



# INTERNATIONAL EDUCATION SERVICES

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Mission: Placemaking Week Asean @Kuala Lumpur  
British Council Malaysia

<https://education-services.britishcouncil.org>

# Summary

This proposal outlines a [sponsorship opportunity](#) available to UK higher education institutions to be part of the [Placemaker Week Asean](#) in Malaysia

## Benefits to UK institutions

1. **Build and develop relationships** with over 400 attendees from 40 countries -- influential high-level local & federal Governments from Asean, industry players, practitioners, researchers, activists, media, university students and other Malaysian & Asean participants.
2. **Forge partnerships** with industry and Government bodies, during and after the event.
3. **Build awareness and maximize exposure** of your organization, expertise and talents to all participants.
4. **Gain media momentum** in Malaysia through press coverage with PR value up to RM3.9 million.
5. Observe and discuss the **latest data, market trends and research findings** on placemaking.
6. **Present your organisation on an Asean level** from one location

# What is Placemaking Week Asean

Placemaking Week aims to address the need for a network, culture, structure and governance of placemaking. It has been carried out in various forms and cities around the world. In 2017, Placemaking Week happened in Amsterdam.

Placemaking Week Asean which will take place in Malaysia is a 2-week programme comprising of fringe and main events. Fringe events happening prior to the main event consist of public exhibition, education workshops, charrettes and place games. The main event will happen in Kuala Lumpur where participants get to learn and share knowledge through plenary sessions and seminars.



## **November 2019**

*See next slides for breakdown of activities according to dates*



## **Main event: Kuala Lumpur**

Other fringe events & their excursion sites: Penang, Melaka, Putrajaya, Cyberjaya & Klang



## **Over 400 attendees from 40 countries (stats from Amsterdam 2017's event)**

- Local & federal Governments from Asean
- Industry players, practitioners, researchers, media, professional bodies, NGOs
- Activists, university students, urbanists from Malaysia and Asean



## **Main presenters: Think City and UN Habitat**

Other partners: Nextdor, STIPO, Malaysian Institute of Planners, AirAsia Foundation, Citi Foundation and the British Council

# Your involvement (1)

## Deliver plenary workshop or Breakout Session

Timeline & Activity	What do we need from you
<p><b>7 – 8 November 2019 (during the main event)</b> <b><u>Plenary workshop or Breakout session</u></b> Sharing sessions hosted during the main event around any themes that contribute to placemaking. Your institution will be in charge of proposing and delivering the session, which best showcases your institution's expertise.</p> <p>Suggested themes:</p> <ol style="list-style-type: none"><li>The role of arts and crafts in placemaking: cultural identity and well being, social and cultural cohesion and unity</li><li>Creative economy: its social, cultural, and economic impact in the city</li><li>Urban farming or food security</li><li>Inclusion and participation of community in placemaking efforts</li><li>City planning or traffic planning</li><li>Placemaking for and with children</li><li>Green technologies in local communities</li></ol> <p><i>Any other topics that contributes to meet the objectives of placemaking, ideally relevant to Asean countries</i></p>	<ul style="list-style-type: none"><li>Proposed seminar topic(s) and format(s)</li><li>Speaker's profile</li></ul> <p><i>The proposals will be submitted to the organisers to do final selection. The organiser holds the final decision making power, with consultation from the British Council.</i></p>

### **Benefits for UK institutions**

- Present your institutions as an expert in the subject area matter. Audience of 20-30 participants.
- Explore and forge partnerships with relevant stakeholders.
- Indirect student recruitment as participants are young professionals and students.

