

# **ASEAN**

## **Strategic Plan for Culture and Arts 2016-2025**



one vision  
one identity  
one community





# **ASEAN Strategic Plan for Culture and Arts 2016-2025**

The ASEAN Secretariat  
Jakarta

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

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Catalogue-in-Publication Data

**ASEAN Strategic Plan for Culture and Arts 2016-2025**

Jakarta: ASEAN Secretariat, October 2016

306.0959

1. ASEAN – Social Community – Cultural Community
2. Cultural Diversity - Cultural Rights - Creative Industries

ISBN 978-602-6392-11-4

ASEAN: A Community of Opportunities

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# ASEAN Strategic Plan for Culture and Arts 2016-2025

## 1. Introduction

One of the goals of the ASEAN Socio-Cultural Community (ASCC) Blueprint is to forge solidarity and unity in the ASEAN region by building a common identity that supports greater understanding and mutual respect among the peoples of the ASEAN region. The ASCC Blueprint has effectively guided the culture sector's initiatives, which "are deemed highly relevant in achieving the strategic objective of creating a sense of belonging, of consolidating unity in diversity, and of deepening mutual understanding among the ASEAN Member States"<sup>1</sup>. Through the targets set by the ASCC Blueprint, the culture sector has likewise pushed for the conservation, preservation and safeguarding of the ASEAN community's cultural heritage.

Taking on the gains of the ASCC Blueprint, the ASCC's post-2015 vision is to build an ASEAN Socio-Cultural Community that engages and benefits the people and is inclusive, sustainable, resilient and dynamic. In keeping with this vision, culture plays a very important role in achieving dynamism in the ASEAN Community where it aims for 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.

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<sup>1</sup> ASEAN Secretariat (2014). "Mid-Term Review of the ASEAN Socio-Cultural Community Blueprint (2009-2015)", Jakarta.

In addition to the goals of the ASCC vision for 2025, the ASEAN Strategic Plan for Culture 2016-2025 will also be hinged on a number of key documents. Primarily, it will be framed by the ASCC Attendant Document's strategic measures on (a) promoting an open and adaptive ASEAN, (b) strengthening creativity and innovation, and (c) engendering a culture of entrepreneurship in ASEAN. The Strategic Plan will also adhere to the Hue Declaration on Culture for ASEAN Community's Sustainable Development, which was adopted in the 6<sup>th</sup> ASEAN Ministers Responsible for Culture and Arts (AMCA) Meeting on 19 April 2014, as well as the Declaration on ASEAN Unity in Cultural Diversity (Bali, 2011) and the ASEAN Declaration on Cultural Heritage (Bangkok, 2000).

Taking note of the significant strides in pursuit of broadening awareness of the cultures, histories, and values of the ASEAN Community in the past years, there is still much to be done to deepen the sense of ASEAN identity among its peoples. There should be more efforts on instilling a profound understanding of the shared past of the communities in ASEAN, one which is defined by diasporas, trade, and migration. Because of such fluidity, ASEAN peoples have common cultural threads woven into each other's cultures, and the appreciation of which should be further deepened. Based upon this shared past, the ASEAN Community should also be able to chart a shared future in terms of safeguarding its tangible and intangible cultural heritage and promoting mutual respect and understanding<sup>2</sup>.

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<sup>2</sup> P. Intal Jr., V. Anbumozhi and F. Zen (2015). "Framing ASCC Post 2015", Economic Research Institute for ASEAN and East Asia presentation at the ASCC Visioning Exercise for ASEAN 2025, 28 February-1 March, Jakarta.

## **2. Objectives**

The overarching objective of the Strategic Plan for Culture 2016-2025 is to deepen an ASEAN mindset and facilitate intercultural dialogue among the peoples of ASEAN through the engagement of various stakeholders in raising awareness on, and appreciation for, the histories, cultures, arts, traditions and values of the ASEAN region. In addition, the Strategic Plan aims to engender among its peoples a sense of ownership of the preservation and conservation of ASEAN's cultural heritage and promote the use of culture for creativity, innovation and livelihood-creation. Through the Strategic Plan for Culture, culture will also be brought to the fore of building an ASEAN community that is a global partner in the pursuit of inclusive and sustainable development.

