students in acquiring relevant skill sets, but through their C.A.R.E. — Collaborative, Adaptive, Reflective, and Entrepreneurial education methodology, UNITAR nurtures its students in developing self-awareness of their talents and abilities, as well inculcating in them the need for social responsibility whilst moulding them to be better citizens of the nation.

UNITAR's programmes are offered in 13 locations, including its main campus in urban Kelana Jaya. It has a total enrolment of over 7,000 students spread within 40 homegrown programmes ranging from the Foundation, Diploma and Bachelor's levels to the postgraduate Master's and Doctorate's.  To meet the current needs of the industries, UNITAR also provides over 50 professional certification programmes.  With APEL, working professionals can continue their education journey with the option to reduce their programme duration.

UNITAR takes pride in having committed academics housed in various faculties and schools.  The academic verticals comprise of the Faculty of Business, Faculty of Education & Humanities, the School of Culinary Arts and School of Media, Arts & Design.  Since its inception, UNITAR has embarked on an innovative learning methodology where technology is featured significantly, but never aimed to replace human relationships.  Its pursuit to offer competitive quality education in both conventional and online teaching modes continues till today, meeting the needs of 21st Century education.

**ABOUT AAEW**

The ASEAN Accounting Education Workgroup (AAEW) consists of ASEAN accounting educators who serve as a core group to collaborate in research, case development and instructional design for accounting education. The AAEW aims to provide input to and empower higher education accounting programs across ASEAN countries, enhancing their ability to produce graduates who can compete in the global accounting market.

**THE EVENT**

The ASEAN Future Sustainable Leaders 2023 (AFSL) is an online case competition in which groups of students of secondary and tertiary education will pitch ideas on multidisciplinary to solve issues related to the United Nations' Sustainable Development Goals. The theme for this year's competition is **"Living with Sustainability and Inclusiveness"** which acknowledges that combating climate change is connected to enhancing health and education, lowering inequality, and promoting economic growth where the majority are people-focused and provide greater societal benefit. AFSL will be a series of two stages: the Nationals and the ASEAN level. The ASEAN level will see a higher emphasis on the engagement between contestants from various ASEAN countries in striving towards a common goal. We aim to train and develop young leaders of ASEAN in having a role in bringing a positive impact on society by generating creative solutions to real-world problems.

PARTICIPATING COUNTRIES:

1. Malaysia
2. Indonesia
3. Cambodia
4. Philippines
5. Singapore
6. Brunei
7. Laos
8. Myanmar
9. Thailand
10. Vietnam

**REGISTRATION GUIDELINES**

**ELIGIBILITY**

**Junior Category**: Open to all students currently enrolled in secondary educational institutes across ASEAN countries, aged between 15 and 17 years old.

**Senior Category**: Open to all students currently enrolled in tertiary educational institutes across ASEAN countries, aged between 18 and 25 years old.

Participants must rely upon their own resourcefulness in finding assistance (e.g., a faculty member, family, and friends, etc.). Establishing the concept, developing the presentation and video, and managing the team remain solely the responsibility of team members.

**Mode of Registration**

Registration will be done through a Google Form, in which participants will have to provide supporting documents to:

- Confirm age and nationalities (participation is by education institution, regardless of any nationality).
- Confirm the current education institution enrolment.
- Summarise the content of their video.

After completing their registration, participants will receive both a confirmation email and a separate email containing instructions for the national competition.

**TERMS - REGISTRATION**

1. Registration opens on 4th May 2023.
2. Teams interested in participating in the national competition must register through designated organizers from their respective countries. Visit https://unitar.my/asean-future-sustainable-leaders-afsl/ on 4th May 2023 to know more.
3. Any registration received after the closing date will not be entertained. The closing date for registration is 19th June 2023 or upon receiving 200 registrations, whichever is later,
4. Each team must be made up of four (4) members of the same competition category and from the same education institution.
5. Each team must have a mentor (teacher/faculty advisor/industry advisor) per education institution.
6. Multiple submissions per education institution are accepted, but only one group from each education institution will proceed to the second stage of the national competition, the live online pitching.
7. Each successful registration will be followed by a confirmation email from the organizer.
8. Team members must have a thorough understanding of the theme "Living with Sustainability and Inclusiveness," which is linked to the 17 Sustainable Development Goals.
9. Good command of English will be an advantage.
10. Every entry is subject to the terms and conditions of the competition set by the organizer.

