

SIEM REAP DECLARATION ON PROMOTING A CREATIVE AND ADAPTIVE ASEAN COMMUNITY TO SUPPORT THE CULTURAL AND CREATIVE ECONOMY

WE, the Member States of the Association of the Southeast Asian Nations (hereinafter referred to as ASEAN);

COMMITTED to realising the ASEAN Community Vision 2025;

RECALLING the discussion during the 9th AMCA in October 2020 with the theme “Impact of COVID-19 and the Way Forward for the Culture and Arts Sector”;

NOTING that the Cultural and Creative Economy of the ASEAN region, identified as ASEAN Creative Economy (ACE) during the 2nd ASEAN Regional Workshop on Creative Economy (ARWCE) held on 19 November 2021, is defined as “*added value emanating from human creativity based on heritage, culture, the arts, design, science, technology, and innovation, that promotes sustainable, resilient, equitable and inclusive development by way of jobs, wealth and value creation. The ACE encompasses activities related to production, consumption, distribution and trade of intangible assets such as intellectual property rights and tangible assets such as goods and services*”;

ACKNOWLEDGING that the ASEAN Comprehensive Recovery Framework (ACRF) identifies the Cultural and Creative Economy as a key sector with the potential to contribute to ASEAN’s economic recovery;

GUIDED by the ASEAN Declaration on Culture of Prevention (CoP) for a Peaceful, Inclusive, Resilient, Healthy and Harmonious Society to promote a culture of peace and intercultural understanding so as to deepen a regional sense of belonging by the peoples of ASEAN;

REAFFIRMING our commitments to the 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), and Bandar Seri Begawan Declaration on Culture and the Arts to Promote ASEAN’s Identity Towards a Dynamic and Harmonious Community; and the ASEAN Strategic Plan for Culture and Arts 2016-2025;

RECOGNISING the invaluable contribution of culture and the arts, manifested by tangible and intangible cultural heritage, cultural and creative industries, and cultural tourism, toward promoting social, economic, human and sustainable development, especially in human capital, and in fostering the socio-economic and well-being of the peoples of ASEAN;

CONSIDERING that creativity and cultural ingenuity uplift lives and livelihoods toward realising the objectives of the ASEAN Strategic Plan for Culture and the Arts 2016-2025 and the 2030 United Nations Agenda for Sustainable Development Goals where cultural and creative industries and cultural tourism is an enabler and a driver of the economic, social and environment dimensions of sustainable

development;

DO HEREBY,

1. TAKE UP the task mandated by the ASEAN Leaders that AMCA further strengthen the role of culture and the arts and enhance regional cooperation to further promote and develop the ASEAN Cultural and Creative Industries (herein referred to as CCIs);

2. REAFFIRM the significant roles of culture and the arts for socio-economic post-pandemic recovery and beyond through the implementation of the ASEAN Comprehensive Recovery Framework for building back better;

3. TASK the ASEAN Senior Officials Responsible for Culture and Arts (SOMCA), the ASEAN Committee on Culture and Information (ASEAN-COCI) and the Sub-Committee on Culture (SCC) of the ASEAN-COCI to intensify efforts to promote and develop the CCIs, including but not limited to the following:

- a. Develop the modalities of promoting and developing ACE through the set-up of regular dialogues to exchange views and discuss the contributions of the CCIs to the ACE
- b. Promote evidence-based research and development on the cultural and creative sectors that could benefit from best practices and regional policy support;
- c. Develop capacity-building initiatives and talent development programmes to upskill cultural and creative workers;
- d. Implement outreach programmes and activities to amplify CCIs' awareness among the peoples of ASEAN, with the view to deepen appreciation of the collective and curative power of CCIs in uplifting lives and livelihoods.
- e. Intensify cross-pillar coordination in advancing CCI cooperation in ASEAN.

4. COOPERATE with relevant ASEAN Sectoral Bodies to address cross-cutting issues that involve culture and the arts in the promotion of inclusive economic development, including, but not limited to, sustainable tourism, culture of education for all, poverty reduction, environmental sustainability, disaster management and combating climate change, protection of intellectual property rights, support for micro, small and medium cultural and creative entrepreneurs, digitalisation and attention to the role of culture and its contribution to the sustainable development of the ASEAN Community;

5. CALL on Dialogue Partners, international organisations, development agencies and other key stakeholders to collaborate in advancing the implementation of this Declaration.

ADOPTED in Siem Reap, the Kingdom of Cambodia on this 7th Day of the 7th

Month in the Year Two Thousand and Twenty-Two, in a single original copy, in the English Language.

