
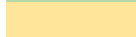






Work Plan on the Implementation of ASEAN Agreement on Electronic Commerce

Annex A: KPIs and Lead Implementing Body

Work Plan Outcome Metrics and Lead Implementing Body

 Metric currently available or easily obtained
 Metric requires further development

WORK PLAN VISION	
Vision	Outcome Metrics
ASEAN as a region will aim to achieve an increase in the overall size of its digital economy by 2025 through facilitating cross border e-commerce transactions, creating an enabling environment of trust and confidence and deepening cooperation to embody a leading digital community that is competitive, inclusive and forward looking.	% of Activities completed The final review of the Work Plan includes an assessment of the implementation progress against the original (and potentially revised) objectives of the Work Plan.
	Improvement of Mapping Study Coverage The Final Review of the Work Plan in 2025 includes a review of the initial Mapping Study compared to an updated assessment at the end of the implementation period.
	Improvement of ASEAN ADII Score Across All 6 Pillars Baseline: ADII Pillar 1 55.27/100, ADII Pillar 2 62.81/100, ADII Pillar 3 58.63/100, ADII Pillar 4 48.21/100, ADII Pillar 5 49.32/100, ADII Pillar 6 62.85/100

 Metric currently available or easily obtained
 Metric requires further development

CROSS BORDER FOCUS WORKSTREAM				
A.1 Trade Facilitation and E-Commerce Logistics				
Desired Outcome		Desired Outcome Metrics		
By 2025, ASEAN will have identified and quantified key obstacles to efficient e-commerce logistics across the region, and will have commenced impactful collaborative initiatives among e-commerce facilitators including customs agencies, postal agencies and private sector stakeholders.		Improvement of Mapping Study Legislative Coverage The Mapping Study assesses the coverage of the legal and regulatory framework for key trade facilitation outcomes including risk-based assessment, de-minimis and AEO schemes. Baseline: 7 AMS with “Yes” / 3 AMS with “Partial”		
		Improvement in the score of ADII Indicator 1.3 (Degree to which international standards for trade documents and procedures are followed) This indicator measures the extent to which trade documents and procedures follow international standards.		
Objectives	Activities	Activity Metric	Target Timeline	Lead Implementing Body
A.1.1 Identify and quantify impact of customs procedures on efficient cross-border e-commerce.	1. Information Sharing Forum on e-commerce logistics best practices including exploring prospects for a new rapid e-commerce Time Release Study (TRS) for e-commerce goods (low value, express consignments)	<ul style="list-style-type: none"> Forum on e-commerce logistics held Baseline: 0 Discussion on sharing of best practices on AMS TRS for low value shipments and express consignments best practices. Baseline: 0 	2022 - 2025	CPTFWG Support from ACCEC
	2. ASEAN E-commerce Mystery	<ul style="list-style-type: none"> Mystery Shopper Initiative developed 	2024-2025	ACCEC

	<p>Shopper Initiative</p> <p>Survey comparing the customer experience of purchase and shipment/delivery of a set of low-value products from AMS to AMS to assess time, cost and other real-world conditions. All purchases are conducted under single protocol to ensure comparative assessment.</p>	<p>Baseline: 0</p> <ul style="list-style-type: none"> - Baseline metrics established for future assessment Baseline: 0 - Number of AMS implementing the survey Baseline: 0 		Results to be shared with ATFJCC and CPTFWG
A.1.2 Support establishment of the ASEAN Authorized Economic Operator Mutual Recognition Arrangement (AAMRA).	<p>1. Support for the Establishment and Operation of ASEAN Authorized Economic Operator Mutual Recognition Arrangement (AAMRA)</p> <p>Supporting the work of the Sub-Working Group on ASEAN AEO MRA (SWG-AAMRA)</p>	<ul style="list-style-type: none"> - Design of support package for AMS to expedite participation in the AAMRA Baseline: 0 - Number of AMS implementing the AAMRA Baseline: 0 	2025	Sub-Working Group on ASEAN AEO MRA (SWG-AAMRA) / CPTFWG in collaboration with ACCEC

A.1.3 Improve collaboration among Public-Private e-commerce facilitators	1. Feasibility Study on Track & Trace Pilot Program	- Study on Track & Trace Feasibility completed Baseline: 0	By H1 2024	ACCEC ASEAN Postal Business Meeting (or equivalent)
	2. ASEAN Public-Private Forum on e-commerce collaborative initiatives To discuss existing and prospective initiatives such as those on Track & Trace, ASEAN Locker Alliance and related initiatives Encourage the participation of ASEAN Postal Agencies	- Public-Private Forum is held Baseline: 0 - Number of possible collaborative initiatives outlined at the Forum Baseline: 0, Target: 3 - Number of AMS Postal Agencies ¹ participating in Forum Baseline: 0 - Number of private courier/delivery companies participating in Forum Baseline: 0	H1 2024	ACCEC in collaboration with ASEAN Digital Senior Officials' Meeting (ADGSOM)

A.2 Paperless Trading

Desired Outcome	Desired Outcome Metrics
By 2025, ASEAN will expand the volume and type of electronic documents accepted through ASEAN Single Window, and	Improvement of Mapping Study Legislative Coverage The Mapping Study assesses the coverage of the legal and regulatory framework for paperless trade including the electronic submission/ application/ issuance of key trade documentation like customs declarations and preferential COOs.

¹ Postal Agencies are 'designated operators' which are members or entitled to be members of the Universal Postal Union. They are typically Government agencies.

determine a pathway to technical interoperability with ASEAN partners.		Baseline: 5 AMS with “Yes” / 5 AMS with “Partial”		
		Improvement in the score of ADII Indicator 1.1 (Degree to which trade/customs processes are supported by digital technologies) This aggregated indicator measures the extent to which customs and logistics are fully supported by digital and automated procedures.		
Objectives	Activities	Output Metric	Target Timeline	Lead Implementing Body
A.2.1 To expand the use of paperless trade by driving Single Windows interoperability across ASEAN and beyond.	1. Paperless Trade Legal and Technical Readiness Assessment AMS to opt-in for assessment using UNESCAP checklist	<ul style="list-style-type: none"> - No. of AMS completing UNESCAP Legal and Technical Readiness Assessments Baseline: 0 - Report on common challenges arising from assessments Baseline: 0 	2022-2024	ATFJCC to lead in consultation with ACCEC
	2. AMS Alignment to UNESCAP Framework Agreement on Facilitation of Cross-Border Paperless Trade ASEAN to negotiate access to technical support for common challenges	<ul style="list-style-type: none"> - Number of AMS acceding to UNESCAP Framework Agreement Baseline: 2 - Number of AMS implementing programs to align to UNESCAP Framework Agreement Baseline: 2 	2022-2025	ATFJCC to lead in consultation with ACCEC
	3. Technical Study on ASW Interoperability with ASEAN trading partners	<ul style="list-style-type: none"> - Technical Study on ASW Interoperability completed Baseline: 0 - Number of ASEAN Dialogue Partners 	Technical Study delivered by end H1 2023	ATFJCC to lead in consultation with ASEAN Single Windows Steering Committee (ASWSC)

	<p>Complementing progress by ASW TWG to lay the technical foundation for facilitating interoperability among AMS and between AMS with key trading partners</p>	<p>for which interoperability technical standards are included in the Technical Study Baseline: 0</p>		
	<p>4. Supplement on Trading Partner Interoperability to Technical Guide for ASW</p> <p>ASEAN to develop a supplementary document to provide technical guidance for enhancing interoperability of ASW based on standards identified in Study on AWS Interoperability</p>	<ul style="list-style-type: none"> - Supplement on Trading Partner Interoperability to the existing Technical Guide for ASW drafted Baseline: 0 - Number of technical standards of ASEAN Dialogue Partners which are included in the Supplement Baseline: 0 	<p>By end 2024</p>	<p>ATFJCC to lead in consultation with ASWSC</p>
	<p>5. Annual Business Survey to include questions on Paperless Trade Tool Utilisation</p> <p>Provide annual</p>	<ul style="list-style-type: none"> - Business Survey developed Baseline: 0 - Annual Survey Report to be published on ASEAN Access Portal Baseline: 0. 	<p>2022-2025</p>	<p>ATFJCC to lead in consultation with ASWSC. To be coordinated with ASEAN Business Advisory Council (ASEAN-BAC).</p>

	quantitative data on utilisation to complement ASW TWG's existing Awareness and Visibility initiatives	<ul style="list-style-type: none"> - Proportion of MSME correspondents in the total number of survey recipients in the annual business survey Baseline: 0		
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A.3 Information Sharing on Revenue Aspects of Digital Trade

