

**BANDAR SERI BEGAWAN DECLARATION ON
CULTURE AND THE ARTS TO
PROMOTE ASEAN'S IDENTITY TOWARDS
A DYNAMIC AND HARMONIOUS ASEAN COMMUNITY**

WE, the Ministers Responsible for Culture and Arts of the Member States of the Association of the Southeast Asian Nations (hereinafter referred to as ASEAN), namely Brunei Darussalam, the Kingdom of Cambodia, the Republic of Indonesia, the Lao People's Democratic Republic, Malaysia, the Republic of the Union of Myanmar, the Republic of the Philippines, the Republic of Singapore, the Kingdom of Thailand and the Socialist Republic of Viet Nam, on the occasion of the 7th Meeting of the ASEAN Ministers Responsible for Culture and Arts in Bandar Seri Begawan, Brunei Darussalam on 24 August 2016;

WELCOMING the formal establishment of the ASEAN Community in 2015;

GUIDED by the Kuala Lumpur Declaration on a People-Oriented, People-Centred ASEAN (Kuala Lumpur, 2015) and Kuala Lumpur Declaration on ASEAN 2025: Forging Ahead Together (Kuala Lumpur, 2015) which adopted the ASEAN Socio-Cultural Community Blueprint 2025, amongst others, to realise 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;

REAFFIRMING our commitments to the ASEAN Declaration on Cultural Heritage (Bangkok, 2000); Declaration on ASEAN Unity in Cultural Diversity: Towards Strengthening ASEAN Community (Bali, 2011), and Hue Declaration on Culture for ASEAN Community's Sustainable Development (Viet Nam, 2014);

RECOGNISING that the rich cultural diversity in ASEAN is an important enabler towards building a people-centred ASEAN Community;

COGNIZANT of culture and the arts as important features for ASEAN's Identity in realising a dynamic and harmonious ASEAN Community;

CONSIDERING the role of culture, as manifested from tangible and intangible cultural heritage to cultural and creative industries and cultural tourism, as an enabler and a driver of the economic, social and environment dimensions of sustainable development; and recognising the significant role of culture in the global development agenda in line with the 2030 United Nations Agenda for Sustainable Development;

DO HEREBY,

1. TAKE UP the task given by ASEAN Leaders that AMCA further strengthen the role of culture and the arts cooperation with the view to further promote ASEAN identity in the era of globalisation;

2. REAFFIRM the importance of cultural awareness and sensitivity on the diverse nature of ASEAN Member States' background to build the foundation of communication and ability to be more understanding towards cultural values, beliefs, perceptions, and tolerance; all of which centrally of culture and the arts to ASEAN identity, social cohesion and economic success;

3. ENSURE that the Objectives of the Strategic Plan for Culture 2016 – 2025 are delivered according to the Key Strategies outlined;

4. PROMOTE a greater sense of belonging through education, involvement with youth, cultural volunteerism and outreach programmes and activities on ASEAN Identity to realise a dynamic and harmonious ASEAN Community;

5. TASK the ASEAN Senior Officials Responsible for Culture and Arts (SOMCA) and the ASEAN Committee on Culture and Information (ASEAN-COCI) to take necessary steps, and develop measurable and effective role of culture amongst others through cultural research, and harness the potential of culture in development;

6. COOPERATE with other ASEAN Sectoral Bodies to address cross-sectoral issues which involve cultural and arts areas such as culture for inclusive economic development, cultural tourism, culture of education for all, culture for poverty reduction, culture to promote environment sustainability, culture in disaster management and combating climate change, amongst others, to promote our commitments, and bring attention to culture and its contribution in sustainable development of the ASEAN Community;

7. CALL on Dialogue Partners, international organisations, development agencies, and other stakeholders to cooperate in the implementation of this Declaration.

ADOPTED in Bandar Seri Begawan, Brunei Darussalam this Twenty Fourth Day of August in the Year Two Thousand and Sixteen, in a single original copy, in the English Language.

