

BLUEPRINT FOR THE ASEAN SOCIO-CULTURAL COMMUNITY (2009-2015)

I. INTRODUCTION

1. The ASEAN Leaders adopted the Declaration of ASEAN Concord II (Bali Concord II) in Bali, Indonesia on 7 October 2003 to establish an ASEAN Community by 2020. The ASEAN Community shall be established comprising three pillars, namely political and security community, economic community, and socio-cultural community that are closely intertwined and mutually reinforcing for the purpose of ensuring durable peace, stability, and shared prosperity in the region.
2. At the 12th ASEAN Summit on 13th January 2007 in Cebu, the Philippines the Leaders, affirming their strong commitment to accelerate the establishment of the ASEAN Community by 2015, signed the Cebu Declaration on the Acceleration of an ASEAN Community by 2015.
3. The 13th ASEAN Summit held in Singapore on 20th November 2007, agreed to develop an ASCC Blueprint to ensure that concrete actions are undertaken to promote the establishment of an ASEAN Socio-Cultural Community (ASCC).

II. CHARACTERISTICS AND ELEMENTS

4. The primary goal of the ASCC is to contribute to realising an ASEAN Community that is people-centred and socially responsible with a view to achieving enduring solidarity and unity among the nations and peoples of ASEAN by forging a common identity and building a caring and sharing society which is inclusive and harmonious where the well-being, livelihood, and welfare of the peoples are enhanced.
5. The ASCC will address the region's aspiration to lift the quality of life of its peoples through cooperative activities that are people-oriented and environmentally friendly geared towards the promotion of sustainable development. The ASCC shall contribute to building a strong foundation for greater understanding, good neighbourliness, and a shared sense of responsibility.
6. The ASCC is characterised by a culture of regional resilience, adherence to agreed principles, spirit of cooperation, collective responsibility, to promote human and social development, respect for fundamental freedoms, gender equality, the promotion and protection of human rights and the promotion of social justice.
7. The ASCC shall respect the different cultures, languages, and religions of the peoples of ASEAN emphasise their common values in the spirit of unity in diversity and adapt them to present realities, opportunities and challenges.

8. The ASCC will also focus on the social dimension of Narrowing the Development Gap (NDG) towards bridging the development gap among Member States.
9. Based on the above, the ASCC envisages the following characteristics: (a) Human Development; (b) Social Welfare and Protection; (c) Social Justice and Rights; (d) Ensuring Environmental Sustainability (e) Building the ASEAN Identity; and (f) Narrowing the Development Gap.

A. Human Development

10. ASEAN will enhance the well-being and livelihood of the peoples of ASEAN by providing them with equitable access to human development opportunities by promoting and investing in education and life-long learning, human resource training and capacity building, encourage innovation and entrepreneurship, promote the use of English language, ICT and applied science and technology in socio-economic development activities.

A1. Advancing and prioritising education

11. **Strategic objective:** Ensuring the integration of education priorities into ASEAN's development agenda and creating a knowledge based society; achieving universal access to primary education; promoting early child care and development; and enhancing awareness of ASEAN to youths through education and activities to build an ASEAN identity based on friendship and cooperation.

Actions:

- i. Achieve universal access to primary education across ASEAN by 2015 with priorities to eradicate illiteracy and to ensure compulsory primary education for all and gender equality in education, through advocating for equal opportunity in education regardless of social class, geography ethnicity, background or physical disabilities, with 70 percent target benchmark achieved by the end of 2011;
- ii. Improve the quality and adaptability of education, including technical/vocational/skills training education in the ASEAN region by developing a technical assistance programme including training for teaching staff and staff exchange programme at higher education level for this purpose by 2009, in particular CLMV;
- iii. Undertake periodic reviews of the various ASEAN scholarship programmes for the purpose of rationalizing and consolidating them in order to increase their impact;
- iv. Use ICT to promote education and life-long learning particularly in underserved communities through open, distance education and e-learning;
- v. Promote education networking in various levels of educational institutions and continue university networking and enhance and support student and staff exchanges and professional interactions including creating research clusters among ASEAN institutions of higher learning, in close collaboration with the Southeast Asia Ministers of Education Organization (SEAMEO) and the ASEAN University Network (AUN);

- vi. Promote equal access to education for women and girls and enhance the exchange of best practices on gender-sensitive school curriculum;
- vii. Strengthen collaboration with other regional and international educational organisations to enhance the quality of education in the region;
- viii. Include the teaching of common values and cultural heritage in school curricula and develop teaching materials and capability for this purpose starting in 2008;
- ix. Develop and offer courses on ASEAN studies, both in the primary, secondary and higher education levels;
- x. Continue the ASEAN Youth Leadership Development Programme and similar programmes with the same objectives and encourage networking among ASEAN Youth Programme alumni to promote solidarity and mutual understanding;
- xi. Support learning of ASEAN languages and promote exchanges of linguists;
- xii. Establish ASEAN university games, ASEAN youth peace corps, ASEAN computer games and ASEAN Science Olympiad to promote greater interaction and understanding among the youths in the region;
- xiii. Continue implementing youth awards programme such as the ASEAN Youth Day Award and Ten Accomplished Youth Organisations in ASEAN (TAYO ASEAN) to recognise outstanding individuals and youth organisations significantly contributing to the promotion of ASEAN ideas and values among the youth across the region;
- xiv. Work towards the establishment of an ASEAN Youth Programme Fund to fund the various youth projects and activities in ASEAN;
- xv. Establish platforms for networking and sharing of best practises on ASEAN children and youth development strategies and tools;
- xvi. Exchange of cultural performers and scholars among Member States through education system to give greater access and understanding of the different cultures of ASEAN Member States;
- xvii. Promote the options of university placements in an institution of higher learning in a second ASEAN Member State through “a semester abroad” or “a year abroad” programme;
- xviii. Support the citizens of Member States to become proficient in the English language, so that the citizens of the ASEAN region are able to communicate directly with one another and participate in the broader international community;
- xix. Promote life-long learning;
- xx. Work towards the establishment of an ASEAN Youth Development Index to evaluate the outcomes and effectiveness of youth programmes in the region and to assist Member States in planning new youth interventions; and
- xxi. Promote early child care development through sharing of best practices, experiences and capacity building.

A2. Investing in human resource development

12. **Strategic objective:** Enhance and improve the capacity of ASEAN human resource through strategic programmes and develop a qualified, competent and well-prepared ASEAN labour force that would benefit from as well as cope with the challenges of regional integration.

Actions:

- i. Undertake a survey by 2009 and work to strengthen the existing centres of excellence in the field of human resource development in the ASEAN region;
- ii. Promote the use of English as an international business language at the work place;
- iii. Undertake assessments to identify gaps in training needs in ASEAN, particularly in the CLMV in order to develop joint technical cooperation programmes for the workforce;
- iv. Enhance the IT skills of the workforce in ASEAN through joint training programmes and courses;
- v. Develop gender-responsive skills training programmes for trainers in ASEAN Member States in particular the CLMV by 2010;
- vi. Design and implement training programmes to address the needs of high value-added industries that enhance ASEAN global competitiveness;
- vii. Develop a consolidated plan for regional cooperation for skills development for women, youth, and persons with disabilities; and
- viii. Conduct ASEAN Skill Competition regularly to support ASEAN workforce development, particularly its effort to achieve regional standard competency.

A3. Promotion of decent work

13. **Strategic objective:** Incorporating decent work principles in ASEAN work culture, safety and health at work place and ensuring that the promotion of entrepreneurship becomes an integral part of ASEAN's employment policy to achieve a forward-looking employment strategy.

Actions:

- i. Enhance capacity of governments to monitor labour markets and human resource indicators, and design social impact policies;
- ii. Establish national skills frameworks as an incremental approach towards an ASEAN skills recognition framework;
- iii. Endeavour to build an ASEAN network of experts in industrial relations to assist in promoting sound industrial relations, industrial harmony, higher productivity and decent work by 2010; and
- iv. Implement the Plan of Action on National Occupational Safety and Health Frameworks for ASEAN as affirmed by the ASEAN-OSHNET.

A4. Promoting Information and Communication Technology (ICT)

14. **Strategic objective:** Implement human resource development programme which will facilitate the implementation of regional ICT initiatives.