Desired Outcome	Desired Outcome Metrics
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By 2025, ASEAN Member States will explore avenues to exchange information on cross-border digital trade revenue matters.	Improvement of Mapping Study Legislative Coverage The Mapping Study assesses the legal and regulatory framework for ensuring compliance with WTO commitments on customs duties for digital products and electronic transactions. Baseline: 9 AMS with “Yes”/ 1 AMS with “Partial”
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Objectives	Activities	Activity Metric	Target Timeline	Lead Implementing Body
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A.3.1 All AMS to share information on cross-border digital trade revenue laws.	1. Annual Laws Notification Scheme under which AMS shall share (on an annual basis) any laws on revenue aspects of cross-border digital trade To be synchronised with publication under the ASEAN Trade Repository	<ul style="list-style-type: none"> - Guidelines for notification on cross-border digital trade revenue laws developed Baseline: 0 - Number of AMS reporting on digital trade revenue laws annually Baseline: 0 - Number of AMS reporting digital trade revenue laws on ASEAN Trade Repository Baseline: 0 	Commencing 2022, with annual update	ACCEC
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A.4 Cross Border Transfer of Information

Desired Outcome	Desired Outcome Metrics
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By 2025, all AMS, where possible, will make progress towards unimpeded cross-border flow of	Improvement in the score of ADII Indicator 6.4 (Degree to which a government is considered responsive to disruption and change) and 6.5 (Degree to which a legal framework is considered conducive for digital innovation).
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data used for business purposes subject to the appropriate safeguards, including by successfully implementing the ASEAN Cross Border Data Flow Mechanism (CBDFM) comprising Model Contractual Clauses and Certification, while continuing to study and harmonise practices and interoperate with other cross border data transfer mechanisms.

These indicators measure a Member State’s business community’s perception of its ability to prepare for the future thanks to forward-looking policymakers and visionary institutions and a country’s business community’s perception of how fast the legal framework can adapt to digital business models. The improvement in the relevant scores is to be achieved through better alignment and enablement of data transfers flows alongside the ASEAN Cross-border Data Flows Mechanism and the ASEAN Personal Data Protection Framework; and alignment of the definitions and approaches towards emerging digital economy issues, such as digital platform regulation, among others.

Improvement in the score of ADII Indicator 2.1 (Degree to which data protection measures are in place)
 This is an aggregated indicator that assesses the existence of a personal data protection law and the security safeguards it contains to appropriately protect against loss and unauthorized access. The improvement in the relevant score will be achieved through enhancements of protection of personal data through resort to the cross-border mechanisms, additional to the relevant national framework of laws and safeguards.

Improvement of Mapping Study Legislative Coverage
 The Mapping Study assesses the adequacy of the legal and regulatory framework for ensuring free flow of data across borders.
 Baseline: 2 AMS with “Yes” / 8 AMS with “Partial”

Objectives	Activities	Activity Metric	Target Timeline	Lead Implementing Body
A.4.1. Encourage application ASEAN Cross Border Data Flow Mechanism (CBDFM).	1. Conduct regular dialogues between AMS devoted to the cross-border transfer of data issues, including technological compatibility between adopted data transfer solutions	<ul style="list-style-type: none"> - Number of the sessions dedicated to the cross-border transfer of data issues (including technological compatibility), conducted at each annual Data Protection and Privacy Forum Baseline: N/I - Number and type of stakeholders having participated in such sessions, disaggregated by: 	2021 - 2025	ASEAN Digital Senior Officials’ Meeting (ADGSOM) to coordinate with ACCEC

		<p>(a) The number of the participating AMS Baseline: N/I</p> <p>(b) Share of private sector participants (representing public or private sector) Baseline: N/I</p>		
	2. Include explicit reference to the Model Contractual Clauses (MCC) into Guidelines on accountabilities and responsibilities of e-marketplace providers	<ul style="list-style-type: none"> - Text devoted to the data transfers is incorporated into the Guidelines on accountabilities and responsibilities of e-marketplace providers Baseline: 0 	2023 (or next revision)	ASEAN Digital Senior Officials' Meeting (ADGSOM) to coordinate with ACCEC
	3. Develop a "Compendium of Use Cases" on the implementation of the CBDFM MCCs and inquire its results/identify possible technical assistance/adjustment needs	<ul style="list-style-type: none"> - Number of the AMS listed in the compendium of use cases on the implementation of the CBDFM MCCs Baseline: 0 - Number of companies implementing the CBDFM MCCs Baseline: N/I - Share of the MSMEs implementing the CBDFM MCCs Baseline: N/I 	2022	ASEAN Digital Senior Officials' Meeting (ADGSOM) to coordinate with ACCEC
	4. Develop a "Compendium of Use	<ul style="list-style-type: none"> - Number of the AMS listed in the compendium of use cases on the 	2022-2024	ASEAN Digital Senior Officials' Meeting

	<p>Cases” under the CBDFM Certification Mechanism (or advanced version thereof) and inquire its results + identify possible technical assistance/adjustment needs</p>	<p>CBDFM Certification Mechanism Baseline: 0</p> <ul style="list-style-type: none"> - Number of companies implementing the CBDFM Certification Mechanism Baseline: 0 - Share of MSMEs implementing the Certification mechanism Baseline: 0% 		(ADGSOM) to coordinate with ACCEC
<p>A.4.2: Keep the CBDFM/MCC in compliance with international and other regional requirements and best practices to ensure cross-border interoperability of data</p>	<p>1. Identify key cross-border data transfer mechanisms and requirements used outside of the ASEAN, which are of the interest to the ASEAN stakeholders and conduct a GAP Study focusing on the compatibility of the CBDFM and such mechanisms/requirements. Update the results of the assessment</p>	<ul style="list-style-type: none"> - GAP study assessing compatibility of the external solutions with CBDFM completed Baseline: 0 - Follow up studies Baseline: 0 	<p>2022- on (subject to regular updates)</p>	<p>ASEAN Digital Senior Officials’ Meeting (ADGSOM) to coordinate with ACCEC</p>

<p>transfers beyond the ASEAN or prepare additional data transfer guidelines, if needed.</p>	<p>2. [Based on the GAP study] Prepare and introduce adjustments to the CBDFM, ensuring interoperability with the other relevant cross-cross border data transfer mechanisms used outside of the ASEAN</p>	<ul style="list-style-type: none"> - Adjustments to the CBDFM introduced Baseline: 0 	<p>If necessary</p>	<p>ASEAN Digital Senior Officials' Meeting (ADGSOM) to coordinate with ACCEC</p>
<p>A.4.3: Elaborate ASEAN B2G and B2B data sharing principles and guidelines.</p>	<p>1. Conduct a study on the rules and practices adopted in data sharing in the AMS (within the ASEAN and outside of it), and problems faced and elaborate principles and/or Guidelines on B2G data sharing. The study should include stakeholder consultations on relevant topics</p>	<ul style="list-style-type: none"> - Number of the AMS covered in a study Baseline: 0 - Number of MSMEs per the AMS, participating in the study Baseline: 0 - Number of the data transfer destinations covered Baseline: 0 	<p>2022</p>	<p>ASEAN Digital Senior Officials' Meeting (ADGSOM) to coordinate with ACCEC and other relevant sectoral bodies</p>
	<p>2. Conduct a survey/study on the rules and practices adopted in data sharing in the AMS</p>	<ul style="list-style-type: none"> - Survey/Study on the rules and practices adopted in data sharing in the AMS (within the ASEAN and outside of it), and problems faced Baseline: 0 	<p>2022</p>	<p>ASEAN Digital Senior Officials' Meeting (ADGSOM) to coordinate with ACCEC and other relevant sectoral bodies</p>