## **3. Key Strategies**

The Key Strategies of the Strategic Plan for Culture 2016-2025 are:

- 3.1. Encourage a multi-stakeholder approach in promoting an ASEAN mindset and identity to increase the appreciation for the ASEAN Community's histories, cultures, arts, traditions and values;
- 3.2. Promote the cultural diversity of ASEAN with emphasis on the long-lasting cultural threads that bind the region to advance intercultural understanding as a counter against violent extremism that may emerge from a lack of understanding of each other's cultures;

- 3.3. Advance the cultural rights of all the peoples of ASEAN to catalyse the development of the region where people have equal access to cultural properties and where culture is inclusive and helps strengthen sustainable development;
- 3.4. Harness the contribution of the creative industries towards innovations, generating livelihoods and supporting economic development in ASEAN Member States (AMS);
- 3.5. Engage with, and facilitate discussion among policy-makers, professionals, practitioners and institutions concerned with culture and the arts to raise capabilities in cultural and heritage management; and
- 3.6. Promote the role of culture for ASEAN to become a proactive member of the global community.

#### **4. Proposed Actions**

- 4.1. Encourage a multi-stakeholder approach in promoting an ASEAN mindset and identity to increase appreciation for the ASEAN Community's histories, cultures, arts, traditions and values.

##### **Priority Areas of Action:**

- 4.1.1. Facilitate regular people-to-people and cultural exchanges through events such as cultural festivals, performances, forum and exhibitions, especially among artists and youths;
- 4.1.2. Support programmes promoting an ASEAN mindset in partnership with government

officials, the private sector, non-government organisations, the academe, etc.;

- 4.1.3. Support ASEAN-related studies on themes such as diasporas, cosmopolitanism in urbanisation and regional integration, as well as new trends in cultural studies related to ASEAN;
  - 4.1.4. Utilize multi-media technology and online platforms to promote awareness on ASEAN heritage, culture, history, and values;
  - 4.1.5. Document oral traditions (e.g. chants, hymns, folktales, etc.) and make these accessible to a wider audience;
  - 4.1.6. Engage young people in heritage preservation and documentation, and encourage them to promote heritage and culture;
  - 4.1.7. Facilitate learning programs such as apprenticeships by relevant experts to encourage the youth in loving and having a deeper understanding of the unique and diverse cultures of AMS; and
  - 4.1.8. Nurture innovation and creativity for increasing diversity of multi-media content that promote traditional and contemporary ASEAN artistic expressions throughout the AMS and beyond.
- 4.2. Promote the cultural diversity of ASEAN with emphasis on the long-lasting cultural threads that bind the region to advance intercultural

understanding as a counter against violent extremism that may arise from a lack of understanding of each other's cultures.

**Priority Areas of Action:**

- 4.2.1. Facilitate intercultural dialogues to emphasise the commonalities of the social values across cultures in the ASEAN Community;
  - 4.2.2. Encourage the integration of the values of intercultural understanding and culture of peace in school curriculums and other education programmes up to the tertiary level; and
  - 4.2.3. Mainstream culture as a pillar of mutual understanding, peaceful coexistence, and social transformation.
- 4.3. Acknowledge the cultural rights of all the peoples of ASEAN to leverage on culture for inclusive and sustainable development including the right to opportunities to access cultural properties.

**Priority Areas of Action:**

- 4.3.1. Lead the formulation of a roadmap on the role of culture in supporting sustainable development;
- 4.3.2. Encourage ASEAN-level cooperation to promote the link between culture and inclusive social development, poverty reduction and sustainable development;

- 4.3.3. Promote cultural literacy of the peoples of ASEAN;
  - 4.3.4. Encourage AMS and sectoral bodies to prioritise culture as a pillar of sustainable development;
  - 4.3.5. Encourage community-driven initiatives on risk mitigation and management of cultural heritage properties and landscapes, and integrate these into the wider efforts on community preparedness against disasters;
  - 4.3.6. Support efforts to establish a region-wide mechanism to assist AMS in emergency response to disaster-damaged cultural heritage; and
  - 4.3.7. Collaborate on programmes addressing the decline of living traditions, local knowledge systems and practices and other at-risk intangible heritage.
- 4.4. Harness the contribution of the creative industries towards innovations, generating livelihoods and supporting economic development in ASEAN Member States.

