



23 – 25 September 2024

Activity Concept: Sunway University Campus with a Conscience

Activity Name	EU-Sunway University Campus with a Conscience Collaboration
Target audiences	<ul style="list-style-type: none"> • Youth (university students ages 18 to 30) approx. 7000 a day • Youth (school children ages 15 to 19) approx. 600 • Academia (multipliers) • Youth clubs (multipliers) • Media • Public (Online audience - 6 million in Sunway’s 2023 event)
Objectives	<ul style="list-style-type: none"> • Increase awareness and understanding of the EU as major global player in sustainability amongst the target audiences, including relevant values, political priorities, policies, investment potential through Global Gateway and its activities in Malaysia, • Position the EU as a trusted partner of Malaysia in sustainable development by championing and strengthening relevant partnerships with academia and youth • To create awareness on the importance of sustainability and the triple planetary crisis
Overview	<p>Sustainable Marketplace: EU Pavilion with following booths (to be operated from 23 to 25 Sept, 10 am to 4pm):</p> <ul style="list-style-type: none"> - European Green Deal - Royal Belum Project UMK with “Forests sounds” (Securing the resiliency and sustainability of Royal Belum Forest against the impact of climate change) - Semporna Islands Project/Reefcheck on coral reefs (with Sunway University) - GCOM 1 (with 3 cities) - GCOM 2 (with Putrajaya Corporation including Used Beverage Carton campaign for youth) - ERASMUS booth linked to sustainability – (EUD MY) - EUROCHAM and EU companies (TBC) - Other EU projects (e.g. KAMI / GIZ on EUDR) TBC • Time Capsule - Immersive Experience • Slideshow of winners from photography competition (digital screen) • Social media reels <p>Venue: Sunway University Observation Deck or Main Foyer</p> <p>VVIP closing event on 25th Sept at 11.30 am:</p> <ul style="list-style-type: none"> • EU Ambassador and 2 ambassadors from member states • 1 min speech on a given SDG • SDG Flag procession • Press / photo op (Crown Prince, Industry Leaders, Influencers, Government etc) • Live streaming with 6million audience across 40+ countries



Description	<ul style="list-style-type: none"> • The EU Pavilion and booths will display prominent and consistent EU and campaign branding • Booths will be co-branded with partners • Each booth will display materials specific to their project and area of work (separate proposal for each booth by each partner) • The booths and the immersive experience tunnel will collectively form the EU Pavilion
SDGs	SDG 6, SDG 7, SDG8, SDG10, SDG11, SDG 12, SDG 13, SDG 14, SDG 15, SDG 17
Tag Line	EU & Malaysia: Creating Opportunities for A Sustainable Tomorrow
Call for Action	Your actions matter, chose sustainability. What can I do?
Interactive Activity	Each booth will developed and implement interactive activities. Visitors that collect sufficient tokens / stars form the EU Pavilion will gain entry into the time travel capsule -immersive experience tunnel.
No of Booth Operators	Each booth will allocate between 2 to 5 booth operators to work in 2 shifts across the 3 days.
Services	<ul style="list-style-type: none"> • Venue set-up (EU Pavilion, Booths, immersive tunnel, flooring, beanie bags, TV screens, LCD screens, poster display stands, displays) - (Vendor engaged by Facility incidentals) • Development of booth content for Green Deal Booth (Facility) • Printing of posters, materials for colouring and crossword, banners advertising event (Vendor - Facility incidentals) • Puzzle /quiz (Facility) • Vendor for preparing immersive room and immersive video (Vendor - Facility incidentals) • Graphics design (Facility incidentals) <p>EU merchandise and other materials for prizes as part of interactive activities (from EU, Facility and partners)</p>
Partners	<p>Sunway University (Venue, promotion through social media channels, media)</p> <p>EU Projects and partners will :</p> <ul style="list-style-type: none"> - Provide posters (which will be co-branded with campaign and project branding, formatted and printed by the EMCF) - Provide project staff to operate respective booths from 23 to 25 Sept 10am to 4pm