	<p>(within the ASEAN and outside of it), and problems faced and elaborate principles and/or Guidelines on B2B data sharing. The study should include stakeholder consultations on relevant topics</p>	<ul style="list-style-type: none"> - Stakeholder consultations conducted for the purposes of the survey/study in each of the AMS Baseline: 0 - Number of MSMEs per the AMS, participating in the survey/study Baseline: 0 - Number of the data transfer destinations covered Baseline: 0 		
	<p>3. Raise awareness of the private and public sector stakeholders about the Principles and/or Guidelines through an outreach program. Design and implement capacity building, if necessary</p>	<ul style="list-style-type: none"> - Capacity building programme raising awareness of the private and public sector stakeholders about the Principles and /or Guidelines Baseline: 0 - Number of private sector stakeholders reached through the outreach campaign (in each of the AMS) Baseline: 0 - Number of public sector stakeholders reached through the outreach campaign (in each of the AMS) Baseline: 0 	<p>2023-2025</p>	<p>ASEAN Digital Senior Officials’s Meeting (ADGSOM) to coordinate with ACCEC and other relevant sectoral bodies</p>

A.5 Location of Computing Facilities

Desired Outcome		Desired Outcome Metrics		
<p>By 2025, AMS will deepen cooperation on Agreement commitments not to require, subject to their respective laws and regulations, localization of computing facilities in their territories as a requirement for business operation.</p>		<p>Improvement of Mapping Study Legislative Coverage The Mapping Study assesses the coverage of the legal and regulatory framework on the subject of data centre localisation. Baseline: 2 AMS with “Yes” / 8 AMS with “Partial”</p>		
		<p>Improvement in the score of ADII Indicator 2.1 (Degree to which data protection measures are in place). This is an aggregated indicator that assesses the existence of a personal data protection law and the security safeguards it contains to appropriately protect against loss and unauthorized access. The improvement in the relevant score will be achieved through enhancements of protection of personal data through resort to the cross-border mechanisms, additional to the relevant national framework of laws and safeguards.</p>		
Objectives	Activities	Activity Metric	Target Timeline	Lead Implementing Body
<p>A.5.1 All AMS shall identify and eliminate or minimize data localization requirements, which they impose as conditions for business operation.</p>	<p>1. Study the legal frameworks and practices of the AMS with relevance to data storage and processing solutions with respect to commercial data, including data localization requirements, cloud data storage/edge technologies, and assessment of possible technical assistance (TA) needs</p>	<ul style="list-style-type: none"> - Study of the legal frameworks and practices of the AMS of relevance to data storage and processing solutions with respect to commercial data, including data localization Baseline: 0 - Number of the AMS, the practices of which are assessed in the study Baseline: 0 	<p>2022</p>	<p>ASEAN Digital Senior Officials’ Meeting (ADGSOM) to coordinate with ACCEC</p>

	<p>2. Develop an ASEAN-wide plan on the implementation of ASEAN commitments on the implementation of e-commerce agreement commitments on localisation of computing facilities, reflecting individual commitments/ technical assistance requests by AMS</p>	<ul style="list-style-type: none"> - ASEAN-wide plan on the implementation of ASEAN commitments Baseline: 0 - Number of the AMS having made individual commitments with respect to minimization / elimination of data localization requirements applicable to commercial data (where needed – supported by the technical assistance requests) Baseline: 0 	<p>2023</p>	<p>ASEAN Digital Senior Officials' Meeting (ADGSOM) to coordinate with ACCEC and other relevant sectoral bodies</p>
	<p>3. Establish a notification mechanism on data flow restrictions/data localization requirements to ASEAN and, if relevant, the AMS concerned and a public database of data flow restrictions accessible and usable by the MSMEs (this could be</p>	<ul style="list-style-type: none"> - Notification mechanism on data flow restrictions/data localization requirements to ASEAN / to the AMS Baseline: 0 - Public database of data flow restrictions (incorporated into the ASEAN one stop SME access portal (ASEANaccess.com) Baseline: 0 - Number of the AMS notifying the data flow restrictions / data localization requirements to ASEAN 	<p>2021-2025</p>	<p>ASEAN Digital Senior Officials' Meeting (ADGSOM) to coordinate with ACCEC and other relevant sectoral bodies</p>

	incorporated in the ASEAN one stop SME access portal (ASEANaccess.com)	through the mechanism Baseline: 0		
	4. Carry out a study on how cloud data storage and/or edge technologies are currently used in ASEAN with a view to issue a set of recommendations on their regulations ²	<ul style="list-style-type: none"> - Study on the use of cloud data storage and edge technologies in ASEAN Baseline: 0 - Set of recommendations on regulations for cloud data storage and edge technologies in ASEAN Baseline: 0 	2022	ASEAN Digital Senior Officials' Meeting (ADGSOM) to coordinate with ACCEC and other relevant sectoral bodies

 Metric currently available or easily obtained
 Metric requires further development

BUSINESS FOCUS WORKSTREAM

² The European Strategy for Data, which aims at creating a single market for data and put people first in developing technology, could be a useful reference for ASEAN (<https://digital-strategy.ec.europa.eu/en/library/cloud-and-edge-computing-different-way-using-it-brochure>)

B.1 Electronic Transactions

Desired Outcome	Desired Outcome Metrics
<p>By 2025, ASEAN Member States should have legally binding e-transactions laws and regulations aligned with international standards and, through full implementation, recognise cross-border transactions in ASEAN that are electronic in nature to be as valid as non-electronic ones.</p>	<p>Improvement in the score of ADII Indicator 3.3 (Degree to which legal frameworks enable electronic transactions) This ADII Indicator measures the extent to which a country has laws and regulations enabling domestic and cross-border electronic transactions (i.e. e-commerce or e-transaction laws that recognize electronic data/documents from trading partners).</p>
	<p>Improvement in the score of UN Global Survey on Digital and Sustainable Trade Facilitation The Survey covers 46 countries in Asia and Pacific and includes 53 trade facilitation measures which are categorised into four groups and nine subgroups. The survey includes ‘Laws and regulations for electronic transactions are in place paperless (e.g. e-commerce law, e-transaction law)’ as one of its trade facilitation measures in the questionnaire.</p>
	<p>Improvement of Mapping Study Legislative Coverage The Mapping Study assesses the coverage of the legal and regulatory framework for electronic transactions. Baseline: 7 AMS with “Yes” / 3 AMS with “Partial”</p>
	<p>Year-on-year increase in the score for Annual Business Survey (Indicator on Implementation of E-Transactions Laws) The Survey is a recurring or horizontal activity in the Work Plan. The Survey will identify practical gaps between common commercial or business practices and needs—especially within the MSME sector—and existing infrastructure and regulations. This data will highlight any common challenges faced by businesses in initiating, negotiating and concluding electronic transactions based on current legal and regulatory regimes across AMS.</p>