Actions:

- i. Implement capacity building programmes to increase ICT literacy in ASEAN, including women, children, the elderly and people with disabilities;
- ii. Promote positive use of ICT in particular the Internet;
- iii. Encourage the introduction of ICT at all levels of education;
- iv. Initiate the early use of ICT at the primary school;
- v. Enhance the use of ICT to promote e-learning; and

- vi. Develop a workforce and manpower with high levels of ICT proficiency and expertise.

A5. Facilitating access to applied Science and Technology (S&T)

15. **Strategic objective:** Develop policies and mechanisms to support active cooperation in research, science and technology development, technology transfers and commercialisation and establishment of strong networks of scientific and technological institutions with the active participation of private sector and other relevant organisations.

Actions:

- i. Establish a network of S&T centres of excellence to promote cooperation, sharing of research facilities, technology transfer and commercialisation, and joint research and technology development by 2011;
- ii. Strengthen collaborative research and development in applied S&T to enhance community well-being;
- iii. Facilitate the exchange and mobility of scientists and researchers from both public S&T institutions and private sector according to the respective laws, rules, regulation, and national policies;
- iv. Establish strategic alliances with private sector to promote R&D collaboration and technology transfer and commercialisation;
- v. Establish ASEAN scholarship and fellowship opportunities to support the ASEAN Virtual Institute of Science and Technology (AVIST) and other related science activities;
- vi. Heighten the awareness on applied S&T for sustainable development; Develop a core set of S&T indicators that can serve as input in the development of human resource strategies by economic and industry planners;
- vii. Enhance and sustain the utilization of the ASEAN Science and Technology Network (ASTNET) and other S&T networks; and
- viii. Promote the development, use and sharing of digital content among ASEAN Member States.

A6. Strengthening entrepreneurship skills for women, youth, elderly and persons with disabilities.

16. **Strategic objective:** Increasing the participation of women, youth, elderly, persons with disabilities, vulnerable and marginalised groups in the productive workforce by enhancing their entrepreneurial skills, particularly to improve their social well-being and contribute towards national development and regional economic integration.

Actions:

- i. Establish an ASEAN Forum on Youth Entrepreneurship under the joint auspices of labour, youth and education sectoral bodies by 2009;
- ii. Establish a women entrepreneurship network by 2010 and create favourable conditions for women entrepreneurs in the region, including by providing at the national level, access to micro credit, technology, trainings, markets and social protection services; and

- iii. Build an ASEAN network of experts on entrepreneurship to, among others, conduct skills training for out-of-school youths, the elderly and persons with disabilities by 2010.

A7. Building civil service capability

17. **Strategic objective:** Establish effective, efficient, transparent, responsive and accountable civil service systems through increased capacity-building, enhancement of public human resource competencies among ASEAN bureaucracies, and increased collaboration among ASEAN Member States.

Actions:

- i. Develop strategies for the implementation of the ASEAN Conference on Civil Service Matters (ACCSM) Work Plan (2008-2012) by 2009;
- ii. The ACCSM to promote ASEAN collaboration in the promotion of effective and efficient Civil Service, public accountability and good governance, and hold workshops in these fields on annual basis, starting in 2008;
- iii. Strengthen the capability of ASEAN Resource Centres under the auspices of the ACCSM to develop and conduct training programmes designed to assist all Member States;
- iv. Develop a pool of experts/trainers who will serve as resource persons in civil service capacity-building and training programmes;
- v. Develop training designs, manuals, and modules along Gender and Development (GAD), and Ethical and Good Governance for sharing with ASEAN countries;
- vi. Develop and conduct competency-based training programmes for sharing among ASEAN civil service systems under the auspices of the ACCSM;
- vii. Strengthen collaboration in realising the development of efficient, effective, capable, accountable and responsive Civil Service in ASEAN through the activities of the ASEAN Resource Centres (ARCs), ASEAN Sectoral Bodies, and other regional activities that support the implementation of the ACCSM priority areas;
- viii. Institute policies and programmes and undertake sustained campaigns in the civil service to implement the ACCSM Work Plan (2008-2012) in order to promote transparency, honesty, environmental concern, respect for human rights and gender equality, and priority attention and action for the poor and needy, among ASEAN public servants, who should be leading agents and advocates of the goals and ideals of the ASCC;
- ix. Enhance and establish mechanisms for effective and efficient public services, including service standards, citizens feedback procedures, and output-based performance rating systems; and
- x. Expand the role of civil society and citizens groups in integrity efforts and governance.

B. Social Welfare and Protection

18. ASEAN is committed to enhancing the well-being and the livelihood of the peoples of ASEAN through alleviating poverty, ensuring social welfare and protection, building a safe, secure and drug free environment, enhancing disaster resilience and addressing health development concerns.

B1. Poverty Alleviation

19. **Strategic objective:** Fully address socio-economic disparities and poverty that persist across ASEAN Member States including achieving the MDG goal of eradicating extreme poverty and hunger.

Actions:

- i. Develop and implement an ASEAN Roadmap towards realising the UN Millennium Development Goals in consultation among concerned sectoral bodies with a view to identify and extend technical assistance required in the field of poverty reduction;
- ii. Support ASEAN Member States' community-driven initiatives for poverty reduction towards narrowing the development gap within ASEAN;
- iii. Intensify efforts to implement projects related to poverty alleviation particularly in area of rural infrastructure, water supply, sanitation under the Initiative for ASEAN Integration and other sub-regional cooperation frameworks;
- iv. Improve ASEAN capacity in simple and applicable assessment and monitoring poverty reduction strategies through a targeting system that ensures low exclusion and leakage rates;
- v. Families living under poverty to be aided with appropriate support system to enable them to become self-reliant;
- vi. Strengthen ASEAN cooperation in microfinance, including strengthening cooperation and networking between microfinance institutions in poverty-stricken areas with due regard to local values and traditions as well as addressing the phenomenon of the feminisation of poverty;
- vii. Work towards the establishment of an ASEAN data bank on poverty incidence and poverty reduction programme, which can be shared among Member States;
- viii. Continue sharing experiences and best practices through regular holding of workshops and seminars on poverty alleviation in ASEAN Member States and its dialogue partners;
- ix. Establish an ASEAN Network for Family Development; and
- x. Facilitate the rural volunteers movement and the exchange of young professional in rural development in ASEAN.

B2. Social safety net and protection from the negative impacts of integration and globalization

20. **Strategic objective:** Ensure that all ASEAN peoples are provided with social welfare and protection from the possible negative impacts of globalisation and integration by improving the quality, coverage and sustainability of social protection and increasing the capacity of social risk management.

Actions:

- i. Undertake a survey of existing social protection regimes in ASEAN;
- ii. Enhance exchange of best practices in social security systems;
- iii. Include social protection in ASEAN's cooperation in progressive labour practices;
- iv. Explore the establishment of the social insurance system to cover the informal sector;

- v. Establish a network of social protection agencies to promote the well-being and living conditions of the poor, vulnerable, underserved and disadvantaged groups affected by adverse impacts of integration process and globalisation;
- vi. Study on enhancement of support for natural disaster risk safety mechanism in agriculture, forestry and fisheries;
- vii. Conduct research studies on the impact of economic integration and globalisation from gender perspective in order to have concrete bases in formulating appropriate gender-responsive interventions;
- viii. Develop appropriate actions and preventive measures against the use of the internet and pornography which exploit women, children, and other vulnerable groups;
- ix. Develop appropriate actions and preventive measures against the use of the internet to disrupt social harmony by inciting hatred, discrimination, and intolerance; and
- x. Strengthen ASEAN cooperation in protecting female migrant workers

B3. Enhancing food security and safety

21. **Strategic objective:** Ensure adequate access to food at all times for all ASEAN peoples and ensure food safety in ASEAN Member States.

