



PEOPLE TO PEOPLE CONNECTIVITY PROJECT INFORMATION SHEET MPAC PP/C2/01
DEVELOPMENT OF ASEAN VIRTUAL LEARNING RESOURCES CENTRES (AVLRC)

PROJECT DESCRIPTION

As ASEAN deepens its engagement with its peoples to realise a people-centered community, it is imperative to provide convenient and reliable information and knowledge about ASEAN for peoples in the region and beyond. The development of ASEAN Virtual Learning Resources Centres (AVLRC), which is one of the fifteen prioritised project in the Master Plan on ASEAN Connectivity (MPAC), shall leverage new media platforms to generate greater awareness of ASEAN among its peoples and encourage their public participation.

MAIN OBJECTIVES, OUTPUTS AND ACTIVITIES

The AVLRC will become a major reference tool for those studying and gathering information about ASEAN and ASEAN countries. The AVLRC will provide an extensive database on ASEAN, particularly its people, culture, history, places of interest and economy.

The development of AVLRC coincides with the ASEAN's need to consolidate the ASEAN Culture and Information Portal (ACIP) and the ASEAN Media Portal (AMP), which are dedicated to profile the rich tapestry of ASEAN cultures and media content. The consolidated portal will merge the content of ACIP and AMP by incorporating relevant social and new media functionality and developing it to be a first-stop rather than one-stop portal. This is essential to reflect current realities of social media and decreasing relevance of site-specific media hosting (as compared to links to YouTube, podcasts et al).

Riding on this consolidation of both portals will make the AVLRC rich in content from the start. In addition, with students amongst its targeted visitors, the AVLRC will have micro-site links to the key ASEAN initiatives and programmes, including the ASEAN Quiz, InfoNet, and other ASEAN e-learning tools. This will also be part of ASEAN's efforts to encourage the development of ASEAN-related content in school curricular to enhance learning opportunities.

PROJECT STATUS

Seeking Technical Assistance and Funding

TARGET COMPLETION DATE

December 2012

IMPLEMENTING BODIES

ASEAN Committee on Culture and Information (CO CI), Senior Officials on Education (SOM-ED)

MODALITY & SOURCE OF FUNDING

ASEAN Development Fund (US\$199,500) and ASEAN Cultural Fund (US\$ 54,000 for 3 years -> US\$18,000 per year until 2015), External Partners, Private Sector

BUDGET

US\$217,500 ---
(Preparatory Meeting, Development Costs and Annual Maintenance Cost and Hosting Fee)

CONTACT PERSON

ASEAN Secretariat:
Culture and Information Division (CID) and Education, Youth and Training Division (EYTD)
Email:
Culture&InformationDivision@asean.org
and
EducationYouth&TrainingDivision@asean.org

The following elements are envisaged in the development of AVLRC:

- a. Development of content management system
A software which manages the application workflow, and provide the template to manage the content of the portal, content types and objects.
- b. Content migration
The consolidation of contents/pages of the existing websites onto one website.
- c. Web design
The design of the websites and its pages.
- d. Hardware
Web server, database server and computer.
- e. Software
Licensed operating system and database server system.
- f. User-trial
- g. Public relations activities to promote AVLRC

BENEFICIARIES

The AVLRC will benefit all ASEAN Member States and in larger scope, people seeking information about ASEAN.