Objectives	Activities	Activity Metric	Target Timeline	Lead Implementing Body
B.1.1 All AMS to adopt laws and regulations governing electronic transactions, taking into account applicable international conventions or model laws relating to e-commerce.	1. Laws Reporting Scheme under which AMS shall provide a national plan to align e-transactions laws and regulations with any of the prescribed UNCITRAL legislative texts	<ul style="list-style-type: none"> - Number of AMS submitting their national plans to align e-transaction laws Baseline: 0 - Guidelines for Notification of Laws and Regulations on e-commerce related laws developed Baseline: 0 - Number of AMS submitting Annual Reports Baseline: 0 - Number of AMS publishing E-Commerce related laws in the ASEAN Trade Repository Baseline: 0 	2021 - 2023	ACCEC
	2. Law Incorporation Workshops with AMS to solve common problems in adopting the UN Convention on Electronic Communications	<ul style="list-style-type: none"> - Law incorporation Workshops are held Baseline: 0 - Capacity Building programme conducted to provide technical and legal assistance on the drafting of laws. Baseline: 0 	2021 - 2023	ACCEC

	in domestic law and regulations			
B.1.2 Strengthen AMS ability to implement laws and regulations governing electronic transactions based on international conventions or model laws.	1. Capacity Building Programme for relevant AMS authorities requiring technical and legal assistance in the implementation of e-transactions laws	<ul style="list-style-type: none"> - Capacity Building programme conducted to provide technical assistance and capacity building on the implementation of laws Baseline: 0 	2022 - 2024	ACCEC
	2. Annual Business Survey , to include questions on businesses' perceptions on whether electronic or online transactions appear to have equivalent commercial	<ul style="list-style-type: none"> - Business Survey developed Baseline: 0 - Annual Survey Report to be published on ASEAN Access Portal Baseline: 0 - Proportion of MSME correspondents in the total number of survey recipients in the annual business survey 	2022 - 2025	ACCEC to coordinate with the ASEAN Business Advisory Council (ASEAN-BAC)

	treatment to offline transactions	Baseline: 0		
B.2 Electronic Authentication				
Desired Outcome		Desired Outcome Metrics		
<p>By 2025, ASEAN should adopt measures aligned with international norms to eliminate restrictions to the adoption of appropriate authentication technologies as well as develop a user-friendly interoperable electronic authentication approach.</p>		<p>Improvement in the score of ADII Indicator 3.4 and 3.5 For this topic, all AMS should record an improvement for Indicator 3.4 “Proportion of people who have a national identity card (electronic or otherwise)” and Indicator 3.5 “Degree to which a digitized ID system is in place”.</p>		
		<p>Year-on-year increase in the score for Annual Business Survey (Indicator on Perception of Authentication) The Survey is a recurring or horizontal activity in the Work Plan. The Survey will identify practical gaps between common commercial or business practices and needs—especially within the MSME sector—and existing infrastructure and regulations. This data will highlight any common challenges faced by businesses in the (1) ease of adopting or operating electronic authentication technologies for e-commerce transactions; (2) perceived robustness of the authentication technologies (security, quality) and (3) effectiveness of authentication technology’s interoperability between AMS.</p>		
		<p>Improvement of indicator on consumer protection in the ASEAN Consumer Empowerment Index The Survey is a recurring or horizontal activity in the Work Plan and an existing initiative under the ASEAN Strategic plan for Consumer Protection (ASAPCP) 2016-2025. The questionnaire will periodically capture ASEAN consumers’ perceived confidence on protection provided in e-commerce settings. There should be a year-on-year improvement for the response to the non-scoring question 31 of the ACEI: “Do you feel informed, protected and empowered as a consumer when participating in transactions in the market?”</p>		

Objectives	Activities	Activity Metric	Target Timeline	Lead Implementing Body
B.2.1 All AMS maintain, or adopt as soon as practicable, measures based on international norms for the use of interoperable electronic authentication technologies.	1. Publication of a Collaborative Repository List of approved entity authentication technologies	<ul style="list-style-type: none"> - Number of AMS to submit a list of approved e-authentication technologies, subject to AMS' laws on technology neutrality affecting disclosure. Baseline: 0 - Publication of the Collaborative Repository List. Baseline: 0 - Periodic update accounting for innovations in authentication technologies. Baseline: 0 	2022 - 2025	ASEAN Digital Senior Officials' Meeting (ADGSOM) and Digital Trade Standards and Conformance Working Group (DTSCWG) to coordinate with ACCEC
	2. Publication and adoption of the ASEAN Guidance on Authentication LOA (Levels of Assurance) of electronic authentication methods and technologies	<ul style="list-style-type: none"> - Study of international assurance frameworks (e.g. ISO29115:2013 or NISTSP80053). Baseline: 0 - Guidance developed and published. Baseline: 0 - - Periodic review of the Guidance. Baseline: 0 	2023	ASEAN Digital Senior Officials' Meeting (ADGSOM) and Digital Trade Standards and Conformance Working Group (DTSCWG) to coordinate with ACCEC

	<p>3. ASEAN Framework for Interoperability of Electronic Authentication Technologies</p>	<ul style="list-style-type: none"> - Number of stakeholder consultations held. Baseline: 0 - Completion of the feasibility study on common business registration by ACCMSME. Baseline: 0 - Framework developed. Baseline: 0 	<p>2023 - 2024</p>	<p>ASEAN Digital Senior Officials' Meeting (ADGSOM) and Digital Trade Standards and Conformance Working Group (DTSCWG) to coordinate with ACCEC and ACCMSME</p>
	<p>4. Interoperability Pilot Project to create mutual recognition between two or more AMS of chosen authentication approaches</p>	<ul style="list-style-type: none"> - Number of participants across AMS determined. Baseline: 0 - Pilot project completed. Baseline: 0 - Publication of Report on Pilot project Baseline: 0 	<p>2025</p>	<p>ASEAN Digital Senior Officials' Meeting (ADGSOM) and Digital Trade Standards and Conformance Working Group (DTSCWG) to coordinate with ACCEC</p>
	<p>5. Capacity Building Workshops to address knowledge and expertise gaps on e-authentication in alignment with the Agreement</p>	<ul style="list-style-type: none"> - Relevant stakeholders identified, workshop guidelines formulated and workshops organised. Baseline: 0 - Planned Digital Identity Dialogue (under DIFAP) completed. Baseline: 0 	<p>2021 - 2025</p>	<p>ASEAN Digital Senior Officials' Meeting (ADGSOM) and Digital Trade Standards and Conformance Working Group (DTSCWG) to coordinate with ACCEC</p>

		<ul style="list-style-type: none"> - Number of AMS agencies in attendance at the workshops. Baseline: 0 		
B.2.2 AMS to ensure stakeholder socialisation and compliance with electronic authentication approaches .	1. Annual Business Survey, to include questions on businesses' understanding and perceptions of e-authentication technologies and implementation models	<ul style="list-style-type: none"> - Business Survey developed Baseline: 0 - Annual Survey Report to be published on ASEAN Access Portal Baseline: 0 - Proportion of MSME correspondents in the total number of survey recipients in the annual business survey Baseline: 0 	2022 - 2025	ACCEC to coordinate with the ASEAN Business Advisory Council (ASEAN-BAC) and the ACCMSME
	2. Business Tool-Kit for using approved electronic authentication technologies and implementing authentication measures which do not hinder electronic commerce	<ul style="list-style-type: none"> - Business Tool-Kit developed. Baseline: 0 - Proportion of MSME participation with the Business Toolkit Baseline: 0 	2023	ACCEC to coordinate with ASEAN Coordinating Committee on Micro, Small and Medium Enterprise (ACCMSME)

	<p>3. E-Authentication Consumer Outreach Activities, such as marketing and outreach to share case studies through public events, forums and online videos or reference materials showing why e-authentication matters to consumers</p>	<p>- Number of Consumer Outreach activities carried out. Baseline: 0</p>	<p>2021 - 2025</p>	<p>ACCEC to coordinate with the ASEAN Committee on Consumer Protection (ACCP)</p>
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B.3 Electronic Signatures

Desired Outcome	Desired Outcome Metrics
<p>By 2025, ASEAN should have in place laws and regulations governing electronic signatures aligned with international standards and, through proper implementation and enforcement, recognise the legal validity of electronic signatures.</p>	<p>Improvement of response to digital signature measurement of the Global Cybersecurity Index (GCI) prepared by the International Telecommunication Union (ITU) The GCI is a composite index combining indicators into one benchmark to monitor cybersecurity commitment of countries. For this topic, the relevant measurement is a “Yes” response for all participating AMS to the following questionnaire question 2.5: “Use of digital signatures in government services and applications (e-govt)?”</p> <p>Improvement in the score of ADII Indicator 1.2 (Degree to which digital certificates and signatures are in place)</p>