**NATIONAL LEVEL COMPETITION**

Case Competition – Video and Live Online Pitching

**TERMS AND CONDITIONS**

## 1. VIDEO AND REPORT SUBMISSION GUIDELINES

1. Create a video and a report to reflect the chosen case study with the ideas or solutions to the issue stated.
    a. The video must be shared together with the Submission Form.
    b. The Submission Form will be shared after registration has been made.
    c. Video must NOT exceed 5 minutes, not including 10 seconds of the title screen.
    d. Videos must be uploaded as a single file in the following format:
        i. Minimum quality of 1280 x 720 (HD)
        ii. Format: **mp4**
        iii. Maximum size of 100mb
    e. All entries must begin with a 10-second full-screen "title screen" that includes the following information:
        i. Case study chosen related to SDG17 that leads to the theme.
        ii. Title of video School's/University's name & state
        iii. Name of group members
    f. Video must be entirely in **English**.
2. The report on the video should have a maximum of 1000 words for the Junior category and 1500 words for the Senior category explaining the chosen case study with the suggested solutions.
3. Only one video submission is allowed per team and only one entry will be accepted.
4. The video should address the living with sustainability and inclusiveness issues highlighted by the Sustainable Development Goals, in the form of a product, service, potential new policy or enhancement of the current policy.
5. Participating teams can use their own recording device (mobile phone or camcorder).
6. The video can be in any style, such as documentary, cinematography, vlog, story-based, music-based, montage or freestyle.

7. Competition submissions must not include any endorsements of products or services, or any obscene, violent, racist, vulgar, or defamatory content. The video must be an **original production**.
8. There should be **no plagiarism or copyright infringement involved**. The responsibility is on the participant to obtain any relevant permission required to reproduce any materials in their production.
9. Any form of expenses incurred during the production of the video will solely be borne by the participants and/or the education institutions.
10. The organizers are not obliged to reimburse any form of expenses throughout the challenge.
11. Selection of judges will solely be at the discretion of the organizers. Selection of finalists and winners are final and non-negotiable.
12. Only 5 groups from each Junior and Senior categories, respectively, will proceed to the live pitching phase.
13. Video entries and description may be submitted to: afsl2023@unitar.my
14. **Video submission should be named as "AFSLC2023_groupname.mp4"**
15. We will shortlist the best 5 video submission from both categories to proceed to the live online pitching session. Shortlisted participants will be notified on 4th September 2023.
16. Shortlisted participants will attend the live online pitching session on 11th September 2023. Participants will be notified on the platform to be used for the live online pitching session. No pre-recording is allowed. Failure to adhere will mean the entry will be disqualified. The decision is final, and no appeal will be entertained.
17. The organizer reserves the right to change or modify any of the terms and conditions contained in thisform at any time without prior notice.

## 1.1 Judging Criteria

Videos will be assessed based on several criteria, including, but not limited to:

A. Ideation and Content

B. Quality and Creativity

C. Clarity and Flow of Presentation

D. Contribution to Society and Policy

## 2. LIVE ONLINE PITCHING

1. The live online pitching will take place on 11th September 2023.
2. Shortlisted teams will be contacted 7 days prior to the session.
3. The session will take approximately 15 minutes, in which the teams will be presenting a 10-minutes live online pitching to the panel of judges followed by a Q&A session.
4. The live online pitching must include a brief introduction of your team and an outline of the project.

### 2.1   Judging Criteria

The decision from the panel of judges is final and will be based on several criteria, including, but not limited to:

1. Response and delivery

2. Professionalism and teamwork

Based on the clarity and quality of the live pitch as assessed by the panel of judges, the winner from each category will proceed to the ASEAN level.

## 3.0 COPYRIGHTS, CONFIDENTIALITY, AND PROTECTION OF PERSONAL DATA

1. The participants retain all rights and copyright to the video submitted. However, every entry automatically grants the organizer the permission to use, reproduce, reprint, distribute and display the video and report, their name and relevant information from the submitted materials and the team involved for promotional purposes. The organizers and judges reserve the right to remove any entries from the competition that they feel may breach any of the terms and conditions or may bring the competition into disrepute, as all decisions made by the organizer are final and no appeals will be entertained. Such entries will be disqualified.
2. The participants agree to indemnify the organizers should there be any infringement of third-party and confidentiality rights to the content and information submitted as part of the participants' video submission.
3. The participants consent and authorize the organizer to process their and/or any other person's personal data in relation to their submission, where applicable, in accordance with the UNITAR Personal Data Protection Notice found on https://www.unitar.my/personal-data-protection-notice/. This Notice is in line with the requirements of the Malaysia Personal Data Protection Act of 2010 and all related updates.

