AFSL 2025

ASEAN Future Sustainable Leaders

ASEAN Level Competition Handbook

AFSL 2025 ASEAN FUTURE SUSTAINABLE LEADERS
Next-Gen ASEAN Sustainability Leaders: Driving SDG Impact Across Borders

ABOUT UNIVERSITAS TERBUKA

Universitas Terbuka (UT) is the 45th state university in Indonesia, officially inaugurated on September 4, 1984. It was established to address the surge of high school graduates unable to be absorbed into either the workforce or higher education. The President at that time issued Presidential Decree No. 41 of 1984 as the foundation for UT's creation. Its establishment aimed to tackle two major issues in education at the time: the low quality of teachers and the limited capacity of higher education institutions. Inspired by the global movement for open and distance education, notably marked by the founding of The Open University in the UK, Universitas Terbuka embodies the spirit of expanding access to higher education nationwide.

The name "Universitas Terbuka," inspired by the nomenclature of The Open University in the UK, reflects the ethos behind its educational system—Open and Distance Learning (ODL). The term "open" represents the spirit of "educating the nation's life," as outlined in the preamble to the 1945 Constitution. This philosophy emphasizes that education is a right for every citizen, regardless of age or study period—now commonly known as the "lifelong learning" spirit. This open spirit is coupled with the concept of distance education, allowing anyone to access education without being restricted by time and location.

In its first year, Universitas Terbuka opened four undergraduate programs (S1), including Public Administration, Business Administration, Development Economics Studies, and Statistics. The education program was a continuation of the Distance Learning Teacher Education Project, incorporating new curricula and learning materials. The Akta V program was also taken over from an existing project. Today, Universitas Terbuka offers 49 study programs, consisting of 36 undergraduate programs, 2 diploma programs, 9 master's programs, and 2 doctoral programs, all housed within four faculties: the Faculty of Education and Teacher Training (FKIP), the Faculty of Law, Social Sciences, and Political Sciences (FHISIP), the Faculty of Economics and Business (FEB), and the Faculty of Science and Technology (FST).

UT continues to innovate and maintain the quality of its education, as evidenced by its achievement of an "A" accreditation from the National Accreditation Board for Higher Education (BAN-PT) in 2024. Additionally, in 2024, UT earned international accreditation from the Foundation for International Business Administration Accreditation (FIBAA) for four study programs, further solidifying its position as a globally recognized higher education institution. In 2022, UT was officially designated as a State University with Legal Entity (PTNBH), a significant milestone that strengthens its role as a pioneer of open and distance higher education in Indonesia.

UT also received international recognition with the certification from the International Council for Open and Distance Education (ICDE), which it has obtained five times. This recognition underscores UT's commitment not only to accessibility but also to delivering

quality distance education on a global scale. On October 3, 2024, UT received a "Certificate of Accreditation" from the Asian Association of Open Universities (AAOU), further reinforcing its role as a leader in open education in Asia, as well as its excellence in educational technology innovations for distance learning.

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 2025 (AFSL) is a hybrid case competition in which groups of students of secondary and tertiary education will pitch ideas on multidisciplinary teams to solve issues related to the United Nations' Sustainable Development Goals. The theme for this year's competition is "*Next-Gen ASEAN Sustainability Leaders: Driving SDG Impact Across Borders*" 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

PARTICIPANT GUIDELINES

ELIGIBILITY

Winners from senior and junior category competing in the AFSL 2025 National Competition from participating ASEAN countries will proceed to the AFSL 2025 ASEAN Competition. In the AFSL 2025 ASEAN Competition, participants will take part in the case solving experience and be challenged by a panel of industry-leading professionals, which is an experience rarely gained while studying.

Junior Category: Students who are currently enrolled in secondary educational institutes across ASEAN countries, aged between 15 and 17 years old.

Senior Category: Students who are 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 SUBMISSION

Competing participants will be announced at the AFSL 2025 National Level Competition Award Ceremony. Participants will receive both invitation letter and instructions for the AFSL 2025 ASEAN level competition via e-mail.

Participants will be given ample time to improve their existing case videos, reports, and live pitching strategy before submission of the final files and to advance to the ASEAN Competition live pitching session.

Submission of the final copy of report and video will be done via e-mail at afsl2025@ecampus.ut.ac.id.

SUBMISSION GUIDELINES

1. Submission starts from **1st October 2025 to 20th October 2025.**
2. Any submission received after the closing date will not be entertained.
3. Each team must be made up of four (4) members of the same competition category and from the same education institution.
4. Each team must have a mentor (teacher/faculty advisor/industry advisor) per from education institution.
5. Each successful submission will be followed by a confirmation email from the organizer.
6. Team members must have a thorough understanding of the theme "Living with Sustainability and Inclusiveness," which is linked to the 17 Sustainable Development Goals.
7. Good command of English will be an advantage.

ASEAN LEVEL COMPETITION
Case Competition – Video and Live Pitching

TERMS AND CONDITIONS

1. VIDEO AND REPORT SUBMISSION GUIDELINES

1. Participants may improvise the video and the report to reflect the chosen case study with the ideas or solutions to the issue stated, brought forward from the National level competition.
    a. Video must NOT exceed 5 minutes, not including 10 seconds of the title screen.
    b. 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
    c. 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
    d. 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 and one report submission are allowed per team.
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. Video entries and description may be submitted to: afsl2025@ecampus.ut.ac.id
13. **Video submission should be named as "AFSLC2025_AC_groupname.mp4"**
14. The organizer reserves the right to change or modify any of the terms and conditions contained in this form 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 PITCHING

1. The live pitching will take place on 8th November 2025.
2. The session will take approximately 15 minutes, in which the teams will be presenting a 10-minutes live pitching to the panel of judges followed by a Q&A session.
3. The live 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 1st place and the 2nd place from each category will be awarded with grand prize while the remaining teams will receive consolation prize.

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.

IMPORTANT EVENT DATES

EVENT	DATE
Launching of AFSL 2025	23th July 2025
Participants Registration & Video Submission	1st October 2025 - 20th October 2025
International Seminar "Connecting Innovation Across ASEAN: A Collaborative Approach to Sustainability"	7th November 2025
ASEAN Level AFSL 2025 Competition "*Next-Gen ASEAN Sustainability Leaders: Driving SDG Impact Across Borders*"	7th November 2025
AFSL 2025 ASEAN Level Award Ceremony	7th November 2025
International Community Service and Cultural Exchange	8th November 2025
18th AAEW Meeting	8th November 2025

AFSL 2025 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.

We will be seeing you soon!

CONNECT WITH US

For more information on AFSL 2025, please email afsl2025@ecampus.ut.ac.id

For sponsorship enquiries, please email

For more information, visit

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 2025 Secretariat, Universitas Terbuka, Indonesia. General information on AFSL 2025 appears online at the website