# Your involvement (2)

## Stakeholder roundtable discussion

Timeline & Activity	What do we need from you
<p><b>5 – 6 November 2019 (TBC)</b> <b><u>Roundtable stakeholder discussion</u></b> Participating institutions will be meeting 7 -10 local authorities, ecosystem builders and industry players. The key goal is to share best practices among one another.</p> <p>Discussion topics are around:</p> <ul style="list-style-type: none"><li>• Establishment of creative hubs and creative hub ecosystem;</li><li>• Inclusion of the public in placemaking efforts; and</li><li>• Creative economy</li></ul>	<ul style="list-style-type: none"><li>• Representatives' profiles</li></ul>
<p><b>5 – 6 November 2019 (TBC)</b> <b><u>High-level meetings</u></b> Potential follow up meetings with <u>Government and policy makers</u> (depending on availabilities)</p> <ol style="list-style-type: none"><li>a. Think City</li><li>b. UN Habitat</li><li>c. Ministry of Energy, Science, Technology, Environment &amp; Climate Change (MESTECC)</li></ol>	<ul style="list-style-type: none"><li>• Representatives' profiles</li></ul>

### **Benefits for UK institutions**

- Understand Malaysia's creative art and creative hub industry at one go.
- Present your institutions as an expert in the subject area matter.
- Explore and forge partnerships with Malaysian stakeholders.
- Media coverage to gain PR momentum in Malaysia.

# Other involvements

Timeline & Activity	Benefits for UK institutions
<p><u>Throughout the whole programme</u> Featuring of your logo in selected promotional materials.</p>	<ul style="list-style-type: none"><li>• High-visibility branding privileges in Malaysia and during the event</li></ul>
<p><u>Throughout the whole programme</u> Media coverage. Media angle to focus on the collaborative efforts UK institutions and Malaysia industries are making.</p>	<ul style="list-style-type: none"><li>• Media coverage to provide PR momentum.</li></ul>
<p><b>7 – 8 November 2019 (during the main event)</b> <u>Networking with participants</u> Participating institutions will be presented with 3 participant passes, on top of 1 speaker pass.</p>	<ul style="list-style-type: none"><li>• Explore and forge partnerships with relevant stakeholders.</li><li>• Indirect student recruitment by speaking to young professionals and students in the event.</li></ul>

# Your involvement and investment

Timeline	Activity	Investment/ Cost (GBP)
Throughout	<b>Overall sponsorship package</b> <ul style="list-style-type: none"><li>- Feature of logo in selected promotional collaterals</li><li>- 1 speaker pass, 3 participant passes</li><li>- Media coverage</li><li>- British Council's support</li></ul>	<b>2,000GBP</b>
5 - 6 November 2019	<b>High-level meeting with local stakeholders</b> <ul style="list-style-type: none"><li>- Stakeholder discussion</li></ul>	<b>1,100GBP</b> <ul style="list-style-type: none"><li>• Venue hire &amp; networking meal</li><li>• British Council support in coordinating the discussion (pre, during and post event)</li></ul>
7-8 November 2019	<b>Deliver plenary workshop or breakout session</b> <b>Networking with participants</b>	<b>Complimentary</b>
	<b>TOTAL</b>	<b>3,100GBP</b>

**Please Note:** Exhibition costs do not include international or domestic travel, accommodation, subsistence or freight.

# Market Context

- Placemaking has been getting a lot of attention in Malaysia over the past few years, with establishment of Think City in 2009, aiming to trial, plan, and implement programmes to rejuvenate cities and solve contemporary urban issues. In 2018, World Urban Forum also happened in Malaysia looking into sustainable urbanisation matters.
- Under the new government, we saw the establishment of Ministry of Energy, Science, Technology, Environment & Climate Change (MESTECC) which work on projects related to placemaking such as green technology, low carbon building and urban farming, etc.
- The awareness of placemaking is increasing in Malaysia. Academic subjects related to placemaking are also gaining interest. It is increasingly important to promote such courses during this time.

Popularity Ranking in Malaysia	Subject	Number of enrolment in 2017	Growth of enrolment from 2011 – 2017 (%)
#5	Chemical, process & energy engineering	820	+2.4%
#12	Architecture	585	+64.8%
#14	Civil engineering	415	+12.2%
#21	Design studies	225	-18.2%
#25	Building	185	-54.3%



# Next steps

Submit your application here - <https://forms.gle/anNbyJgy4a3D9SZC9>

**Deadline: 31 May 2019**

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