Actions:

- i. Harmonise national food safety regulations with internationally-accepted standard, including quarantine and inspection procedures for the movement of plants, animals, and their products;
- ii. Strengthen the work of ASEAN Coordinating Committee on Food Safety to better coordinate all ASEAN Food bodies/subsidiaries, and the implementation of their work programmes;
- iii. Promote production of safe and healthy food by producers at all levels;
- iv. Develop model food legislative framework and guidelines and strengthen food inspection and certification system from farm to table in ASEAN Member States;
- v. Develop further the competency of existing network of food laboratories in ASEAN to facilitate the exchange of information, findings, experiences, and best practices relating food laboratories works and new technology;
- vi. Strengthen the capability of ASEAN Member States to conduct risk analysis;
- vii. Enhance consumer participation and empowerment in food safety;
- viii. Enhance the roles of ASEAN Food Security Reserve Board (AFSRB) as well as increase regional staple food reserves;
- ix. Strengthen the cooperation with regional and international institutions including private organisations to secure food for the region;
- x. Establish a network to enhance intra and extra ASEAN food trade cooperation to ensure stability in regional food distribution;
- xi. Ensure that food is available at all times for all ASEAN citizens;
- xii. Encourage the application of environmentally sound technologies in farming and food processing;
- xiii. Improve the quality of surveillance and the effectiveness of responses to food-borne diseases and food poisoning outbreaks through, among others, information sharing and exchange of expertise;

- xiv. Enhance advocacy to promote production of safe and healthy food by producers and education and communication to communities for empowerment in food safety;
- xv. Provide opportunities such as forums, meetings to facilitate coordinated actions among stakeholders geared for promotion of food security and safety; and
- xvi. Integrate these actions into a comprehensive plan of action with the ultimate goal of improving health outcomes.

B4. Access to healthcare and promotion of healthy lifestyles

22. **Strategic objectives:** Ensure access to adequate and affordable healthcare, medical services and medicine, and promote healthy lifestyles for the peoples of ASEAN.

Actions:

- i. Promote investment in primary health care infrastructure, in a rational manner and likewise ensure adequate financing and social protection for the poor and marginalised populations for better access to services and achievement of health-related Millennium Development Goals (MDGs);
- ii. Promote and undertake information and educational drive and public health policies' advocacy activities to encourage healthy lifestyle and behaviour change intervention including diet, physical activities and mental health, that are accessible, affordable, and sustainable;
- iii. Employ strategies to strengthen integrated risk management, promotion of healthy lifestyle and behavioural change;
- iv. Develop and adopt a framework for unhealthy food and beverages including alcohol similar to the Framework Convention on Tobacco Control (FCTC);
- v. Enhance awareness on the impact of regional/global trade policies and economic integration on health and develop possible strategies to mitigate their negative impacts through regional workshops and seminars, advocacy, sharing of studies and technical documents;
- vi. Develop strategies for ASEAN to strengthen capacity and competitiveness in health related products and services, including in the pharmaceutical sector;
- vii. Facilitate research and cross-country exchange of experience in promoting the integration of safe, effective and quality Traditional Medicine, Complementary and Alternative Medicine (TM/CAM) into the national healthcare system, and across other sectors;
- viii. Promote the application of biotechnology, food technology, and nanotechnology to assist in the sustainable use of biological resources, and design, production and delivery of drugs and other products;
- ix. Promote e-health in facilitating timely sharing of appropriate, accurate and complete information for the benefit of public health;
- x. Promote collaboration in Research and Development on health promotion, health lifestyles and risk factors of non-communicable diseases in ASEAN Member States;
- xi. Promote the sharing of best practices in improved access to health products including medicines for people in ASEAN;
- xii. Provide adequate incentives and better working conditions to ensure the retention of health workers within the region and develop, in close collaboration with WHO including relevant sectors, a fair code of practice

- on the international recruitment of health workers to resolve the critical shortage of health workers around the world;
- xiii. Encourage exchange of experts in the field of public health, medicine, physical and health education, to promote sharing of knowledge and experience;
 - xiv. Encourage public-private partnership, community empowerment and gender sensitive policies in improving community health standard;
 - xv. Promote capacity building programmes such as improving pharmaceutical management capability; facilitating training courses and exchange of experience in researches on stability, bio-availability, bioequivalence, clinical studies, validation of manufacturing process, validation of analytical methods;
 - xvi. Establish and maintain an ASEAN Nutrition Surveillance System;
 - xvii. Promote the sharing of best practises in improving the access to primary health care by people at risk/vulnerable groups, with special attention to diabetes mellitus, cardiovascular diseases, cancers and disabilities through regional workshops, seminars, and exchange visits among the ASEAN Member States;
 - xviii. Empower consumers to become active participants in health care and to make informed choices to maximise the benefits and minimise the risks of use of Traditional Medicine/Complementary and Alternative Medicine (TM/CAM);
 - xix. Advocate policy makers to accelerate actions to increase accessibility to sexual and reproductive health information and friendly health services, and educate society especially parents and adolescent on reproductive and sexual health education;
 - xx. Develop programmes and improve surveillance of certain non-communicable diseases, including diabetes mellitus, cardiovascular diseases and cancers which are becoming more prevalent in the community due to changing lifestyles;
 - xxi. Strengthen existing health networking in ASEAN Member States in order to push forward an active implementation on health services access and promotion of healthy lifestyles, as well as continually exchange of knowledge, technology and innovation for sustainable cooperation and development;
 - xxii. Promote rational use of drug, especially on prescription of antibiotic;
 - xxiii. Exchange of information and experience on drug price control to access essential drug in all ASEAN Member States; and
 - xxiv. Promote the exchange of experiences among ASEAN Member States on public health policy formulation and management.

B5. Improving capability to control communicable diseases

23. **Strategic objective:** To enhance regional preparedness and capacity through integrated approaches to prevention, surveillance and timely response to communicable and emerging infectious diseases.

Actions:

- i. Consolidate, further strengthen and develop regional cooperative arrangements through multisectoral and integrated approaches in the prevention, control, preparedness for emerging infectious diseases in

- line with International Health Regulation 2005 and the Asia Pacific Strategy for Emerging Diseases (APSED);
- ii. Establish/strengthen/maintain regional support system and network to narrow the gap among ASEAN Member States in addressing emerging infectious diseases and other communicable diseases;
 - iii. Ensure that stockpile of antivirals and Personal Protective Equipment (PPE) is maintained at regional level for all member states and for rapid response and rapid containment of potential pandemic influenza;
 - iv. Reduce the impact of HIV transmission and the impact of HIV epidemic, consistent with the Millennium Development Goals (MDGs), the UNGASS declarations on HIV and AIDS, ASEAN Commitments on HIV and AIDS, and Third ASEAN Work Programme on HIV and AIDS;
 - v. Improve better access to affordable antiretroviral treatment and opportunistic disease treatment as well as diagnostic reagents;
 - vi. Develop programme to improve 2nd generation HIV surveillance (risk factors and behaviour) and promote sharing of information and experience among ASEAN Member States;
 - vii. Promote the sharing of best practises in improving the access to primary health care by people at risk/vulnerable groups, with special attention to HIV and AIDS, malaria, dengue fever, tuberculosis, and emerging infectious diseases through regional workshops, seminars, and exchange visits among the ASEAN Member States;
 - viii. Strengthen regional clinical expertise through professional organisations networks, regional research institution, exchange of expertise and information sharing;
 - ix. Strengthen cooperation through sharing of information and experiences to prevent and control infectious diseases related to global warming, climate change, natural and man-made disasters;
 - x. To tackle the issues of clean water, hygiene, sanitation and waste management that have implications on infectious diseases;
 - xi. Strengthen cooperation among ASEAN Member States in contact tracing and health quarantine;
 - xii. Strengthen and maintain surveillance system for infectious diseases including HIV and AIDS, malaria, dengue fever, and tuberculosis; and
 - xiii. Promote the collaboration in Research and Development on health products especially on new medicines for communicable diseases including neglected diseases commonly found in ASEAN Member States.

B6. Ensuring a drug-free ASEAN

24. **Strategic objectives:** Reduce significantly, the overall prevalence of illicit drug abuse in the general population, in particular students, youth and those in high-risk and vulnerable groups through preventive measures and by increasing access to treatment, rehabilitation and aftercare services to ensure full re-integration into society as well as through enhanced partnership between the public and private sectors and civil society organizations.

Actions:

- i. Develop and widely implement family, school, workplace and community-based drug prevention and drug abuse control programmes;

- ii. Promoting civic awareness and social response by proactively advocating advocacy against the damage and dangers of drugs;
- iii. Reducing illicit consumption of drugs by building consensus and sharing of best practices in drug demand reduction programmes;
- iv. Sharing of drug research data among ASEAN Member States;
- v. Develop technical assistance that would help concerned countries identify alternative crops as substitute to illicit drug crops and institute sustainable policy reforms;
- vi. Promote wider access to markets for alternative development (AD) products within the region consistent with national and international obligations and treaties applicable multilateral trade rules;
- vii. Facilitate the establishment and maintenance of treatment and rehabilitation centre in any ASEAN Member States;
- viii. Exchange of experience, expertise and best practice and lessons learned on the prevention and treatment of and aftercare drug users/addicts among both public and community-based organisations and NGOs; and
- ix. Strengthen capacities of drug demand reduction workers and drug control officers; and develop pool of experts and trainers in the fields of drug demand reduction and drug control programme.