**Priority Areas of Action:**

- 4.4.1. Encourage local culture as a source of innovation and creativity to promote the re-interpretation and creation of cultural products among community-based small and medium sized cultural enterprises (SMCEs);

- 4.4.2. Encourage common marketing events for cultural products and expressions of ASEAN Member States;
- 4.4.3. Coordinate an ASEAN-wide funding support mechanism (e.g. financing facilities, venture funds, regional competitive fund), in partnership with the private sector, for the creative industries in the ASEAN region;
- 4.4.4. Endeavour to provide support to nurture youth and women entrepreneurship in culture and the arts;
- 4.4.5. Facilitate creative industry cooperation in ASEAN in areas such as film, music, and animation, etc.;
- 4.4.6. Promote ASEAN as a centre for human resource development and training for cultural and creative sectors by facilitating the linkage of educational institutions and the creative industries for collaboration on technology transfer, capacity building, product and design development, and arts curriculum development;
- 4.4.7. Facilitate intellectual property rights (IPR) cooperation and implementation, including policy options concerning IPR of cultural and creative products;
- 4.4.8. Study feasibility of regional cooperation in sharing facilities, e.g. film studios, restoration and archive, etc.;

- 4.4.9. Support joint productions and support cross-border circulation/distribution of cultural and creative products in ASEAN;
  - 4.4.10. Endeavour to recognise and reward cultural industry players that have exemplary product quality and marketing strategies to promote best practices to ASEAN SMCEs; and
  - 4.4.11. Endeavour to collaborate with the tourism sector in AMS (including the private sector) to promote cultural and heritage tourism.
- 4.5. Engage with, and facilitate discussion among policy-makers, professionals, practitioners and institutions concerned with culture and the arts to raise capabilities in cultural and heritage management.

**Priority Areas of Action:**

- 4.5.1. Organise a network of research institutions and schools of culture and art to share best practices and improve the quality of art and culture education, and promote mobility of students and teachers;
- 4.5.2. Hold regular cultural exchange programmes for practitioners of various traditional and contemporary artistic expressions;
- 4.5.3. Endeavour to establish a network of ASEAN young artists, media artists, and writers to promote all forms of art and literary expressions through print and online publications;

- 4.5.4. Encourage cultural managers to highlight and educate our peoples on the links between intangible heritage and tangible heritage;
  - 4.5.5. Promote regional cooperation in the development of skills and techniques and sharing of expertise on archives and records management;
  - 4.5.6. Endeavour to support and nurture emerging artists, especially those coming from local communities, and provide them with platforms to showcase their talents to a wider audience;
  - 4.5.7. Continue mutual support and cooperation as a region in relation to Prevention of Illicit Transfer and Illicit Trafficking of Cultural Properties in ASEAN Region; and
  - 4.5.8. Promote the exchange of resource persons, experts, scholars and technologies towards capability building and networking of people and professionals engaged in culture and the arts.
- 4.6. Promote the role of culture for ASEAN to become a proactive member of the global community.

**Priority Areas of Action:**

- 4.6.1. Encourage a common ASEAN voice in global and regional cultural fora, particularly on matters such as intercultural dialogue and promoting a culture of peace and mutual understanding;

- 4.6.2. Organise ASEAN events, e.g. ASEAN arts festival, heritage programme, and film festival;
- 4.6.3. Promote greater people-to-people exchanges within and outside ASEAN by leveraging on on-going initiatives such as ASEAN City of Culture, ASEAN Best of Performing Arts, Heritage in ASEAN, ASEAN-Dialogue Partner Cultural Exchange Year, and Cultural Centre in ASEAN and other countries, etc.;
- 4.6.4. Undertake partnerships and collaboration on arts, heritage, and culture programmes with other countries and organisations, such as UNESCO, SEAMEO, Japan Foundation, etc. to foster understanding and image of ASEAN in other countries and regions;
- 4.6.5. Encourage visits and exchanges between AMS and ASEAN Dialogue Partners (DPs) of persons and professionals engaged in the arts, culture, literature, archival materials, cultural and art education, cultural institutes and creative industries;
- 4.6.6. Continue dialogues between AMS and DP policy- and decision-makers concerning cultural policies and the development and marketing of cultural enterprises, products, and expressions; and

- 4.6.7. Partner with cultural institutions (e.g. inter-government institutions, foundations, academies, cultural centres, etc.) in AMS and DPs on programmes and projects related to cultural conservation, cultural and arts education, cultural events and festivals, and creative industries.

## **5. Implementation Arrangements**

To implement this Strategic Plan, a list of projects and activities will be drafted by the ASEAN Committee on Culture and Information based on the recommendations of its Sub-Committee on Culture in consultation with SOMCA and other relevant sectors. This Strategic Plan is to be implemented subject to AMS's existing national laws and where the AMS's interests coincide.

In order to ensure full participation of ASEAN Member States and the ASEAN Dialogue Partners, the implementation of projects under this strategic plan can be funded fully or partially under the existing financing sources which include the ASEAN Cultural Fund, ASEAN Dialogue Partners, International Organizations, ASEAN Member States, and other public or private institutions.

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