## IMPORTANT EVENT DATES

| EVENT | DATE |
|---|---|
| Launching of AFSL 2023 | 3rd May 2023 |
| Participants Registration | 4th May 2023 - 19th June 2023 |
| Video Submission | 20th July 2023 – 28th July 2023 |
| Shortlisted Participants Announcement | 4th September 2023 |
| Live Pitching Session for Shortlisted Participants | 11th September 2023 |
| AFSL 2023 National Level Competition Award Ceremony and the launch of ASEAN Level Competition | 11th October 2023 |
| AFSL 2023 ASEAN Level Competition | 31st October 2023 |
| AFSL 2023 ASEAN Level Award Ceremony | 1st November 2023 |

**AFSL 2023 HIGHLIGHTS**

**NATIONAL COMPETITION**

The national level competition will be held by each country respectively to represent their own country. Each country will send 2 groups of finalists to participate in the ASEAN level competition.

**ASEAN COMPETITION**

All shortlisted winners of each country, comprising of one representative from junior category and another from senior category, will proceed to the ASEAN level competition to compete in the two respective categories.

**ACTIVITIES**

A webinar will be held for knowledge enhancement purposes relating to the theme and the SDG17. The webinar may help address common questions to create a rich collection of information that is not only relevant to current sustainable practices but also for future generation sustainable leadership.

Stay tuned for the AFSL ASEAN Level Handbook!

**CONNECT WITH US**

For more information on AFSL 2023, please email [afsl2023@unitar.my](mailto:afsl2023@unitar.my)

For sponsorship enquiries, please email [badrie@unitar.my](mailto:badrie@unitar.my)

For more information, visit [https://unitar.my/asean-future-sustainable-leaders-afsl/](https://unitar.my/asean-future-sustainable-leaders-afsl/)

**JUDGING RUBRICS**

Rubrics for Video Submission – Senior Category

| Criteria | Details | Full Marks |
|---|---|---|
| **Ideation (25%)** | The idea of project aligns with themes of the Sustainable Development Goals | 5 |
| | The video clearly shows the originality of idea | 10 |
| | The video addresses the problem well | 5 |
| | The ideas make sense and well thought out | 5 |
| **Content (20%)** | Provide evidence of the problem they are solving through facts and statistics | 4 |
| | The objective of project aligns with the problem in their community | 4 |
| | Presents a convincing argument to support their solution | 4 |
| | Demonstrate a clear grasp of information with original, logical and relevant supporting materials | 3 |
| | Ideas are clearly organized, developed, and supported to achieve a purpose | 3 |
| | The video has clear introduction, body, and conclusion | 2 |
| **Quality and Creativity (10%)** | The submission incorporates various media and elements (short videos, images, charts, etc) | 4 |
| | Video and pictures are focus and of good quality | 3 |
| | Video is engaging and catches attention well | 3 |
| **Clarity of presentation (20%)** | Demonstrate a clear storyline and is well thought out | 10 |
| | Demonstrate a continuous progression of ideas and tells a complete easily followed presentation | 10 |
| **Impact to Society (25%)** | The impact towards society is well defined and presented in the video storyline | 10 |
| | The method presented in the video storyline is well conveyed and easily comprehended | 5 |
| | Ideas involved proposing practical new policy / enhancing existing policy as a solution to the related issues | 10 |

Rubrics for Report Submission – Senior Category

| Criteria | Details | Full Marks |
|---|---|---|
| **Summary (30%)** | The summary clearly outlines the main project goal, of the problem, real time situation and solution | 8 |
| | Depth of content reflects thorough understanding of the project goal | 8 |
| | Main points well supported with relevant and sufficient facts and figures evidence | 8 |
| | Provided precise explanation of key SDG concepts align with the video content | 6 |
| **Strategy & Discussion (25%)** | Exceptionally clear, logical, mature, thorough discussion and development of ideas that support problem provided | 15 |
| | Each paragraph has thoughtful supporting detailed sentences that develop the main idea | 10 |
| | Excellent transitions between paragraphs | 10 |
| **Organisation & recommendation (30%)** | It is organised in a considered, relevant manner, and leads the reader logically from the findings to the recommended solutions | 10 |
| | Conclusions are relevant and appropriate for the problem discussed in the document | 10 |
| | Recommendations are specific action-oriented suggestions, oriented to the problem provided | 10 |
| **Writing skills (15%)** | Clear structure which enriches the discussion and argument | 5 |
| | Essay displays an excellent use of standard written English | 5 |
| | Highly appropriate, well chosen, precise and varied vocabulary | 5 |

Rubrics for Live Pitching – Senior Category

| Criteria | Details | Full Marks |
|---|---|---|
| **Ideation (10%)** | Team members provide a clear and concise introduction to the project | 5 |
| | The introduction gets the attention of the audience and clearly states the specific roles of each team member | 5 |
| **Content (30%)** | The pitch sufficiently summarised the contents of the video presentation | 6 |
| | The team clearly addresses the problem they are solving | 6 |
| | The team has a clear approach on how to sustain the idea | 6 |
| | The goals are clearly explained and realistic | 6 |
| | Provide evidence of the problem they are solving through original, logical, and relevant supporting facts and statistics | 6 |
| **Response (50%)** | The members are able to respond to the questions satisfactorily with confidence, accuracy, and appropriate language use. | 10 |
| | Team members demonstrate full knowledge by answering all class questions with explanations and elaboration | 15 |
| | Answers addressed and integrated the SDGs well | 15 |
| | Demonstrates a clear conceptual and critical thinking in the explanation | 10 |
| **Professionalism and Teamwork (10%)** | Team members take turns to speak, maintain good eye contact, and speak with an audible tone | 5 |
| | Each team member has a clear grasp of information and understands well the main goal of the project, irrespective of the role or contribution mentioned in the introduction | 5 |