B7. Building disaster-resilient nations and safer communities

25. **Strategic objective:** Strengthen effective mechanisms and capabilities to prevent and reduce disaster losses in lives, and in social, economic, and environmental assets of ASEAN Member States and to jointly respond to disaster emergencies through concerted national efforts and intensified regional and international cooperation.

Actions:

- i. Fully implement the ASEAN Agreement on Disaster Management and Emergency Response by 2015;
- ii. Support the establishment and operationalisation of the ASEAN Coordinating Centre for Humanitarian Assistance on disaster management (AHA Centre) to facilitate cooperation and coordination among ASEAN Member States and with relevant UN agencies and international organisations;
- iii. Institutionalise capacity building programmes in areas of priority concern of Member States by the year 2015, and promote technical cooperation, joint research and networking to increase the capacity and capability of Member States in responding to disasters and reducing losses from disasters;
- iv. Establish a fully functioning ASEAN Disaster Information Sharing and Communication Network by the year 2010, to promote sharing of information and best practices and facilitate decision making process;
- v. Implement or enhance public awareness and education programmes on a regular basis, and promote public participation in programmes related to disaster risk reduction and emergency response in order to promote community resilience to disasters;
- vi. Promote partnership with relevant stakeholders, including local communities, non-governmental organisations and private enterprises, and strengthen cooperation with United Nations and relevant international organisations;

- vii. Carry both national and ASEAN flag or logo to promote the visibility of ASEAN among the first responders engaged in humanitarian missions;
- viii. Promote sustainable livelihood options through socio-economic development activities to minimise disaster risks and enhance community-coping capacities;
- ix. Strengthen community-based disaster preparedness and participation through promotion of indigenous knowledge and practices, implementation of public awareness and education and sharing of best practices and lessons learnt to build a disaster-resilient community;
- x. Promote wider utilisation of services of existing regional facilities, such as ASEAN Specialised Meteorological Centre (ASMC) and ASEAN Earthquake Information Centre (AEIC), in providing early warning information and technical advisories to enhance regional disaster preparedness;
- xi. Establish an ASEAN volunteer programme to assist disaster stricken areas which will also enhance ASEAN togetherness; and
- xii. Promote multi-sectoral coordination and planning on Pandemic Preparedness and Response at the regional level including development of a regional Multi-Sectoral Pandemic Preparedness and Response Plan.

C. Social Justice and Rights

- 26. ASEAN is committed to promoting social justice and mainstreaming people's rights into its policies and all spheres of life, including the rights and welfare of disadvantaged, vulnerable and marginalised groups such as women, children, the elderly, persons with disabilities and migrant workers.

C1. Promotion and protection of the rights and welfare of women, children, the elderly, and persons with disabilities.

- 27. **Strategic objective:** Safeguard the interests and rights as well as provide equal opportunities, and raise the quality of life and standard of living, for women, children, the elderly, and persons with disabilities.

Actions:

- i. Work towards the establishment of an ASEAN commission on the promotion and protection of the rights of women and children;
- ii. Continue to implement the Work Plan to Operationalise the Declaration on the Elimination of Violence Against Women in the ASEAN Region;
- iii. Implement programmes on child survival, development and protection consistent with the Convention on the Rights of the Child;
- iv. Establish an ASEAN network of social workers by 2013;
- v. Conduct regional capacity building programmes on social services and rehabilitation for persons with disabilities;
- vi. Support activities in promoting and developing care and welfare and the quality of life and well being of the elderly, persons with disabilities, women and children living under poverty, vulnerable and disadvantaged groups, including by exchanging best practices in all related fields such as accessibility, rehabilitation, protection and care including medical care. This should also include volunteer home-based care and all other forms of alternative family and community care arrangements;

- vii. Enhance support and commitment to improve social protection for the elderly in ASEAN Member States, through networking, and exchange of information;
- viii. Develop social security standards in each ASEAN Member States;
- ix. Facilitate and exchange research and studies in gerontology and medicine for the elderly;
- x. Use sex-disaggregated data, among others, to promote awareness on gender equality, women's role and contribution in the development of the region at the policy level;
- xi. Promote and enhance the percentage of women's participation in all fields and at all levels, including political, decision-making as well as socio-economic empowerment of women;
- xii. Incorporate a gender perspective into national and regional policies and enhance the participation of women in programmes and projects;
- xiii. Promote and encourage participation of persons with disabilities in decision-making and recognise their accomplishments;
- xiv. Develop and implement programme to assist children living under disadvantaged and vulnerable conditions; and
- xv. Establish an ASEAN Consortium of Social Welfare Practitioners, Educators and Schools of Social Work.

C2. Protection and promotion of the rights of migrant workers

28. **Strategic objective:** Ensure fair and comprehensive migration policies and adequate protection for all migrant workers in accordance with the laws, regulations and policies of respective ASEAN Member States as well as implement the ASEAN Declaration on the Protection and Promotion of the Rights of Migrant Workers¹.

Actions:

- i. Operationalise the ASEAN Committee on the Implementation of the ASEAN Declaration on the Protection and Promotion of Rights of Migrant Workers under the auspices of the SLOM to implement the provisions of the Declaration and work towards the development of an ASEAN instrument on the protection and promotion of the rights of migrant workers;
- ii. Institutionalise and convene on a regular basis the ASEAN Forum on Migrant Labour as a platform for broad-based discussions on migrant labour issues under the auspices of the Committee, which reports to SLOM;
- iii. Promote fair and appropriate employment protection payment of wages and adequate access to decent working and living conditions for migrant workers and provide migrant workers, who may be victims of discrimination, abuse, exploitation, violence, with adequate access to the legal and judicial system of the receiving states;
- iv. Intensify efforts to protect the fundamental human rights, promote the welfare and uphold human dignity of migrant workers by, among others, facilitating the exercise of consular functions to consular or diplomatic authorities of states of origin when a migrant workers is arrested or committed to prison or custody or detained in any other manner, under the laws and regulation of the receiving state and in accordance with the Vienna Convention and Consular Relations;

- v. Facilitate data-sharing on matters related to migrant workers for the purpose of enhancing policies and programmes concerning migrant workers in both sending and receiving states;
- vi. Strengthen policies and procedures in the sending state to facilitate aspects of migration workers, including recruitment, preparation for deployment overseas and protection of the migrant workers when abroad as well as repatriation and reintegration to the countries of origin;
- vii. Facilitate access to resources and remedies through information, training and education, access to justice, and social welfare services as appropriate and in accordance with the legislation and of the receiving state, provided that they fulfil the requirements under applicable laws, regulations, and policies of the said state, bilateral agreements and multilateral treaties;
- viii. Establish and promote legal practice of the sending state to regulate recruitment of migrant workers and adopt mechanisms to eliminate recruitment malpractices through legal and valid contracts, regulation, and accreditation of recruitment agencies and employers, and blacklisting of negligent/unlawful agencies; and
- ix. Promote capacity building by sharing of information, best practises as well as opportunities and challenges in relation to protection and promotion of migrant workers' rights and welfare.

C3. Promoting Corporate Social Responsibility (CSR)

29. ***Strategic objective:*** Ensure that Corporate Social Responsibility (CSR) is incorporated in the corporate agenda and to contribute towards sustainable socio-economic development in ASEAN Member States.

Actions:

- i. Develop a model public policy on Corporate Social Responsibility or legal instrument for reference of ASEAN Member States by 2010. Reference may be made to the relevant international standards and guides such as ISO 26000 titled "Guidance on Social Responsibility";
- ii. Engage the private sector to support the activities of sectoral bodies and the ASEAN Foundation, in the field of corporate social responsibility;
- iii. Encourage adoption and implementation of international standards on social responsibility; and
- iv. Increase awareness of Corporate Social Responsibility in ASEAN towards sustainable relations between commercial activities and communities where they are located, in particular supporting community based development.