		<p>This indicator measures the extent to which electronic signatures and digital certificates are available and used.</p>		
		<p>Improvement in the score of OECD Trade Facilitation Indicators (TFI) The OECD TFI aims to help countries identify areas for improvement and allow countries to evaluate their reforms. The Measure G.87 assesses whether the use of digital certificates and signatures are in place.</p>		
		<p>Improvement of Mapping Study Legislative Coverage The Mapping Study assesses the coverage of the legal and regulatory framework for electronic signatures. Baseline: 7 AMS with “Yes” / 3 AMS with “No”</p>		
		<p>Year-on-year improvement of score of Annual Business Survey (Indicator on perception of validity of e-signatures) The Survey is a recurring or horizontal activity in the Work Plan. The Survey will identify practical gaps between common commercial or business practices and needs—especially within the MSME sector—and existing infrastructure and regulations. This data will highlight whether businesses reap the practical benefits of e-signature use.</p>		
Objectives	Activities	Activity Metric	Target Timeline	Lead Implementing Body
B.3.1 All AMS have laws that accept the legal validity of a signature even when the	1. Laws Reporting Scheme under which AMS shall provide a national plan to align its e-signatures laws and regulations with any of the prescribed	- Number of AMS submitting their national plans to align its e-signatures laws and regulations with any of the prescribed UNCITRAL legislative texts Baseline: 0	2021 – 2023	ACCEC

signature is in electronic form.	UNCITRAL legislative texts	<ul style="list-style-type: none"> - Guidelines for Notification of Laws and Regulations on e-commerce related laws developed Baseline: 0 - Number of AMS submitting Annual Reports Baseline: 0 - Number of AMS publishing E-Commerce related laws in the ASEAN Trade Repository Baseline: 0 		
	2. Law Incorporation Workshops with AMS to solve common problems in adopting the UN Convention on Electronic Communications in domestic law and regulations	<ul style="list-style-type: none"> - Law incorporation Workshops are held Baseline: 0 - Capacity Building programme conducted to provide technical and legal assistance on the drafting of laws. Baseline: 0 	2021 – 2023	ACCEC
	3. Annual Business Survey , to include questions on businesses’ perceptions on	<ul style="list-style-type: none"> - Business Survey developed Baseline: 0 - Annual Survey Report to be published on ASEAN Access Portal 	2022 - 2025	ACCEC to coordinate with the ASEAN Business Advisory Council (ASEAN-BAC)

	whether e-signatures have equivalent legal treatment as offline ones	Baseline: 0 - Proportion of MSME correspondents in the total number of survey recipients in the annual business survey Baseline: 0		
B.4 Electronic Payments				
Desired Outcome		Desired Outcome Metrics		
By 2025, ASEAN Member States will have accelerated progress on the development of safe and secure, efficient and interoperable e-payment systems that facilitate e-commerce.		Improvement of digital payment use indicator of the World Bank Global Financial Inclusion (Global Findex) Database The Database contains indicators of financial inclusion measuring how people save, borrow, make payments and manage risk. The relevant indicator to be measured for this topic is the “percentage of population age 15+ who made or received digital payments in the past year” across AMS with available data.		
		Improvement in the score of ADII Indicator 3.2 (Proportion of people who use digital platforms or devices for any type of financial transaction) This indicator measures the share of adults (respondents aged 15 years and older) who made or received digital payments in the past 12 months (who reported using mobile money, a debit or credit card, or a mobile phone to make a payment from an account, or reported using the internet to pay bills or to buy something online).		
Objectives	Activities	Activity Metric	Target Timeline	Lead Implementing Body

B.4.1 AMS to cooperate in considering each AMS readiness for the implementation of safe and secure, efficient and interoperable e-payment systems.	1. Coordination with other sectoral bodies to ensure that the discussions on planned establishment of the ASEAN E-Payments Readiness Index	<ul style="list-style-type: none"> - Development of the ASEAN E-Payments Readiness Index. Baseline: 0 - Annual updates of the Readiness Index. Baseline: 0 	2022-2025	Working Committee on Payment and Settlement Systems (WC-PSS) and the Working Committee on Financial Inclusion (WC-FINC)
	2. Annual Business Survey , to include questions on the safety, security, efficiency and interoperability of cross-border e-payment systems	<ul style="list-style-type: none"> - Business Survey developed Baseline: 0 - Annual Survey Report to be published on ASEAN Access Portal Baseline: 0. - Proportion of MSME correspondents in the total number of survey recipients in the annual business survey Baseline: 0 	2022-2025	ACCEC to coordinate with the ASEAN Business Advisory Council (ASEAN-BAC)

<p>B.4.2 Accelerate Progress On E-Payments Solutions by Building on Existing ASEAN Initiatives on E-Payments.</p>	<p>1. Coordination with other sectoral bodies to ensure that the planned Implementation of the ASEAN Payments Policy Framework for Cross-Border Real Time Retail Payments between at least five AMS considers and addresses relevant e-commerce concerns</p>	<ul style="list-style-type: none"> - Full implementation of bilateral and/or multilateral linkages between AMS. Baseline: Fully implemented linkage between SG-TH & two partially implemented linkages between TH-KH and TH-LA, Target: At least 3 AMS by 2022, at least 4 AMS by 2023 and at least 5 AMS by 2024 (as per ASEAN Comprehensive Recovery Framework Implementation Plan) 	<p>2022 - 2025</p>	<p>Working Committee on Payment and Settlement Systems (WC-PSS) to coordinate with ACCEC</p>
	<p>2. Coordination with other sectoral bodies to ensure that the planned development and implementation of the ASEAN Interoperable QR Code Framework</p>	<ul style="list-style-type: none"> - ASEAN Interoperable QR Code Framework developed. Baseline: 0 - Guidelines on the implementation of the QR Code Framework developed. Baseline: 0 	<p>2022 - 2025</p>	<p>Working Committee on Payment and Settlement Systems (WC-PSS) in collaboration with the ASEAN Bankers Association</p>

		<ul style="list-style-type: none"> - Full implementation of bilateral and/or multilateral linkages between AMS based on QR Code Framework. Baseline: 0 		
B.4.3 Development of solutions to remove emerging digital payment obstacles.	<p>1. Ongoing monitoring of other e-payment obstacles</p> <p>otherwise unaddressed by existing ASEAN frameworks and initiatives</p>	<ul style="list-style-type: none"> - Annual reports/workshops conducted. Baseline: 0 - Number of dialogue sessions with relevant stakeholders including private sector participation conducted. Baseline: 0 	2023-2025	ACCEC to coordinate with the Working Committee on Payment and Settlement Systems (WC-PSS)
B.5 Intellectual Property Rights in Online Setting				
Desired Outcome		Desired Outcome Metrics		
<p>By 2025, ASEAN should review existing intellectual property (IP) rights commitments with the view of ensuring that they apply in a digital setting to provide effective IP rights protection and enforcement.</p>		<p>Increase in the score for relevant indicator of the International Property Rights Index (IPRI)</p> <p>The International Property Rights Index (IPRI), published annually by the Property Rights Alliance, is dedicated to scoring the underlining institutions of a strong property rights regime, including intellectual property rights. The relevant indicators (for AMS with available data) include “patent protection” which measures, among other things, enforcement mechanisms.</p>		
		<p>Increase in the score for the relevant indicators of the U.S. Chamber International IP Index</p> <p>The Index, released annually by the U.S. Chamber of Commerce, describes the function of the global IP system and identifies opportunities to strengthen the innovation</p>		