Rubrics for Video Submission – Junior Category

| Criteria | Details | Full Marks |
|---|---|---|
| **Ideation (30%)** | The idea of project aligns with themes of the Sustainable Development Goals | 5 |
| | The video clearly shows the originality of idea | 5 |
| | The video addresses the problem well | 5 |
| | The ideas make sense and well thought out | 5 |
| | Ideas involved suggesting practical new policy / enhancing existing policy as a solution to the related issues | 10 |
| **Content (30%)** | Provide evidence of the problem they are solving through facts and statistics | 5 |
| | The objective of project aligns with the problem in their community | 5 |
| | Presents a convincing argument to support their solution | 5 |
| | Demonstrate a clear grasp of information with original, logical and relevant supporting materials | 5 |
| | Ideas are clearly organized, developed, and supported to achieve a purpose | 5 |
| | The video has clear introduction, body, and conclusion | 5 |
| **Quality (20%)** | The submission incorporates various media and elements (short videos, images, charts, etc) | 5 |
| | Video and pictures are focus and of good quality | 5 |
| | Video is engaging and catches attention well. | 10 |
| **Clarity of presentation (20%)** | Demonstrate a clear storyline and is well thought out | 10 |
| | Demonstrate a continuous progression of ideas and that is easily followed | 10 |

Rubrics for Report Submission – Junior Category

| Criteria | Details | Full Marks |
|---|---|---|
| **Summary (30%)** | The summary clearly outlines the main project goal, of the problem, real time situation and solution | 8 |
| | Depth of content reflects thorough understanding of the project goal. | 8 |
| | Main points well supported with relevant and sufficient facts and figures evidence. | 8 |
| | Provided precise explanation of key SDG concepts align with the video content | 6 |
| **Strategy & Discussion (25%)** | Exceptionally clear, logical, mature, thorough discussion and development of ideas that support problem provided. | 15 |
| | Each paragraph has thoughtful supporting detailed sentences that develop the main idea. | 10 |
| | Excellent transitions between paragraphs. | 10 |
| **Organisation & recommendation (30%)** | It is organised in a considered, relevant manner, and leads the reader logically from the findings to the recommended solutions | 10 |
| | Conclusions are relevant and appropriate for the problem discussed in the document | 10 |
| | Recommendations are specific action-oriented suggestions, oriented to the problem provided. | 10 |
| **Writing skills (15%)** | Clear structure which enriches the discussion and argument | 5 |
| | Essay displays an excellent use of standard written English | 5 |
| | Highly appropriate, well chosen, precise and varied vocabulary | 5 |

Rubrics for Live Pitching – Junior Category

| Criteria | Details | Full Marks |
|---|---|---|
| **Introduction (10%)** | Team members provide a clear and concise introduction to the project | 5 |
| | The introduction gets the attention of the audience and clearly states the specific roles of each team member | 5 |
| **Content (30%)** | The pitch sufficiently summarised the contents of the video presentation | 6 |
| | The team clearly addresses the problem they are solving | 6 |
| | The team has a clear approach on how to sustain the idea | 6 |
| | The goals are clearly explained and realistic | 6 |
| | Provide evidence of the problem they are solving through original, logical and relevant supporting facts and statistics | 6 |
| **Response (50%)** | The members are able to respond to the questions satisfactorily with confidence, accuracy and appropriate language use. | 10 |
| | Team members demonstrate full knowledge by answering all panel questions with elaboration. | 15 |
| | Answers addressed and integrated the SDGs well. | 15 |
| | Demonstrates a clear conceptual and critical thinking | 10 |
| **Professionalism and Teamwork (20%)** | Team members take turns to speak, maintain good eye contact, and speak with an audible tone. | 10 |
| | Each team member has a clear grasp of information and understands well the main goal of the project, irrespective of the role or contribution mentioned in the introduction | 10 |

The text of this handbook may be freely quoted or reprinted, provided proper acknowledgement is given and a copy containing the reprinted material is sent to AFSL 2023 Secretariat, UNITAR International University, Malaysia. General information on AFSL 2023 appears online at the website https://unitar.my/asean-future-sustainable-leaders-afsl/