D. Ensuring Environmental Sustainability

30. ASEAN shall work towards achieving sustainable development as well as promoting clean and green environment by protecting the natural resource base for economic and social development including the sustainable management and conservation of soil, water, mineral, energy, biodiversity, forest, coastal and marine resources as well as the improvement in water and air quality for the ASEAN region. ASEAN will actively participate in global efforts towards addressing global environmental challenges, including climate change and the ozone layer protection, as well as developing and adapting

environmentally-sound technology for development needs and environmental sustainability.

D1. Addressing global environmental issues

31. **Strategic Objective:** Effectively address global environmental issues without impinging on competitiveness, or social and economic development based on the principle of equity, flexibility, effectiveness and common but differentiated responsibility, respective capabilities as well as reflecting on different social and economic conditions.

Actions:

- i. Intensify regional cooperation to enhance and strengthen national and regional capacities to address issues and commitments to relevant Multilateral Environmental Agreements (MEAs) through regional research, promoting awareness, capacity building programmes and informed policy choices;
- ii. Promote synergies in the implementation of related MEAs through strengthening of regional cooperation to address measures related to the thematic clusters of MEAs on atmospheric issues such as climate change and ozone depleting substances, and MEAs on chemicals and chemical wastes;
- iii. Promote ASEAN common understanding/common position on relevant MEAs; and
- iv. Adopt a holistic approach in fostering regional cooperation on environmental issues, with the participation of all relevant stakeholders including business, academics, NGOs and civil society organisations.

D2. Managing and preventing transboundary environmental pollution

32. **Strategic Objective:** Implement measures and enhance international and regional cooperation to combat transboundary environmental pollution, including haze pollution, transboundary movement of hazardous wastes through, among others, capacity building, enhancing public awareness, strengthening law enforcement, promoting environmentally sustainable practices as well as implement the ASEAN Agreement on Transboundary Haze Pollution².

D2.1. Transboundary Haze Pollution

Actions:

- i. Operationalise the ASEAN Agreement on Transboundary Haze Pollution through the implementation of concrete preventive, monitoring and mitigation measures and to initiate the process of developing protocols for the implementation and operationalisation of the Agreement;
- ii. Develop mutually beneficial cooperation amongst ASEAN Member States that acknowledge each country's laws, rules, regulations, and national policies, whether it is multilateral or bilateral cooperation, which put more focus on prevention activities;
- iii. Operationalise the ASEAN Coordinating Centre for Transboundary Haze Pollution Control to facilitate cooperation and coordination, including joint emergency response among Member States;

- iv. Secure funds for the ASEAN Transboundary Haze Pollution Control Fund, with voluntary contributions from the Parties, and in cooperation with ASEAN partners to provide additional resources for the effective implementation of the ASEAN Agreement on Transboundary Haze Pollution; and
- v. Control and monitor land and forest fire occurrence in the region and promote the sustainable management of peatlands in the ASEAN region to reduce risk of fire and associated transboundary haze pollution through the implementation of the ASEAN Peatland Management Initiative (APMI) by the year 2015.

D2.2. Transboundary Movement of Hazardous Wastes

Actions:

- i. Enhance regional coordination and exchange of information, experience and expertise in hazardous waste management;
- ii. Optimise the existence of Basel Convention Regional Centre for Training and Technology Transfer for Southeast Asia (BCRC-SEA) and the role of its Steering Committee in providing regional services of technology transfer and capacity building of hazardous waste management; and
- iii. Establish effective and fully functioning regional mechanisms to address transboundary hazardous wastes, including illegal traffic of hazardous wastes, in line with the Basel Convention Procedures and Modalities.

D3. Promoting sustainable development through environmental education and public participation

33. **Strategic Objective:** Establish a clean and green ASEAN, rich in cultural traditions where the values and practices of the people are in accordance with the rhythm and harmony of nature, with citizens who are environmentally literate, imbued with the environmental ethic, and willing and capable to ensure the sustainable development of the region through environmental education and public participation efforts.

Actions:

- i. Implement the ASEAN Environmental Education Action Plan (AEEAP) 2008-2012;
- ii. Establish a baseline assessment on the extent to which national curricula in the basic education system include Environmental Education (EE) and Environmentally Sustainable Development (ESD) content;
- iii. Establish a baseline assessment on the extent to which teacher education programmes and in-service and pre-service training address EE/ ESD theory and practice;
- iv. Ensure that Quality Assurance (QA) systems for formal education (that is, national standards) require the inclusion of EE/ ESD issues in the relevant disciplines;
- v. Promote research on EE/ ESD issues to ensure continuing development in formal education;
- vi. Promote sustainable schools (for example, eco-schools/ green schools) concept and practice throughout ASEAN;
- vii. Develop EE curricula, materials and resources that are locally relevant and complement ESD at the local/ community level;

- viii. Promote EE as a key integrating tool for the development of 'environmentally sustainable cities' in each ASEAN Member State;
- ix. Use appropriately designed and targeted EE for promotion of environmentally sustainable business practices;
- x. Promote ASEAN Environment Week which serves as platform for national level activities to celebrate and raise awareness of the region's environment with all stakeholders in each of the ASEAN Member States;
- xi. Establish a baseline of EE for sustainable development training needs for stakeholders in both the formal and non-formal sectors;
- xii. Provide EE and ESD training opportunities for key stakeholders;
- xiii. Provide ASEAN EE for Sustainable Development Leadership Training Programmes for key target groups (e.g., government officials, members of parliament and other elected officials, media and communication professionals, youth, women, etc.);
- xiv. Create an ASEAN EE/ ESD scholarship scheme for the region's stakeholders;
- xv. Actively promote and manage the ASEAN Environmental Education Inventory Database (AEEID) as the central platform for information dissemination, exchange and learning for EE and ESD in ASEAN;
- xvi. Develop an ASEAN-wide 'Youth for Sustainable Environment' Network;
- xvii. Establish an ASEAN sustainable/green/eco-school network;
- xviii. Establish an annual ASEAN EE Conference/ Forum for the region's EE stakeholders as a platform for the exchange of information, materials, experience, networking, etc;
- xix. Build and strengthen existing networks of NGOs, universities and media throughout the region to be effective practitioners, promoters, communicators and agents of change for EE and ESD; and
- xx. Enhance the participation of community leaders, such as those religious leaders who have close contact with local communities, in promoting public awareness on the importance of sustainable development and environmentally sustainable practices.

D4. Promoting Environmentally Sound Technology (EST)

34. **Strategic Objective:** Use environmentally sound technologies to achieve sustainable development with minimal impact on the environment

Actions:

- i. Operationalise the ASEAN Network on EST (ASEAN-NEST) by 2015;
- ii. Work towards the adoption of region wide environmental management/labelling schemes to promote economic growth and environmental protection by 2015;
- iii. Facilitate an EST Forum to develop technology need assessments and develop cooperation among ASEAN Member States;
- iv. Enhance cooperation among ASEAN Member States within the framework of South-South and North-South cooperation to promote technology transfer;
- v. Explore the establishment of a clearing house centre on EST for ASEAN Member States (i.e. Cleaner Production Centre); and
- vi. Intensify cooperation on joint research, development, deployment and transfer of EST.

D5. Promoting quality living standards in ASEAN cities/urban areas

35. **Strategic Objective:** Ensure cities/urban areas in ASEAN are environmentally sustainable, while meeting the social and economic needs of the people.

Actions:

- i. Expand on the existing work under the ASEAN Initiative on Environmentally Sustainable Cities;
- ii. Intensify individual and collective efforts to improve the quality of air and water within ASEAN through regional or national initiatives to reduce industrial and transportation pollutions;
- iii. Share experiences, expertise and technology in areas such as urban planning including transportation, green building, water management, urban greenery and urban biodiversity conservation, sanitation and waste management, 3Rs (Reduce, Reuse and Recycle) and air, noise, water, and land pollution control, through among others twinning cities programme;
- iv. Work towards initiatives such as “Low Carbon Society”, “Compact Cities”, “Eco-Cities” and “Environmentally Sustainable Transport”;
- v. Develop internationally comparable measures for environmental sustainability for major cities in ASEAN by 2015;
- vi. Introduce and implement an ASEAN Environmentally Sustainable Cities (ESC) Award by 2008 as an incentive to promote ESC practices.