		ecosystem further. The relevant indicators for this topic (for AMS with available data) include the indicators on “enforcement” and “systemic efficiency”.		
		<p>Improvement in the score of ADII Indicator 5.5 (Degree to which intellectual property protection frameworks are in place and are enforced)</p> <p>This indicator measures the extent to which intellectual property is effectively protected through specific laws, bodies, and regulations.</p>		
		<p>Year-on-year increase in the score for Annual Business Survey (Indicator on IP rights enforcement and protection in an online setting)</p> <p>The Survey is a recurring or horizontal activity in the Work Plan. The Survey will identify practical gaps between common commercial or business practices and needs—especially within the MSME sector— and existing infrastructure and regulations. This data will highlight any common challenges faced by businesses and e-commerce platforms in protecting and enforcing their IP rights when engaging in cross-border digital trade.</p>		
Objectives	Activities	Activity Metric	Target Timeline	Lead Implementing Body
B.5.1 Ensure IP protection in the digital setting through review of ongoing activities and capacity building	1. Publication of the ASEAN Handbook on IP Rights in the Digital World	<ul style="list-style-type: none"> - ASEAN Handbook on IP Rights in the Digital World published. Baseline: 0 - Number of stakeholder engagement activities to socialise the Handbook with the private sector, especially MSMEs. Baseline: 0 	2022	The ASEAN Working Group on IP Cooperation (AWGIPC)
	2. Annual Business Survey , to include questions on the	<ul style="list-style-type: none"> - Business Survey developed Baseline: 0 	2022 - 2025	ACCEC to coordinate with the ASEAN Business Advisory Council (ASEAN-BAC)

developme nt.	perceived adequacy and effectiveness of existing IP rights protection and enforcement in an online or digital setting	<ul style="list-style-type: none"> - Annual Survey Report to be published on ASEAN Access Portal Baseline: 0 - Proportion of MSME correspondents in the total number of survey recipients in the annual business survey Baseline: 0 		
	3. Explore the inclusion of multi-stakeholder discussion sessions on IP rights in a digital setting	<ul style="list-style-type: none"> - Inclusion of multi-stakeholder discussion sessions in the respective activities of AWGIPC/ANIEE. Baseline: 0 - Summaries of discussions published. Baseline: 0 - Submission of the Annual Reports. Baseline: 0 	2022 - 2025	ACCEC to coordinate with the ASEAN Working Group on IP Cooperation (AWGIPC), ASEAN Network of IP Enforcement Experts (ANIEE) and ASEAN IP Association (AIPA)
B.6 Technology Neutrality				
Desired Outcome		Desired Outcome Metrics		
By 2025, ASEAN should agree to adopt the principle of technology neutrality for e-commerce.		Improvement of Mapping Study Legislative Coverage The Mapping Study assesses the coverage of the legal and regulatory framework for technology neutrality. Baseline: 4 AMS with “Yes” / 6 AMS with “Partial”		

		<p>Year-on-year increase in the score for Annual Business Survey (Indicator on Technology Neutrality)</p> <p>The Survey is a recurring or horizontal activity in the Work Plan. The Survey will identify practical gaps between common commercial or business practices and needs—especially within the MSME sector— and existing infrastructure and regulations. This data will highlight recurring viewpoints espoused by businesses on AMS’ technology neutrality models and implementation of the same in cross-border e-commerce.</p>		
Objectives	Activities	Activity Metric	Target Timeline	Lead Implementing Body
B.6.1 AMS to collaboratively adjust the scope of work on technology neutrality beyond 2025.	1. Laws Reporting Scheme under which AMS shall provide information on national plans to adopt the principle of technology neutrality	<ul style="list-style-type: none"> - Number of AMS submitting their national plans to adopt the principle of technology neutrality Baseline: 0 - Guidelines for Notification of Laws and Regulations on e-commerce related laws developed Baseline: 0 - Number of AMS submitting Annual Reports Baseline: 0 - Number of AMS publishing E-Commerce related laws in the ASEAN Trade Repository Baseline: 0 	2021 - 2023	ACCEC

	<p>2. Annual Business Survey, which shall include questions inquiring whether businesses perceive technology neutrality to be upheld in commercial practice, other than circumstances related to government procurement</p>	<ul style="list-style-type: none"> - Business Survey developed Baseline: 0 - Annual Survey Report to be published on ASEAN Access Portal Baseline: 0 - Proportion of MSME correspondents in the total number of survey recipients in the annual business survey Baseline: 0 	<p>2022 - 2025</p>	<p>ACCEC to coordinate with the ASEAN Business Advisory Council (ASEAN-BAC)</p>
	<p>3. Technology Neutrality Roundtables to discuss the feasibility of different technology neutrality models and international best practices with a view to develop a commitment-</p>	<ul style="list-style-type: none"> - Roundtables conducted. Baseline: 0 	<p>2023 - 2025</p>	<p>ACCEC</p>

	based AMS approach			
B.7 Competition				
Desired Outcome		Desired Outcome Metrics		
By 2025, ASEAN will ensure that competition policies clearly address digital cross-border activities and have continued application in a digital setting.		Year-on-year increase in the score for Annual Business Survey (Indicator on implementation of competition law and policy in a digital setting) The Survey is a recurring or horizontal activity in the Work Plan and will complement the less frequently held ASEAN Competition Business Perception Index. The Survey will periodically identify practical gaps between common commercial or business practices as well as existing laws.		
Objectives	Activities	Activity Metric	Target Timeline	Lead Implementing Body
B.7.1 Establish an ASEAN-wide approach to addressing competition issues in e-commerce and the digital environment.	1. Develop ASEAN Investigation Manual on CPL for the Digital Economy	- Development of the Manual Baseline: 0	2022	The ASEAN Experts Group on Competition (AEGC) to coordinate with ACCEC.
	2. Conduct Annual Business Survey to measure the perceived adequacy of existing competition laws and policies in the e-commerce sector, with particular attention to the views of MSMEs	- Business Survey developed Baseline: 0 - Annual Survey Report to be published on ASEAN Access Portal Baseline: 0 - Proportion of MSME correspondents in the total	2022 - 2025	ACCEC to coordinate with the ASEAN Business Advisory Council (ASEAN-BAC) and the ASEAN Experts Group on Competition (AEGC)

		number of survey recipients in the annual business survey Baseline: 0		
	3. Adding digital economy elements into the technical assistance activities under AEGC	- Activities held Baseline: 0	2022 - 2025	ASEAN Experts Group on Competition (AEGC) to coordinate with the ACCEC

Metric currently available or easily obtained
 Metric requires further development

CONSUMER FOCUS WORKSTREAM				
C.1 Consumer Protection				
Desired Outcome		Desired Outcome Metrics		
By 2025, ASEAN will endeavour to enhance consumer protection in the online and digital environment		Improvement of Mapping Study Legislative Coverage The Mapping Study was completed in 2021 and assesses the coverage of the legal and regulatory framework for consumer protection for e-commerce consumers. Baseline: 6 AMS with “Yes” / 4 AMS with “Partial”		
		Integration of E-Commerce Considerations in the Handbook on ASEAN Consumer Protection Laws and Regulations		
		Increase in the score for Integrating E-Commerce Considerations in the ASEAN Consumer Empowerment Index The Survey is a recurring or horizontal activity in the Work Plan and an existing initiative under the ASEAN Strategic plan for Consumer Protection (ASAPCP) 2016-2025. The questionnaire will periodically capture ASEAN consumers’ perceived confidence on protection provided in e-commerce settings.		
Objectives	Activities	Activity Metric	Target Timeline	Lead Implementing Body
C.1.1 All AMS shall enhance consumer protection in e-commerce	1. Laws Reporting Scheme under which AMS shall determine a plan of action to ensure that existing consumer protection laws	<ul style="list-style-type: none"> - Number of AMS submitting their national plans to ensure that existing consumer protection laws and regulations contain clear references to e-commerce Baseline: 0	2021-2023	ACCEC

