

Concept Note
Launching of ASEAN Car Free Day (ACFD)
in conjunction with
Guinness World Records 2018 the Largest Poco-Poco Dance
Jakarta, August 5, 2018

A. Background

"Free-of-Vehicle Day" or known as Car-Free Day (CFD) aims to socialize the idea to reduce the dependence of the community on motor vehicles. Car-Free Day requires motorists not to use motor vehicles on certain roads during CFDs so that they can exercise or perform other physical activities. Car-Free Day is one of the Government's programs to improve air quality, reduce motor vehicle usage while promoting a healthy lifestyle.

Car-Free Day is held in cities in many countries in a variety of different ways, but each city has the same goal of reducing the number of vehicles on the streets. In Indonesia, especially in Jakarta, Car Free Day is used not only as an opportunity for physical activities but also conducting social gatherings and events, for example, to increase public awareness of many things.

Since it first started in 2001 in Jakarta, Car-Free Day has been successful in encouraging people to do physical activity, one of which is seen from the high level of community participation in each CFD and the increasing number of cyclists in general. This activity shows that the mainstreaming of health in everyday life can be driven by sectors beyond health.

In order to implement the ASEAN Declaration on Culture of Prevention (COP) for a Peaceful, Inclusive, Resilient, Healthy and Harmonious Society adopted at the 31st ASEAN Summit on 13 November 2017 in Manila and to follow up the 13th ASEAN Health Ministers Meeting 2017 in Brunei Darussalam, the ASEAN Member States agreed to develop a movement by the ASEAN people to conduct simultaneous physical activity at Car-Free Day in each country to promote a healthy lifestyle culture, namely ASEAN Car-Free Day.

Indonesia as one of the countries that initiated this activity in ASEAN cooperation in the health sector agreed to be the lead country and host country for launching ASEAN Car-Free Day. The launching of the ACFD will be held on Sunday, August 5, 2018, in Jakarta, during the opportunity of holding the Guinness World Records 2018 of the Largest '*Poco-Poco Dance*', An Indonesian dance which originally comes from Sanger Talaud, North Sulawesi, which involves numerous participants. Considering that the launching is a cross-sectoral activity, this activity has been conveyed, welcomed and noted at the meeting of the 13th SOC-COM in May 2018 in Jakarta.

The event is planned to invite representatives of ASEAN Member Countries in Jakarta (Country Permanent Representative/CPR), Secretary-General of ASEAN and The World Health Organization Representative to Indonesia.

It is expected that at the same time, ASEAN Car-Free Day will be held simultaneously in each ASEAN Member Country. Indonesia is honored to invite the ASEAN Member States to learn about and conduct 'Poco-poco Dance' during the Launching of the ASEAN Car-Free Day in each respective country. However, considering that these activities require cross-sectoral cooperation, the time and type of activities are flexible under the readiness of each AMS. Furthermore, the launching is expected to encourage the ASEAN Member States (AMS) to hold regular and ongoing CFDs on certain days of the week, integrated with the government policy.

B. Objectives

The launching of ASEAN Car-Free Day is to encourage ASEAN Member States (AMS) to hold regular and sustainable CFDs with the aim at participation to realize a peaceful, inclusive, resilient, healthy, and harmonious ASEAN community.

C. The Basis of the Activity

1. ASEAN Declaration on Culture of Prevention (COP) for a Peaceful, Inclusive, Resilient, Healthy and Harmonious Society at the 31st ASEAN Summit in Manila 2017
2. Agreement at the 13th ASEAN Health Ministers meeting in Brunei Darussalam 2017
3. ASEAN Health Cluster-1 Meeting: Promoting Healthy Lifestyle in Lao PDR, 21-23 March 2018
4. Note at the 13th SOC-COM, May 2018 in Jakarta

D. Participants and Invited Guests in Launching

The Launching in Jakarta is estimated to be participated by as many as 65,000 participants to officially join in the Guinness World Records 2018 of the Largest 'Poco-Poco Dance'.

The Invited Guests:

1. The Representatives of all ASEAN Member States in Jakarta (CPR)
2. Secretary-General of ASEAN
3. The WHO Representative to Indonesia

E. Proposed Forms of Activities

1. The ASEAN Car-Free Day will be held on 5 August 2018 in all ASEAN Member States with the flexibility of hours of implementation in each country. While the Launching will be held in Jakarta.
2. The location of the execution shall be the area of the road that is temporarily closed in each country as the embodiment of the meaning of "Car-Free Day". However, if that is not possible, it will not lessen the festivity of the event if it is held in the field/city park in each country.
3. The duration of the event takes about 3 to 4 hours, starting from 6 am to 10 am local time in each country.
4. The expected activities undertaken in the CFD in AMS include, but not limited to: joint exercise/dance and promotion of healthy lifestyle.
5. Involving multi sector support, such as the ministry of transportation, the ministry of health, the ministry of environment, the ministry of youth and sports and the local government.
6. Implementation of CFD in each country is documented through photographs and videos with a maximum duration of 3 minutes. The documentation (photo and video) is expected to be submitted to the ASEAN Secretariat, to be compiled and published to illustrate that the implementation process is carried out simultaneously in each country.
7. Press releases shall be conducted in each country, if possible, by electronic media.

F. Time of Event

The Launching of ASEAN Car Free Day (ACFD) will be held on:

Day/Date: Sunday, August 5, 2018

Time: 06.00 - 10.00 am (Indonesian time)

Venue: Jakarta and conducted simultaneously at each country

The documentation and coverage of activities is carried out by each country in the form of photos and short videos with maximum duration of 180 seconds.

G. The Launching Program (tentative)

Date / Time	Program	Note
5 August 2018		
06.00-07.00	Preparation and Registration	
07.00-10.00	The Launching of ASEAN Car-Free Day by the President of the Republic of Indonesia, followed by:	

Date / Time	Program	Note
	1. POCO-poco Dance	Committee
	2. Press Release	
10.00-11.00	Publication of ASEAN CFD activity documentation by ASEAN Secretariat (flexible)	