D6. Harmonizing environmental policies and databases

36. **Strategic Objective:** Promote feasible efforts to harmonise on a step-by-step basis environmental policies, and databases, taking into account the national circumstances of Member States, to support the integration of the environmental, social and economic goals of the region.

Actions:

- i. Work towards the implementation of the thirteen priority environmental parameters and undertake efforts to ensure region wide harmonization in terms of measurement, monitoring and reporting by 2015;
- ii. Strive for harmonization of standards and conformity assessment procedures for environmental performance/programmes by 2015;
- iii. Continue producing informative periodical state of the environment reports for policy making and addressing impacts on the environment;
- iv. Promote environmental sustainable/green procurement practices in ASEAN Member States and develop a region wide strategy for the ASEAN region by 2015; and
- v. Encourage regional cooperation on Strategic Environmental Assessment of large-scale projects and other activities which may cause significant environmental impacts in the region.

D7. Promoting the sustainable use of coastal and marine environment

37. **Strategic Objective:** Ensure ASEAN’s coastal and marine environment are sustainably managed; representative ecosystems, pristine areas and species are protected; economic activities are sustainably managed; and public awareness of the coastal and marine environment instilled.

Actions:

- i. Enhance inter-agency and inter-sectoral coordination at the regional and international levels for achieving sustainable development of ASEAN's coastal and marine environment;
- ii. Build capacities to develop national marine water quality standards by 2015 using the ASEAN Marine Water Quality Criteria as a reference;
- iii. Establish a representative network of protected areas to conserve critical habitats by 2015 through further implementation of the ASEAN Criteria for Marine Heritage Areas, and ASEAN Criteria for National Protected Areas;
- iv. Promote conservation and sustainable management of key ecosystems in coastal and marine habitats, such as joint efforts to maintain and protect marine parks in border areas, and the "Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security";
- v. Enhance the capacity and capability of, as well as economic benefits for the fishery and other coastal community to encourage their active participation in promoting environmental sustainability;
- vi. Promote the sustainable use of coastal and marine environment through public awareness campaign to highlight the global importance of coastal and marine environment in addressing food security, maintaining ecosystem services, as well as protecting marine environment;
- vii. Promote collaboration among ASEAN Member States in responding to transboundary pollution due to the oil spill incidents; and
- viii. Promote cooperation in addressing pollution of coastal and marine environment from land-based sources.

D8. Promoting Sustainable Management of Natural Resources and Biodiversity

38. **Strategic Objective:** Ensure ASEAN's rich biological diversity is conserved and sustainably managed toward enhancing social, economic and environmental well-being.

Actions:

- i. Achieve by 2010, a significant reduction in the current rate of loss of biodiversity through implementing relevant national, regional and international programmes of work;
- ii. Promote collaboration, sharing of lessons learnt on access and equitable sharing of genetic and biological resources by 2015;
- iii. Promote further listing and coordinated management of ASEAN Heritage Parks as an effective platform for ecosystem-based protected areas management by 2015;
- iv. Enhance cooperation in the management of transboundary protected areas between neighbouring ASEAN Member States;
- v. Take appropriate measures to minimise impacts of transboundary movement of living modified organisms in accordance with the Cartagena Protocol on Biosafety by 2015;
- vi. Establish a functional regional network to promote capacity building in developing inventory of the biological resources and biosafety measures of the ASEAN Region by 2015;

- vii. Enhance the role and capacity of the ASEAN Centre for Biodiversity (ACB) to function as an effective regional centre of excellence in promoting biodiversity conservation and management;
- viii. Promote the involvement of local community to maintain biodiversity conservation and forest health by 2015;
- ix. Promote effective management policies and practices to reduce the impact of invasive alien species at the regional and international levels;
- x. Promote regional cooperation on sustainable management of biodiversity such as sharing research and development experiences, exchange of experts, and training;
- xi. Strengthen efforts to control transboundary trade in wild fauna and flora through the ASEAN Action Plan on Trade in Wild Fauna and Flora 2005-2010 and the ASEAN Wildlife Enforcement Network (ASEAN-WEN) to implement commitments to Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES);
- xii. Explore cooperation among ASEAN Member States to conduct joint survey and monitoring of migratory wildlife; and
- xiii. Promote cooperation among ASEAN Member States in combating land degradation for sustainable land management to support sustainable agriculture and environment.

D9. Promoting the Sustainability of Freshwater Resources

39. **Strategic Objective:** Promote sustainability of water resources to ensure equitable accessibility and sufficient water quantity of acceptable quality to meet the needs of the people of ASEAN.

Actions:

- i. Continue implementation of the ASEAN Strategic Plan of Action on Water Resources Management;
- ii. Endeavour to reduce by half the number of people without sustainable access to safe drinking water by 2010;
- iii. Manage water resources efficiently and effectively in order to provide adequate and affordable water services by 2015;
- iv. Promote the implementation of integrated river basin management by 2015;
- v. Promote public awareness and partnership to enhance integrated water resources management; and
- vi. Promote regional cooperation on water conservation measures and programmes as well as scientific and technological innovations in water quality improvement and supply.

D10. Responding to Climate Change and addressing its impacts

40. **Strategic Objective:** Enhance regional and international cooperation to address the issue of climate change and its impacts on socio-economic development, health and the environment, in ASEAN Member States through implementation of mitigation and adaptation measures, based on the principles of equity, flexibility, effectiveness, common but differentiated responsibilities, respective capabilities, as well as reflecting on different social and economic conditions.

Actions:

- i. Encourage ASEAN common understanding on climate change issues and where possible, engage in joint efforts and common positions in addressing these issues.
- ii. Encourage the efforts to develop an ASEAN Climate Change Initiative (ACCI);
- iii. Promote and facilitate exchange of information/knowledge on scientific research and development (R&D), deployment and transfer of technology and best practices on adaptation and mitigation measures, and enhance human resource development;
- iv. Encourage the international community to participate in and contribute to ASEAN's efforts in afforestation and reforestation, as well as to reduce deforestation and forest degradation;
- v. Develop regional strategies to enhance capacity for adaptation, low carbon economy, and promote public awareness to address effects of climate change;
- vi. Enhance collaboration among ASEAN Member States and relevant partners to address climate related hazards, and scenarios for climate change;
- vii. Develop regional systematic observation system to monitor impact of climate change on vulnerable ecosystems in ASEAN;
- viii. Conduct regional policy, scientific and related studies, to facilitate the implementation of climate change convention and related conventions;
- ix. Promote public awareness and advocacy to raise community participation on protecting human health from the potential impact of climate change;
- x. Encourage the participation of local government, private sector, non-governmental organisations, and community to address the impacts of climate change; and
- xi. Promote strategies to ensure that climate change initiatives lead to economically vibrant and environment friendly ASEAN Community taking into account win-win synergy between climate change and the economic development.

D11. Promoting Sustainable Forest Management (SFM)

41. **Strategic Objectives:** Promote the implementation of sustainable management of forest resources in the ASEAN region and eradicating unsustainable practices including combating illegal logging and its associated trade through amongst others; capacity building, technology transfer, enhancing public awareness and strengthening law enforcement and governance.

Actions:

- i. Implement Strategic Plan of Action of the ASEAN cooperation in Forestry (2005 – 2010);
- ii. Encouraging environmentally sustainable planning and management of the ASEAN region's forests;
- iii. Strengthen to address social cultural aspect of illegal logging and its associated trade in particular poverty eradication and illicit practices such as corruption and money laundering;
- iv. Support for global and regional initiatives to reduce emissions from deforestation and forest degradation, and to promote a reformed

- afforestation and reforestation under the Clean Development Mechanism (A/R-CDM) effort and to identify and avail appropriate international incentives and assistance;
- v. Support the implementation of regional forest related initiatives such as the "Heart of Borneo" initiative, the Asia Forest Partnership and Asia-Pacific Network for Sustainable Forest Management and Rehabilitation, as well as global efforts such as Forestry Eleven Forum;
 - vi. Enhance the capacities and human resources, including research and development in the forestry sector to achieve Sustainable Forest Management (SFM);
 - vii. Strengthen ASEAN cooperation and joint approaches in addressing international and regional forestry issues to participate in the development of a global partnership for development;
 - viii. Promote forest management involving the community living within and surrounding the forest for the sustainability of the forest and prosperity of the people;
 - ix. Promote the eradication of unsustainable practices and related illicit activities;
 - x. Strengthen the implementation of forest law enforcement and governance to achieve sustainable management of forest resources and to support the sustainable development objective of Millennium Development Goals, including eradicating and combating illegal logging and its associated trade as well as combating the issue of illicit practices such as corruption and money laundering; and
 - xi. Implement the work plan for strengthening forest law enforcement and governance in ASEAN (2008-2015).