	<p>and regulations contain clear references to e-commerce</p>	<ul style="list-style-type: none"> - Guidelines for Notification of Laws and Regulations on e-commerce related laws developed Baseline: 0 Number of AMS submitting Annual Reports Baseline: 0. - Number of AMS publishing E-Commerce related laws in the ASEAN Trade Repository Baseline: 0. - Questionnaire reviewed and conducted Baseline: 0 - Publication of report based on data collected from surveys related to measuring consumer confidence on the availability and effectiveness of existing alternative dispute resolution in address e-commerce claims Baseline: 0 - Number of stakeholder engagement activities held for the socialisation of ASEAN Consumer Empowerment Index results. Baseline: 0 		
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	2. Integrating E-Commerce Considerations in the Handbook on ASEAN Consumer Protection Laws and Regulations	<ul style="list-style-type: none"> - Section on the Consumer Protection in the Digital Economy integrated into the Handbook Baseline 0 - Handbook uploaded on the ASEAN Access Portal Baseline 0 	2021	The ASEAN Committee on Consumer Protection (ACCP)
	3. Conduct capacity building activity on consumer law and e-Commerce, looking into online scams, and online consumer law investigation training	<ul style="list-style-type: none"> - Capacity Building activity conducted Baseline: 0 	2021 – 2025	The ASEAN Committee on Consumer Protection (ACCP)
C.1.2 Ensure effective socialisation and engagement of consumer confidence-focused activities.	1. Review questionnaire for ASEAN Consumer Empowerment Index to include questions on consumer confidence, protection, and trust in e-commerce settings	<ul style="list-style-type: none"> - Questionnaire reviewed and conducted every 3 years Baseline: 0 - Publication of report based on data collected from surveys related to measuring consumer confidence, protection, and trust in e-commerce settings Baseline: 0 	2022-2025	The ASEAN Committee on Consumer Protection (ACCP) to coordinate with ACCEC

	<p>2. Expand the scope of ASEAN Consumer Association Network to strengthen consumer advocacy for e-commerce users</p>	<ul style="list-style-type: none"> - Scope of ASEAN Consumer Association Network (ACAN) expanded. Baseline: 0 	<p>2022</p>	<p>The ASEAN Committee on Consumer Protection (ACCP) to coordinate with ACCEC</p>
	<p>3. Guidelines for the Implementation of the ASEAN Trust Mark Scheme</p>	<ul style="list-style-type: none"> - Guidelines for the Implementation of ASEAN Trust Mark Scheme Baseline: 0 - Number of stakeholder engagement activities held for the development of Trustmark Scheme with MSMEs and consumers Baseline: 0 	<p>2022</p>	<p>ACCEC</p>
	<p>4. Develop the ASEAN Guidelines on Consumer Protection in E-Commerce</p>	<ul style="list-style-type: none"> - Publish the Guidelines Baseline: 0 	<p>2022</p>	<p>ACCP</p>
	<p>5. Integrate e-Commerce Considerations into the ASEAN</p>	<ul style="list-style-type: none"> - Publish the Guidelines Baseline: 0 	<p>2023-2024</p>	<p>ACCP</p>

Guidelines on Unfair Contract Terms and the ASEAN Guidelines on Product Safety and Regulations			
6. Developing interactive and distance-learning e-learning modules for consumers	- Develop four online modules Baseline: 0	2021	ACCP
7. Promoting the Regional Information Campaign (RIC) on Online Shopping, Deceptive Advertisement and Redress Scheme	- The RICs further Promoted Baseline: 0	2021-2023	ACCP
8. Integrating e-Commerce Consideration into the development of the ODR Guidelines	- The ODR Guidelines Developed Baseline: 0	2021	ACCP
9. Integrating e-Commerce Consideration into the Report on the needs and gaps on the access to dispute resolution	- Develop the Report on the Needs and Gaps Baseline: 0	2023	ACCP

	and redress systems in ASEAN			
	10. Integrating e-Commerce Consideration into the voluntary peer reviews in selected AMS	- Integrate e-Commerce considerations in the peer review Reports Baseline: 0	2025	ACCP

C.2 Alternative Dispute Resolution for E-Commerce

Desired Outcome		Desired Outcome Metrics		
By 2025, ASEAN will endeavour to facilitate the use of harmonized alternative dispute resolution mechanisms to resolve claims in the digital space.	Improvement of Mapping Study Legislative Coverage The Mapping Study assesses the coverage of the legal and regulatory framework for alternative dispute resolution. Baseline: 3 AMS with “Yes” / 7 AMS with “Partial”			
	Year-on-year increase in the score for ASEAN Consumer Empowerment Index The Survey is a recurring or horizontal activity in the Work Plan and an existing initiative under the ASEAN Strategic plan for Consumer Protection (ASAPCP) 2016-2025. The questionnaire will periodically capture ASEAN consumers’ perceived confidence on the availability and effectiveness of existing ADR mechanisms in addressing e-commerce claims.			
Objectives	Activities	Activity Metric	Target Timeline	Lead Implementing Body

<p>C.2.1 Strengthen knowledge and facilitate discussions on Alternative Dispute Resolution mechanisms to address E-commerce issues.</p>	<p>1. Laws Reporting Scheme under which AMS shall provide a national plan of action to ratify/adopt international ADR-related legislative text.</p>	<ul style="list-style-type: none"> - Number of AMS submitting their national plans to o ratify/adopt international ADR- related legislative text Baseline: 0. - Guidelines for Notification of Laws and Regulations on e-commerce related laws developed Baseline: 0 - Number of AMS submitting Annual Reports Baseline: 0 - Number of AMS publishing E-Commerce related laws in the ASEAN Trade Repository Baseline: 0 	<p>2021-2023</p>	<p>ACCEC</p>
	<p>2. Law Incorporation Workshops with AMS to solve common problems in adopting international ADR-related legislative text.</p>	<ul style="list-style-type: none"> - Law incorporation Workshops are held Baseline: 0 - Capacity Building programme conducted to provide technical and legal assistance on the drafting of laws. Baseline: 0 	<p>2021 - 2023</p>	<p>ACCEC to coordinate with the ASEAN Committee on Consumer Protection (ACCP)</p>

	<p>3. Review the questionnaire for ASEAN Consumer Empowerment Index to include questions covering consumer confidence on the availability and effectiveness of existing alternative dispute resolution in address e-commerce claims</p>	<ul style="list-style-type: none"> - Questionnaire reviewed and conducted every 3 years Baseline: 0 - Publication of report based on data collected from surveys related to measuring consumer confidence on the availability and effectiveness of existing alternative dispute resolution in address e-commerce claims Baseline: 0 	<p>2022-2025</p>	<p>The ASEAN Committee on Consumer Protection (ACCP) to coordinate with ACCEC</p>
	<p>4. Close coordination to ensure the publication of the ASEAN ODR Guidelines and establishment of ASEAN Mechanism for Cross Border Complaints and Investigation</p>	<ul style="list-style-type: none"> - ASEAN Regional ODR Guideline is published under the ASAPCP Baseline: 0 - ASEAN Mechanism for Cross Border Complaints and Investigation to be implemented under the ASAPCP Baseline: 0 	<p>2021-2025</p>	<p>The ASEAN Committee on Consumer Protection (ACCP) to coordinate with ACCEC</p>
<p>C.3 Data Protection/Privacy</p>				
<p>Desired Outcome</p>		<p>Desired Outcome Metrics</p>		

<p>By 2025, ASEAN should facilitate e-commerce and the digital economy by adopting or maintaining an appropriate legal framework and measures that provide for the protection of the personal information and privacy in conformity with ASEAN Framework on Personal Data Protection and other international best practices.</p>	<p>Improvement in the score of ADII Indicator 2.1 (Degree to which data protection measures are in place) This indicator assesses the existence of a personal data protection law, and the security safeguards it contains to appropriately protect against loss and unauthorized access.</p>
	<p>Improvement in the score of TRPC Data Protection Index 2020 The Index provides an objective, data protection assessment mechanism. It assesses all 10 AMS based on the principles outlined in the ASEAN Framework on Personal Data Protection.</p>
	<p>Improvement of Mapping Study Legislative Coverage The Mapping Study assesses the coverage of the legal and regulatory framework for data protection and privacy. Baseline: 4 AMS with “Yes” / 3 AMS with “Partial” / 3 AMS with “No”</p>
	<p>Year-on-year increase in the score for ASEAN Consumer Empowerment Index The Survey is a recurring or horizontal activity in the Work Plan and an existing initiative under the ASEAN Strategic plan for Consumer Protection (ASAPCP) 2016-2025. The questionnaire will periodically capture ASEAN consumers’ perceived confidence on personal data protection provided in e-commerce settings.</p>

