



ASEAN COMMUNITY BUILDING PROGRAMME

PROJECT DESCRIPTION

In order to promote and inculcate a sense of regional identity, an ASEAN Community Building Programme will be developed to communicate effectively the objectives, achievements, and intended benefits of the ASEAN Community to key stakeholders in the region. The Master Plan on ASEAN Connectivity, adopted by ASEAN Leaders in October 2010, is intended to accelerate the implementation of existing ASEAN initiatives and complement ASEAN Community building process. Thus, the ASEAN Community Building Programme, which was identified as one of the 15 prioritised projects, will form a crucial building block to bridging the connectivity gap within ASEAN.

MAIN OBJECTIVES, OUTPUTS AND ACTIVITIES

The objective of the ASEAN Community Building Programme is to promote deeper intra-ASEAN social and cultural interaction and understanding as well as to foster a sense of shared cultural and historical linkages in order to realise a people-oriented ASEAN Community by 2015. The development of the ASEAN Community Building Programme would be a key component of ASEAN Communication Master Plan.

The drafting of the ASEAN Communication Master Plan, and implementation of Communication Plans of all three ASEAN Community pillars, will start in late 2012. A Comprehensive Regional Report on ASEAN Community Building, expected to be released at the end-August 2012 as the result of an ongoing "Surveys on ASEAN Community Building Efforts" project, will provide an empirical assessment of ASEAN awareness and will serve as a reference document to anchor ASEAN Member States and the ASEAN Secretariat's public outreach work. The ASEAN Communication Master Plan will leverage the expertise of public relations experts and will aim to generate increased awareness and improvements in the perception of ASEAN among key stakeholders and lead to more people-oriented ASEAN initiatives.

To communicate effectively to ASEAN stakeholders, the ASEAN Secretariat is currently working on a "Training for ASEAN Member States and ASEC Spokespersons"

PROJECT STATUS

The Surveys project is ongoing and is expected to be completed by end of August 2012. Based on the survey findings, private sector expertise will be leveraged to finalise the ASEAN Communication Master Plan (ACMP) and develop the ASEAN Community Building Programme.

TARGET COMPLETION DATE

December 2015

IMPLEMENTING BODIES

Committee of Permanent Representatives (CPR) in coordination with relevant sectoral bodies

MODALITY & SOURCE OF FUNDING

ASEAN Cultural Fund (ACF), ASEAN Development Fund (ADF), National Budgets of ASEAN Member States, Japan-ASEAN Integration Fund (JAIF), other External Partners, and Private Sector

BUDGET

ASEAN Development Fund (USD 800,000) with counterpart funding of USD 3,200,000 --- (Consultancy, Staff, Administration and/or other Inputs)

project. In line with the Communication Plans of the ASEAN Political-Security Community, ASEAN Economic Community, and ASEAN Socio-Cultural Community, this project is tailored for ASEAN officials designated as either front-line or back-up spokespersons on each of the three pillars to focus on technical content and skills development in presenting ASEAN and its three Community pillars.

In addition, the ASEAN Secretariat is currently preparing an “ASEAN Promotional Materials” project, which aims to develop an ASEAN Kit with basic information on ASEAN and its three Community pillars; ASEAN’s relations and cooperation with key partners; a set of key publications; and other promotional materials, which will be distributed to key stakeholders.

One main activity under the ASEAN Community Building Programme is a tour of performing artists in all ASEAN countries in August each year, coinciding with ASEAN’s anniversary.

Another activity will bring together key movers and shakers from private sector, academic, non-government organisations, youth groups and local community for exchange programmes. A related activity involves expanding collaboration among higher education institutions, research institutions, and centres of excellence in ASEAN Member States to jointly undertake research on the ASEAN region, ASEAN countries, and how ASEAN could further progress in key areas which will foster greater regional integration.

BENEFICIARIES

The general public in ASEAN, in particular the youth, civil society, and research and education institutes, are expected to gain direct or indirect benefits from the ASEAN Community Building programme.

CONTACT PERSON

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