E. Building ASEAN Identity

42. The ASEAN identity is the basis of Southeast Asia's regional interests. It is our collective personality, norms, values and beliefs as well as aspirations as one ASEAN community. ASEAN will mainstream and promote greater awareness and common values in the spirit of unity in diversity at all levels of society.

E1. Promotion of ASEAN awareness and a sense of community

43. **Strategic Objective:** Create a sense of belonging, consolidate unity in diversity and enhance deeper mutual understanding among ASEAN Member States about their culture, history, religion, and civilisation.

Actions:

- i. Review and develop new Regional and National Communication Plan in each Member State to support ASEAN identity and awareness building efforts;
- ii. Encourage all sectoral bodies to intensify their efforts in promoting ASEAN identity and awareness as well as enhance the roles of Senior Officials Responsible for Information (SOMRI), Senior Officials Meeting on Culture and Arts (SOMCA) and the ASEAN Committee on Culture and Information (COCI) in promoting ASEAN identity and awareness;
- iii. Undertake a coordinated production of printed, broadcast and multimedia materials on ASEAN to be reproduced and disseminated by national

- information agencies and private agencies of ASEAN Member States starting in 2009;
- iv. Engage the mainstream media in promoting, on a continuing basis, all ASEAN programmes and projects, including ASEAN's cultural heritage and arts and the work of COCI;
 - v. Increase media exchange and networking of communication personnel among ASEAN Member States and between ASEAN and its Dialogue Partners;
 - vi. Support school activities promoting ASEAN awareness, such as by encouraging the observance of the annual ASEAN Day;
 - vii. Initiate the establishment of linkages among ASEAN cities and townships, especially those with cultural arts and heritage elements.;
 - viii. Support the ASEAN Foundation's mandate to promote ASEAN identity and awareness and people-to-people interactions, primarily within ASEAN, but also between ASEAN and its friends and partners;
 - ix. Promote ASEAN sporting events in the national and private media such as the SEA Games. and PARA Games;
 - x. Encourage the use of ASEAN Anthem and other ASEAN Symbols to raise ASEAN awareness in ASEAN Member States;
 - xi. Encourage the establishment of ASEAN associations at national levels to promote awareness of ASEAN in ASEAN Member States;
 - xii. Encourage the deepening of understanding and tolerance among the peoples of ASEAN through interfaith dialogue and ensuring adequate exposure of these events in the media;
 - xiii. Promote a culture of tolerance among media personnel about the diverse culture, religion and ethnicity of ASEAN by conducting enhanced inter-media dialogue among ASEAN media and in cooperation with other international actors;
 - xiv. Enhance the use of and the capability to utilize new media technologies such as digital broadcasting to promote ASEAN awareness and identity and facilitating ASEAN media industry collaborations to showcase Member States' culture, developments and talents;
 - xv. Strengthen national capabilities in the preservation and promotion of audio-visual heritage;
 - xvi. Encourage active participation of ASEAN Media Editors through regular Meetings to promote ASEAN awareness;
 - xvii. Encourage cooperation and networking including book exchange programmes among libraries in ASEAN; and
 - xviii. Disseminate ASEAN culture, social traditions and values particularly among the young generation through the media.
 - xix. Promote exchanges of television programmes to enhance cross-culture understanding among ASEAN Member States;
 - xx. Mobilise the mass media and other cultural institutions to disseminate and share information on ASEAN culture, developments, accomplishments, benefits, and objectives to the people;
 - xxi. Encourage youth exchanges such as the conduct of youth camps and similar activities to promote ASEAN arts and culture performances, ASEAN awareness and a sense of community among the public; and
 - xxii. Include the studies on ASEAN arts and culture as well as their values in school curriculum.

E2. Preservation and promotion of ASEAN cultural heritage

44. **Strategic Objective:** Promote the conservation and preservation of ASEAN cultural heritage to ensure its continuity to enhance awareness and understanding of the people about the unique history of the region and the cultural similarities and differences between and among ASEAN Member States as well as to protect the distinctiveness of ASEAN cultural heritage as a whole.

Actions:

- i. Develop or improve national legislations and regional instruments/mechanisms to protect, preserve and promote ASEAN cultural heritage and living traditions of each ASEAN Member State by 2015;
- ii. Document and manage significant ASEAN cultural heritage in a whole of ASEAN context;
- iii. Undertake risk assessments and prepare emergency response plans for rescuing threatened significant cultural heritage across ASEAN; Promote ASEAN civilization studies, including through collaboration between the ASEAN culture officials and the members of the AUN;
- iv. Promote cultural tourism and the development of related industries by establishing working relations between and among the ASEAN culture and tourism officials and the private sector;
- v. Promote capacity building/human capital in heritage management by providing training, seminar, workshop, conferences, etc;
- vi. Undertake studies on the establishment of an ASEAN Cultural Centre in each ASEAN Member State as well as ASEAN dialogue partner countries;
- vii. Preserve and develop the traditional handicraft villages and occupations in the rural areas, particularly among ethnic minority groups;
- viii. Develop national capabilities in the promotion, management and preservation of traditional cultural heritage and non-traditional cultural heritage such as audio-visuals;
- ix. Encourage community participation in preservation cultural heritage through mass media;
- x. Promote the protection of cultural properties against theft, illicit and illegal trade and trafficking, and transfer within and outside ASEAN;
- xi. Promote regional cooperation on the acquisition, preservation and use of archives;
- xii. Establish effective resource centre or portal for Records and Archives of ASEAN Secretariat;
- xiii. Exchange of best practices and experts in the field of Archive and Records Management; and
- xiv. Nurture talents and promote interactions among ASEAN scholars, artists, and heritage media practitioners to help preserve and promote ASEAN Cultural Diversity while fostering regional identity as well as cultivating people awareness of ASEAN

E3. Promotion of Cultural Creativity and Industry

45. **Strategic Objective:** Enhance ASEAN identity and togetherness through cultural creativity and the promotion and cooperation on cultural industry.

Actions:

- i. Promote the development of cultural industry resources by facilitating collaborations and networking between and among small and medium-sized cultural enterprises (SMCEs);
- ii. Promote and support the development of cultural industries through the exchange of knowledge and best practices by respecting branded national cultural industries;
- iii. Develop and support young peoples capacity for original ideas and action in the area of culture and arts;
- iv. Promote wider opportunities for cultural creativity among youth and all sectors of the population, including the ethnic groups;
- v. Promote marketing and distribution of cultural products and services;
- vi. Improve capacity of national institutions to manage and develop cultural industry enhancing employment activities and commercialisation of local cultural products/services in domestic and international markets;
- vii. Encourage cooperation on culture industry and creative economy with the ASEAN partner countries;
- viii. Organise regular joint training programmes, seminars, and workshops for SMCEs; and
- ix. Enhance interactions between Government Sectors and Private Sectors Institution on SMCE's Development by convening annual conferences.

E4. Engagement with the community

46. **Strategic Objective:** To inculcate an ASEAN identity and build a people-oriented ASEAN where people are at the centre of community building, through the participation of all sectors of society.

Actions:

- i. Engage ASEAN-affiliated non-governmental organisations in ASEAN Community building process;
- ii. Convene the ASEAN Social Forum and the ASEAN Civil Society Conference on an annual basis to explore the best means for effective dialogue, consultations and cooperation between ASEAN and ASEAN civil society;
- iii. Explore the establishment of an ASEAN volunteers programme, to be composed of young professionals, with focus on supporting rural development and assisting communities to help themselves by 2009;
- iv. Support youth volunteers undertaking emergency or humanitarian missions by giving them recognition; and
- v. Share public information network and databases of ASEAN for a greater flow of useful information in the region.

F. Narrowing The Development Gap

47. **Strategic Objectives:** Strengthen cooperation to reduce the development gap in particular the social dimensions of development between the ASEAN-6 and the CLMV countries and within ASEAN where some isolated pockets of under development persist.

