1. What is the ASEAN DSE Competition?

* Goal: It's a chance for young minds like yours to use data analytics to tackle real-world socio-economic issues across ASEAN.
* Focus: The competition aims to boost awareness of ASEAN (specifically the ASCC & AEC Blueprints 2025) and the UN Sustainable Development Goals (UN-SDGs).
* Skills Development: It's designed to empower you with valuable skills like data analytics (using SAP Analytics Cloud), problem-solving, critical thinking, collaboration, and communication.
* Endorsement: It's officially supported by the ASEAN Senior Officials Meeting on Youth (SOMY) and Education (SOM-ED).

2. Are You Eligible to Join?

* Nationality: You must hold an ASEAN nationality.
* Age: Be between 15 and 30 years old.
* Status: Currently be a full-time student (high school, polytechnic, university, etc.) in one of the 10 ASEAN member states.
* Team Up! You'll compete in teams of two students. Both teammates must have the same ASEAN nationality, as you'll represent your home country. You can team up with someone from the same or a different educational institution.

3. What's the Challenge?

* The Task: Your team needs to create a compelling data analytics storyboard using SAP Analytics Cloud (SAC).
* Choose Your Mission: Select one key issue within ASEAN related to these specific UN-SDGs for 2025:
  + SDG 2: Zero Hunger
  + SDG 3: Good Health and Well-being
  + SDG 6: Clean Water and Sanitation
  + SDG 11: Sustainable Cities and Communities
  + SDG 12:1 Responsible Consumption and Production
  + SDG 13: Climate Action2
* Data & Analysis: Gather relevant data (you can use provided lists or other reliable sources) and use SAC to analyze it and build your storyboard. (Don't worry if SAC is new, resources like manuals and mock data are available!)
* Propose Solutions: Develop creative, feasible, specific, sustainable, original, and impactful recommendations based on your data analysis.
* Bonus Tip: Consider developing a prototype app (using any platform) as part of your solution. While not mandatory, it's advised and could strengthen your entry!

4. How Do You Participate? (Step-by-Step)

1. Check Eligibility & Find a Partner: Make sure you both meet the criteria and have the same ASEAN nationality.
2. Register Online: Sign up your team through the official ASEAN DSE website link. Ensure all details (especially email addresses) are correct!
3. Get Your SAC Access: Once verified, your team will receive one free SAP Analytics Cloud account via email to build your storyboard.
4. Create Your Storyboard: Dive into the data, perform your analysis using SAC, and build your insightful storyboard, keeping the requirements in mind.
5. Submit Your Storyboard: Upload your completed storyboard (in PDF format) via the ASEAN DSE website during the official submission period (April 7 - June 13, 2025). You can update/resubmit a revised version before the deadline.
6. Assessment: After submissions close, entries will be evaluated.
7. Notification: Teams will be notified via email whether they've been shortlisted for the National Finals.
8. National Finals Prep (If Shortlisted): Prepare a PowerPoint presentation (and potentially demo your app) based on your storyboard. You'll have about 3-4 weeks.
9. Compete! Present at your country's National Final.

5. Key Dates & Timeline (2025)

* Feb 28 - May 31: Enablement Sessions (SAP Analytics Cloud training). *Ongoing!*
* Mar 3 - May 9: Call for Applications (Registration period). *Closing very soon!*
* Apr 7 - Jun 13: Storyboard Submission Period. *Currently open!*
* Aug 11 - Sep 5: National Finals (Held across the 10 ASEAN countries).
* End of Oct: Regional Finals (Top 10 teams compete in Kuala Lumpur, Malaysia).

6. Storyboard Requirements (The Nitty-Gritty)

* Format: PDF, Landscape orientation.
* File Size: Max. 20 MB.
* Naming: ASEAN COUNTRY\_TEAM NAME (e.g., VIETNAM\_DATADREAMERS)
* Content:
  + Must contain clear, readable charts/graphs generated using SAP Analytics Cloud (SAC).
  + Max. 15 pages (excluding References page(s), but including Cover Page).
  + Cover Page: Must include Storyboard Title, Team Name, Institution(s), Country Represented, SDG(s) addressed, Brief Storyboard Description.
  + Include screenshots of your app ONLY if you developed one as part of your solution.
  + Any included images must be <= 2MB each and clearly visible.
  + Must include a References page citing data sources (use credible sources with complete links).

7. How Your Storyboard Will Be Judged

* Analysis and Insights (30%): Clear problem statement, logical and compelling story, quality visuals, well-structured storyboard, explicit mention of specific UN-SDG targets/indicators and relevant ASEAN Community Blueprint elements.
* Data and Visualization (25%): Suitable charts used, accurate data, credible references cited, clear visual aids.
* Recommendation (25%): Creative, feasible, specific, sustainable, original, impactful, and data-driven recommendations. Scalability across ASEAN is a plus. Clear implementation path shown. Innovative solutions (especially with an app) are encouraged.
* Presentation Delivery (20%): (This applies more to the Finals stage) Demonstrating understanding, answering questions confidently, clear delivery.