ASEAN
Strategic Plan for Information and Media
2016-2025

one vision
one identity
one community

ASEAN Strategic Plan for Information and Media 2016-2025

The ASEAN Secretariat

Jakarta

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967. The Member States of the Association are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam. The ASEAN Secretariat is based in Jakarta, Indonesia.

General information on ASEAN appears online at the ASEAN Website: www.asean.org

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1. Introduction

The ASEAN Socio-Cultural Community (ASCC) Blueprint 2015 guided the ASEAN Community's strategies and programs that are people-oriented, environmentally friendly, and promoted sustainable development. Building an ASEAN identity was one of the core elements of the ASCC Blueprint that, among others, sought to promote ASEAN awareness and a sense of community. Information and media were critical forces that shaped ASEAN awareness and community-building through such action points as the implementation of regional and national communication plans and the concerted production and broadcast of multi-media materials about ASEAN. The media throughout the region were also engaged in promoting ASEAN's culture, heritage, and history.

As the ASEAN Community moves forward, cooperation in information and media shall capitalize on the achievements of the ASCC Blueprint's implementation while also continue to address persistent challenges in information dissemination and awareness-raising to further instil a sense of belonging and identity among ASEAN citizens, and that brings new opportunities to the people of ASEAN and the broader global community.

Efforts have to be also cognizant of the development of the media landscape, and the rapid changes in technology that are being widely adopted by ASEAN citizens, thus ensuring that the messages of ASEAN are delivered through different media outlets using relevant communication tools. Alongside the fast adaptation of new technologies, traditional and community-level media (community radio, newspapers) should not be overlooked as these are still predominantly used in rural areas. Moreover, the languages used in any information and media formats have to be continually adapted to the diversity of languages in the region to facilitate wider access to information.

With the development of the ASCC Blueprint 2025, the Strategic Plan for Information and Media will operate under the said document's vision of an ASEAN Community that engages and benefits the people and is inclusive, sustainable, resilient, and dynamic. The information sector is particularly relevant to the ASCC Blueprint's vision of a dynamic and harmonious community that is aware and proud of its identity, culture, and heritage with the strengthened ability to innovate and proactively contribute to the global community.

2. Objectives

The Strategic Plan for Information and Media (2016 – 2025) is a 10-year plan that will guide the development and cooperation of information and media sector in our

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region towards: supporting other community pillars and sectors with their communication needs; advocating the policies and initiatives implemented by ASEAN; and communicating with our peoples through different platforms to promulgate the benefits of ASEAN's development.

3. Key Strategies

The key strategies of the ASEAN Strategic Plan for Information and Media 2016-2025 include:

3.1 Advancing cooperation and ASEAN-level agreements to provide regional mechanisms to promote access to information;

3.2 Encouraging the development of programs and dissemination of information on the benefits and opportunities offered by the ASEAN community and promote mutual respect, appreciation of diversity and a sense of belonging in this integrated region;

3.3 Harnessing the use of information and communication technologies across different groups as a means to connect with the regional and global community; and

3.4 Engaging media professionals, research, business and other entities in collaborative development of ASEAN-relevant content.

4 Proposed Actions

4.1 Strategy 1: Advancing cooperation and ASEAN-level agreements to provide regional mechanisms to promote access to information.

Priority Areas of Action

4.1.1 Study the state of information and media sector in ASEAN;

4.1.2 Develop ASEAN-level agreements, action plans and/or cooperation frameworks to guide continued coordination and collaboration of AMS and other dialogue partners;

4.1.3 Implement regional initiatives, including the use of local languages in media, to broaden ASEAN awareness and community-building;

4.1.4 Further strengthen cooperation regarding the implementation of the National Communication Plans, and provide support to other sectors in the development and effectiveness of their communication strategies on ASEAN, to in tune with the ASEAN Communication Master Plan;

4.1.5 Develop Public-Private Partnership (PPP) initiatives to enable access of information;

4.1.6 Intensify cooperation within ASEAN and with Dialogue Partners; and

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4.1.7 To promote/brand ASEAN's image and to raise respect for ASEAN so as to support our businesses and people within and outside our region.

4.2 Strategy 2: Encouraging the development of programs and dissemination of information on the benefits and opportunities offered by the ASEAN community and promote mutual respect, appreciation of diversity and a sense of belonging in this integrated region.

Priority Areas of Action

4.2.1 Cooperate with the education sector to develop teaching materials on ASEAN;

4.2.2 Share best practices, provide support and capacity building programmes to improve a multiplatform access to information, e.g. library, museum, community centre, etc.;

4.2.3 Use multimedia platforms and events to engage women, young people and the general public and to raise their knowledge of ASEAN;

4.2.4 Support co-production involving various ASEAN Member States, such as on travel and lifestyle to share knowledge and awareness of the ASEAN community and promote people-to-people connectivity in ASEAN;

4.2.5 Facilitate exchange of ideas and creative collaboration, such as film, performing arts, and music industry players, to broaden their reach in AMS and beyond the region; and

4.2.6 Develop the capability, know-how, and network of young ASEAN media personnel and producers in developing ASEAN content.

4.3 Strategy 3: Harnessing the use of information and communication technologies across different groups as a means to connect with the regional and global community.

Priority Areas of Action

4.3.1 Use new media in disseminating information on ASEAN consolidation, solidarity, diversity and unity;

4.3.2 Collaborate with other sectors to facilitate technology development and improve accessibility in the information and media sector;

4.3.3 Facilitate development of ICT apps to promote the creation and production of digital content and dissemination of ASEAN content to different groups; and

4.3.4 Engage managers of new media platforms with ASEAN integration content.

4.4   Strategy 4: Engaging media professionals, research, business and other entities in collaborative development of ASEAN-relevant content.

Priority Areas of Action

4.4.1   Facilitate collaboration of media professionals in AMS to enhance their professional competence and knowledge to better cover and disseminate ASEAN stories;

4.4.2   Implement education and training programmes for media personnel through involvement of relevant stakeholders;

4.4.3   Nurture innovation and creativity for increasing diversity of content and the development of the information and media sector;

4.4.4   Facilitate inter-cultural dialogue among and between peoples of different groups within and outside ASEAN; and

4.4.5   Recognise and reward the development and distribution of ASEAN-relevant content.

5. Funding Arrangements

In order to ensure full participation of ASEAN Member States and the ASEAN Dialogue Partners, implementing the projects under this strategic plan can be funded fully or partially under the existing and new financing sources

which include the ASEAN Cultural Fund, ASEAN Dialogue Partners, International Organizations, ASEAN Member States, and other public or private institutions.

6. Monitoring and Reporting

The ASEAN Secretariat shall provide a regular report on the progress of this strategic plan.

The mid-term evaluation will be conducted in 2020 and the end-of-term evaluation in 2025.

7. Amendments

The Strategic Plan may be amended when necessary and as agreed by AMRI.

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