Actions:

- i. Mainstream social development issues in developing and implementing projects for the IAI and through various subregional cooperation

frameworks such as the Brunei-Indonesia-Malaysia-Philippines East ASEAN Growth Area (BIMP-EAGA), Greater Mekong Sub-region (GMS), Ayeyawady-Chao Phraya-Mekong Economic Cooperation Strategy (ACMECS), Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), and the inter-state areas along the East-West Economic Corridor (EWEC) among Vietnam, Laos, Cambodia and North-eastern Thailand, and Myanmar, the ASEAN-Mekong Basin Development Cooperation Scheme, Cambodia, Lao PDR, and Viet Nam (CLV) Development Triangle, the Cambodia, Lao PDR and Thailand (CLT) Emerald Triangle, Cambodia, Lao PDR, Myanmar and Viet Nam (CLMV);

- ii. Implement the Second IAI Work Plan for the period of 2009-2015;
- iii. ASEAN-6 to continue their support and assistance for the Second IAI Work Plan;
- iv. Continue to mobilise the resources from dialogue partners, international and regional organisations/institutions for the Second IAI Work Plan and projects to support and assist the CLMV countries;
- v. Engage related development agencies in each Member State and ASEAN partners to undertake assessment studies on the social impact of regional integration for the purpose of developing appropriate policy responses starting in 2009;
- vi. Adopt and implement regional advocacy programme to include, among others, agriculture, marine and fisheries, agro-based industry, integrated rural development;
- vii. Continue to assist the governments of CLMV countries to build and strengthen capacities to develop/implement social policies that will mitigate and monitor the impact of the regional integration process; and
- viii. Conduct a comprehensive study on the impact on new Member States of ASEAN as a result of acceleration of ASEAN Community building from 2020 to 2015;

III. IMPLEMENTATION AND REVIEW OF THE ASCC BLUEPRINT

A. Implementation Mechanism

1. The ASEAN Socio-Cultural Community Council shall be accountable for the overall implementation of the Blueprint and shall ensure coordination of efforts under its purview as well as those which cut across the other Community Councils.
2. All relevant ASEAN ministerial bodies or their equivalent shall be responsible in ensuring effective implementation of the various elements, actions and commitments in the Blueprint by reflecting them in their respective work plans, mobilizing resources for them, and undertaking national initiatives in order to meet these commitments.
3. To ensure effective implementation of the ASCC Blueprint, the following measures are recommended.

Actions:

- i. Mainstream the strategies, targets and actions of the ASCC Blueprint, and incorporate them in respective national development plans;

- ii. Endeavour to ratify relevant ASEAN Agreements within a timeline in accordance with the internal processes of each ASEAN Member State;
 - iii. Engage the Dialogue Partners, the private sector, civil society organisations and other relevant stakeholders in ensuring timely implementation of agreed measures;
 - iv. Identify and implement technical studies or training programmes on issues, areas or topics where analytical as well as capacity building supports which are required;
 - v. Strengthen the capabilities of the ASEAN Secretariat in areas relevant to the ASCC;
 - vi. Strengthen the capabilities of each ASEAN Member State especially in research and human capital development; and
 - vii. Establish appropriate capacity building programmes to assist new Member States in enhancing the achievement of the ASCC.
4. The progress of implementation of the ASCC Blueprint shall be reported by the Secretary-General of ASEAN to relevant ministerial meetings and Councils, and to the ASEAN Summit.

B. Resource Mobilisation

5. Financial resources, expertise, research and capacity building for the implementation of the ASCC Blueprint can be mobilized, among others, from the following:
- a. ASEAN Member States;
 - b. Dialogue, Sectoral and Development Partners;
 - c. Regional and International Institutions in particular the ADB, the World Bank/IFC, the UN;
 - d. Regional and International Foundations; and
 - e. Private Sectors.

C. Communication Strategy

6. Success in building the ASCC requires involvement by all stakeholders in the integration process. A good communications programme is required to create greater public awareness of the ASCC in all ASEAN Member States as well as to keep all stakeholders, including the social/cultural communities and people of ASEAN, informed of the progress of this community building.

Actions:

- i. Launch a comprehensive communications plan to explain to government officials, key stakeholders and the general public the objectives, benefits and challenges of the ASCC;
- ii. Undertake activities to promote open discussion and sharing of information in implementing the ASCC;

- iii. Member States shall set up a mechanism at the national level to regularly report the outcome and issues of the integration process; and
- iv. Create an ASCC communications website that would provide an additional channel to reach communities at large, where stakeholders can provide feedback and respond to ASEAN socio-cultural initiatives.

D. Review Mechanism

7. The implementation of the ASCC Blueprint shall be monitored and reviewed by the ASEAN Secretariat to ensure that all the activities are responsive to the needs and priority of ASEAN.
8. The ASEAN Secretariat shall develop and adopt indicators and systems to monitor and assess the progress of implementation of the various elements and actions in the Blueprint.
9. The mid-term review of the implementation of the ASCC Blueprint can be undertaken whenever necessary, taking into account the changing dynamics of the region and the global environment.

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END NOTE

¹ Nothing in this Blueprint shall contradict the general principles in the ASEAN Declaration on the Protection and Promotion of the Rights of Migrant Workers.

² This applies to Member States which are parties to the Agreement.

GLOSSARY

A

ACB	: ASEAN Centre for Biodiversity
ACCSM	: ASEAN Conference on Civil Service Matters
ACMECS	: Ayeyawady-Chao Phraya-Mekong Economic Cooperation Strategy
AD	: Alternative Development
ADB	: Asian Development Bank
AEEAP	: ASEAN Environmental Education Action Plan
AEEID	: ASEAN Environmental Education Inventory Database
AEIC	: ASEAN Earthquake Information Centre
AFSRB	: ASEAN Food Security Reserve Board
AHA	: ASEAN Humanitarian Assistance
AIDS	: Acquired Immune Deficiency Syndrome
APMI	: ASEAN Peatland Management Initiative
APSED	: Asia Pacific Strategy for Emerging Diseases
A/R-CDM	: Afforestation and Reforestation under the Clean Development Mechanism
ARCs	: ASEAN Resource Centres
ASEAN	: Association of Southeast Asian Nations
ASMC	: ASEAN Specialised Meteorological Centre
ASCC	: ASEAN Socio-Cultural Community
ASTNET	: ASEAN Science and Technology Network
AUN	: ASEAN University Network
AVIST	: ASEAN Virtual Institute of Science and Technology

B

BCRC-SEA	: Basel Convention Regional Centre for Training and Technology Transfer for Southeast Asia
BIMP-EAGA	: Brunei-Indonesia-Malaysia-Philippines East ASEAN Growth Area

C

CAM	: Complementary and Alternative Medicine
CITES	: Convention on International Trade in Endangered Species of Wild Fauna and Flora
CLMV	: Cambodia, Lao PDR, Myanmar, and Viet Nam
CLT	: Cambodia, Lao PDR and Thailand
CLV	: Cambodia, Lao PDR, and Viet Nam
COCI	: Committee on Culture and Information
CSR	: Corporate Social Responsibility

E

EE	: Environmental Education
ESD	: Environmentally Sustainable Development
EST	: Environmentally Sound Technology
EWEC	: East-West Economic Corridor

F

FCTC	: Framework Convention on Tobacco Control
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G

GAD : Gender and Development
GMS : Greater Mekong Sub-region

H

HIV : Human Immunodeficiency Virus

I

ICT : Information and Communication Technology
IFC : International Finance Cooperation
IMT-GT : Indonesia-Malaysia-Thailand Growth Triangle

M

MEAs : Multilateral Environmental Agreements
MDGs : Millennium Development Goals

N

NDG : Narrowing the Development Gap
NGOs : Non-Governmental Organisations

O

OSHNET : ASEAN Occupational Safety and Health Network

P

PPE : Personal Protective Equipment

Q

QA : Quality Assurance

T

TM : Traditional Medicine

S

S&T : Science and Technology
SEAMEO : Southeast Asia Ministers of Education Organization
SFM : Sustainable Forest Management
SLOM : Senior Labour Officials Meeting
SMCEs : Small and Medium-sized Cultural Enterprises
SOMCA : Senior Officials Meeting on Culture and Arts
SOMRI : Senior Officials Responsible for Information

T

TAYO : Ten Accomplished Youth Organisations

U

UN : United Nations

W

WEN : Wildlife Enforcement Network