



Republic of the Philippines  
**PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE**  
Malacañang, Manila

5 May 2017

To : **Senior Officials of the ASEAN Political-Security Community**  
**Senior Officials of the ASEAN Economic Community**  
**Senior Officials of the ASEAN Socio-Cultural Community**

Subject : **Cross-Sectoral Cooperation in ASEAN Communication Efforts**

Dear Excellencies,

Warm greetings on behalf of the ASEAN Senior Officials Responsible for Information (SOMRI)!

As we usher in the 50<sup>th</sup> founding anniversary of our regional association and work towards the aspirations of ASEAN Vision 2025, we in the ASEAN information sector are intent on doubling our efforts to make more people within and outside our region aware of ASEAN and its relevance.

Much has been done across all Pillars and sectors of ASEAN to maintain peace and stability, promote economic development, and demonstrate caring and sharing within our region, yet popular awareness of these significant undertakings and their impact remains to be desired.

In this light, SOMRI wishes to reach out to your respective sectors for us to closely coordinate and work together in communicating ASEAN as a community of opportunities.

This is also in line with the pronouncement of the Leaders, during the 28<sup>th</sup> and 29<sup>th</sup> ASEAN Summits in September 2016 in Lao PDR, for the ASEAN Ministers Responsible for Information (AMRI) *"to collaborate with all stakeholders at the regional and global community and to continuously promote a sense of belonging among ASEAN citizens."*

A scanning of the Pillar Blueprints under ASEAN Vision 2025 would serve as a reference point for identifying provisions where SOMRI could assist your respective Pillars (*please see attachment*).

While sectoral bodies may also be undertaking communication activities targeting their respective sectoral audiences, SOMRI may complement these in terms of communication to the general public, using multimedia platforms that are readily available to us.

As such and in consonance also with our desire to intensify the promotion of ASEAN as a "Community of Opportunities," we wish to encourage your Pillars and sectoral bodies to consider the following:

1. Develop key messages highlighting your sectoral priorities and goals;
2. Identify best practices and success stories of ASEAN in your respective sectors; and,
3. Actively develop multimedia content.

We also appreciate the invitations being extended to SOMRI to participate in some Pillar and sectoral meetings, which are indeed valuable in giving us insights on your communication priorities and needs.

Let us keep our communication lines open to effect a fruitful partnership and heightened awareness and understanding of our ASEAN Community. Please feel free to get in touch with SOMRI, either at the regional or national level, should you need communication support and we would be happy to assist you.

Thank you for your kind attention and wishing the success of all your endeavors for the good of the ASEAN peoples.

Sincerely,

  
**Noel George P. Puyat**  
Chair, SOMRI

cc : SOMRI Leaders and Focal Points  
ASEAN Secretariat

## ASEAN 2025: Implications for Communication and Outreach

(excerpts of provisions relevant to the information sector)

Action Lines	Tactical Recommendations
<b>I. APSC</b>	
Raise the presence and awareness of ASEAN	<ul style="list-style-type: none"> <li>Implement the ASEAN Communication Master Plan to raise awareness of ASEAN as a Community of Opportunities as tasked by the ASEAN Leaders at the 25th ASEAN Summit in Nay Pyi Taw;</li> </ul>
Communication	<ul style="list-style-type: none"> <li>Undertake communication activities to facilitate the implementation of the APSC Blueprint 2025 both at national and regional levels, including in line with the ASEAN Communication Master Plan, with the aim of socialising the stakeholders to the initiatives in the APSC Blueprint 2025 and enabling all stakeholders to be involved in and contribute meaningfully to the process.</li> </ul>
<b>II. AEC</b>	
The measures, among others, include the strategies outlined in the ACMP such as to:	<ul style="list-style-type: none"> <li>Celebrate the establishment of AEC as well as AEC progress and achievements on a formal basis within ASEAN and outside the region with high impact events;</li> <li>Promote both ASEAN and non-ASEAN investors to be spokesperson/advocate to highlight ASEAN's integration initiatives and how businesses can benefit from these initiatives;</li> <li>Promote awareness through regular publication of updates on economic activities and opportunities using online communication, print and other media mechanisms, including social media;</li> <li>Undertake dedicated programmes, including highlighting success stories of MSMEs aimed at promoting awareness among youth, women and MSMEs to facilitate their participation and benefit from the economic integration in the region; and</li> </ul>
<b>III. ASCC</b>	
Empowered People and Strengthened Institutions	<ul style="list-style-type: none"> <li>Harness the use of information and communication technologies across different age groups as a means to connect with the regional and global community;</li> <li>Promote ASEAN awareness among government officials, students, children, youths and all stakeholders as part of building ASEAN identity;</li> </ul>
Towards an Open and Adaptive ASEAN	<ul style="list-style-type: none"> <li>Project ASEAN's visibility through comprehensive, multi-stakeholder branding efforts, which are represented by common ASEAN identifiers, such as ASEAN Day, ASEAN Flag, ASEAN Anthem and ASEAN Emblem</li> </ul>
Communication	<ul style="list-style-type: none"> <li>In line with the ASEAN Communications Master Plan (ACMP), the ASCC in close collaboration with relevant ASEAN Organs and Bodies and stakeholders will develop necessary platforms, mechanisms, strategies and initiatives to promote awareness and appreciation of the ASCC Blueprint 2025 in order to achieve greater communication impact</li> </ul>