Objectives	Activities	Activity Metric	Target Timeline	Lead Implementing Body
C.3.1 All AMS to adopt measures that protect the	1. Laws Reporting Scheme under which AMS shall determine a plan of action to implement	- Number of AMS submitting their national plans to align with the ASEAN Personal Data Protection Framework Baseline: 0.	2021 -2023	ACCEC

<p>personal information of e-commerce users that are aligned with the ASEAN Personal Data Protection Framework and</p>	<p>measures related to the ASEAN Data Protection Framework which includes comprehensive domestic personal data protection and privacy laws</p>	<ul style="list-style-type: none"> - Guidelines for Notification of Laws and Regulations on e-commerce related laws developed Baseline: 0 - Number of AMS submitting Annual Reports Baseline: 0 - Number of AMS publishing E-Commerce related laws in the ASEAN Trade Repository Baseline: 0 		
<p>consider international principles, guidelines and criteria.</p>	<p>2. Law Incorporation Workshops with AMS to solve common problems in adopting data protection laws that protect the personal information of the users of e-commerce and consider international principles, guidelines and criteria.</p>	<ul style="list-style-type: none"> - Law incorporation Workshops are held Baseline: 0 - Capacity Building programme conducted to provide technical and legal assistance on the drafting of laws. Baseline: 0 	<p>2021 -2023</p>	<p>ACCEC</p>

	<p>3. Ongoing Monitoring of emerging issues related to Data Protection and Privacy</p>	<ul style="list-style-type: none"> - Review of international principles and guidelines Baseline: 0 - Number of Dialogue sessions conducted Baseline: 0 - Revision of existing laws to be determined Baseline: 0 - Review of ASEAN Framework on Personal Data Protection. Baseline: 0 	2024-2025	ACCEC to coordinate with the ASEAN Digital Senior Officials' Meeting (ADGSOM)
C.3.2 Strengthen AMS ability to actively engage relevant stakeholders to ensure implementation	<p>1. Review questionnaire for ASEAN Consumer Empowerment Index to include consumer's confidence on personal data protection in e-commerce settings.</p>	<ul style="list-style-type: none"> - Questionnaire reviewed and conducted every 3 years Baseline: 0 - Publication of report based on data collected from surveys related to measuring consumer confidence on data protection/privacy measures in e-commerce settings 	2022 - 2025	The ASEAN Committee on Consumer Protection (ACCP) to coordinate with ACCEC

d laws and regulations effectively protect the personal information of e-commerce users.		Baseline: 0		
	2. ASEAN Business Self-Assessment Toolkit on Personal Data Protection and Data Security Standards for Businesses	<ul style="list-style-type: none"> - ASEAN Business Self - Assessment Toolkit developed. Baseline: 0 - Proportion of MSME participation in the Self-Assessment toolkit with the private sector. - Baseline: 0 	2024	ACCEC to coordinate with the ASEAN Digital Senior Officials' Meeting (ADGSOM)

C.4 Cybersecurity

Desired Outcome	Desired Outcome Metrics
By 2025, ASEAN will have outlined a collaborative approach to addressing cybersecurity in the region to tackle digital trade challenges.	<p>Improvement in the score of ADII Indicator 2.2 (Level of legislative and regulatory cybersecurity capabilities), ADII Indicator 2.3 (Level of institutional cybersecurity capabilities), ADII Indicator 2.4 (Level of technical cybersecurity capabilities) and ADII Indicator 2.5 (Level of international cooperation on cybersecurity)</p> <p>Indicator 2.2 assesses the existence of laws on cyber-crime and of regulations dealing with cybersecurity. Indicator 2.3 is an aggregated indicator that assesses the ability, willingness, and commitment towards a national strategy for cybersecurity, including the existence of a government agency or body devoted to driving cybersecurity at a</p>

		national level. Indicator 2.4 assesses the existence of a CIRT/CERT/CSIRT with national responsibility, as well as the ability, willingness, and commitment to applying international cybersecurity standards. Indicator 2.5 assesses the ability, willingness, and commitment to cooperate with foreign entities on cybersecurity.		
		<p>Improvement in the score of the Global Cybersecurity Index (GCI) prepared by the International Telecommunication Union (ITU)</p> <p>The GCI is a composite index combining indicators into one benchmark to monitor cybersecurity commitment of countries. Each country is assessed across five pillars (1) Legal Measures, (2) Technical Measures, (3) Organisational Measures, (4) Capacity Development and (5) Cooperation.</p>		
Objectives	Activities	Activity Metric	Target Timeline	Lead Implementing Body
C.4.1 Establishing a cooperation mechanism among competent authorities to facilitate prompt investigation and resolution of fraudulent incidents	1. Progress Reporting Scheme under which AMS shall report progress and compliance with the Plan of Action in Combating Transnational Crime	<ul style="list-style-type: none"> - Number of AMS making progress on the Plan of Action in Combating Transnational Crime Baseline: 0 - Actions requiring additional technical and capacity assistance identified. Baseline: 0 - Number of Dialogue sessions conducted to strengthen communication and cooperation to address obstacles for implementation. Baseline: 0 	2022 - 2025	ASEAN Cybersecurity Coordinating Committee (ASEAN-CC) to coordinate with the Senior Official Meeting on Transnational Crime (SOMTC) and Working Group on Cybercrime (WG on CC)

related to e-commerce transactions.	2. Establish ASEAN Cybersecurity Forum	<ul style="list-style-type: none"> - ASEAN Cybersecurity Forum established Baseline: 0 - Annual Report based on discussions at the forum to be published. Baseline: 0 - Number of Capacity Building Activities conducted for competent authorities that leverages the identified best practices. Baseline: 0 	2022-2025	ASEAN Cybersecurity Coordinating Committee (ASEAN-CC) to coordinate with and ASEAN Network Security Action Council (ANSAC) and ACCEC
	3. ASEAN Cross Border Fraudulent Incident Detection Mechanism	<ul style="list-style-type: none"> - Common mechanism for ASEAN cross-border fraudulent incidents developed. Baseline: 0 - Number of training sessions held for competent authorities on the mechanism Baseline: 0 	2024 - 2025	ASEAN Cybersecurity Coordinating Committee (ASEAN-CC) to coordinate with and ASEAN Network Security Action Council (ANSAC) and ACCEC
C.4.2 Build the capacities of national entities	1. Action Plan for the implementation of the ASEAN Cybersecurity Cooperation	<ul style="list-style-type: none"> - Action Plan for the implementation of the ASEAN Cybersecurity Cooperation Strategy 2021-2025 developed Baseline: 0 	2021	ASEAN Cybersecurity Coordinating Committee (ASEAN-CC) to coordinate with and ASEAN Network

responsible for cybersecurity.	Strategy 2021-2025	<ul style="list-style-type: none"> - Number of stakeholder engagement activities conducted for the socialisation of Action Plan for the implementation of the ASEAN Cybersecurity Cooperation Strategy 2021-2025 Baseline: 0 		Security Action Council (ANSAC), Network Security Action Council (ANSAC) and ACCEC
	2. Development of guidelines for the implementation of the ASEAN Cybersecurity Coordinating Committee (ASEAN Cyber-CC)	<ul style="list-style-type: none"> - Guidelines for Implementation of the ASEAN Cybersecurity Coordination Committee (ASEAN Cyber-CC) Baseline: 0 - Capacity Building Programme conducted for national entities, including trade and economic officials, responsible for cybersecurity to ensure effective cooperation on matters related to cybersecurity. Baseline: 0 	2022-2023	ACCEC to coordinate with the ASEAN Cybersecurity Coordinating Committee (ASEAN-CC) and ASEAN Network Security Action Council (ANSAC)
	3. ASEAN Self-Assessment Toolkit on Cybersecurity Capacity	<ul style="list-style-type: none"> - ASEAN Self-Assessment Toolkit on Cybersecurity Capacity developed Baseline: 0 - Number of Capacity Building Activities conducted to address 	2023-2024	ASEAN Cybersecurity Coordinating Committee (ASEAN-CC) and ASEAN Network Security Action Council (ANSAC)

		gaps identified in self-assessment toolkit. Baseline: 0		
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