

## HUE DECLARATION ON CULTURE FOR ASEAN COMMUNITY'S SUSTAINABLE DEVELOPMENT

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**WE**, the Ministers Responsible for Culture and Arts of the ASEAN Member States on the occasion of the 6<sup>th</sup> ASEAN Ministers Responsible for Culture and Arts (AMCA) Meeting in Hue City, Viet Nam on 19 April 2014:

**ACKNOWLEDGING** the Bandar Seri Begawan Declaration on the ASEAN Community's Post-2015 Vision;

**REAFFIRMING** our commitments to the purposes and principles enshrined in the ASEAN Declaration on Cultural Heritage (Bangkok, 2000), ASEAN Charter (Singapore, 2007), Declaration on ASEAN Unity in Cultural Diversity: Towards Strengthening ASEAN Community (Bali, 2011), that refer among others to a people-oriented ASEAN;

**ACKNOWLEDGE** Malaysia and Brunei Darussalam for co-proposing and organising the "Festival of the ASEAN Cultural Expressions 2013-2015" as a Flagship Project to Implement the Declaration of Unity in Cultural Diversity: Towards Strengthening the ASEAN Community; **NOTING** that the first phase of the project was successfully done in Brunei Darussalam from 25 to 27 March 2014.

**NOTING** that cultures represent rich and diversified expressions of our values and heritages; and play a central role in the ASEAN integration process

**COGNIZANT** of the potential of culture as an engine for economic growth, a building block for social cohesion and transformation, an asset for regional pride, and a vehicle for forging closer friendship and understanding;

**CONSIDERING** that cultural creativity and diversity guarantee the viability of the ASEAN Community, inform and motivate people, and help realise their full human potential while achieving the United Nations' Millennium Development Goals

**HEREBY**

**REAFFIRM** the centrality of culture and the arts to our identity, social cohesion and economic success;

**ENJOIN** the respective governments of all ASEAN Member States to consider prioritising culture as a pillar of sustainable development;

**NOTE** in that regard, ongoing discussions within ASEAN on the ASEAN Community's Post-2015 Vision;

**AGREE TO CONTINUE** the good momentum of regional cooperation on culture and the arts while taking on other exciting areas for future progress, including maximising the new and creative opportunities inherent in the digital age;

**ENSURE** that culture and the arts become more accessible to all peoples through innovative use of various information and media platforms which can also help to ensure cultural rights for all;

**PROMOTE** a greater sense of belonging through education, involvement with youth, and outreach programmes and activities on ASEAN awareness;

**STRENGTHEN** cooperation and networking amongst research institutions and schools of culture and art to share best practices and improve the quality of art and culture education, exchange projects, and promote the development of an art market in the region;

**EMPHASISE** a wide-ranging approach to ensure local culture as the source of innovation and creativity in globalisation, and make it publicly available and provide opportunities to interpret and create new cultural products and expressions;

**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 towards realisation of a people-centred ASEAN Community, including by developing a measurable and effective role for culture, and by harnessing the potential of culture in development

**WELCOME** the opening of the Southeast Asian Museum in Ha Noi in November 2013 to present the material and intangible aspects of different ethnicities and cultures in ASEAN, and through it educate our people, especially young generations, to understand our histories in connection with other civilisations, and to develop our future bearing in mind our past;

**ENDORSE** a set of high impact – high visibility initiatives, including a new proposal of Myanmar during her ASEAN Chairmanship in 2014 to organise an ASEAN Cultural Fair, in addition to other regular activities namely the ASEAN Youth Camp, ASEAN Festivals ASEAN Arts Festival, ASEAN Best of Performing Arts, and ASEAN City of Culture, to exhibit the importance of culture in our social and economic life, and to strengthen ASEAN solidarity;

**COOPERATE** with other sectors to address cross-sectoral issues which involve culture 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 ASEAN commitments, and bring attention to culture and its contribution in sustainable development of the ASEAN Community;

**ENCOURAGE** the further mobilisation of existing resources including the ASEAN Cultural Fund, and other resources from ASEAN Dialogue Partners to support cooperation in culture and the arts; and

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

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