

**VISION STATEMENT BY  
ASEAN MINISTERS RESPONSIBLE FOR INFORMATION**

**ASEAN 2035:**

**TOWARD A TRANSFORMATIVE, RESPONSIVE AND RESILIENT INFORMATION  
AND MEDIA SECTOR**

**WE**, the Member States of the Association of Southeast Asian Nations (hereinafter referred to as ASEAN), on the occasion of the 16<sup>th</sup> Conference of the ASEAN Ministers Responsible for Information (AMRI) held on 22 September 2023, in Da Nang City, the Socialist Republic of Viet Nam;

**GUIDED** by the ASEAN Charter to promote its common ASEAN Identity and a sense of belonging among its peoples in order to achieve its shared destiny, goals and values;

**REAFFIRMING** the transversal role of and contribution by the ASEAN Information sector toward achieving the ASEAN Community Vision 2025 and in supporting the implementation of the respective Blueprints of ASEAN Socio-Cultural Community, ASEAN Political-Security Community and ASEAN Economic Community;

**RECOGNISING** the new prospects and new paradigm shift for information brought up by digital transformation for information accessibility and digital innovation that provide unparalleled opportunities and challenges of transformative changes for the information and media sector beyond 2025, namely the ASEAN Vision 2045 and its Attendant Documents;

**NOTING** the 16<sup>th</sup> AMRI theme, “Media: From Information to Knowledge for a Resilient and Responsive ASEAN” that underscores effort to facilitate the transition from passive information consumption to active knowledge acquisition so as to empower individuals, communities, societies to build an informed, responsive and resilient ASEAN;

**RECALLING** the ASEAN Framework for Developing Digital Readiness Among ASEAN Citizens, ASEAN Framework for Promoting Accessibility for All in ASEAN Digital Broadcasting, Joint Statement of the ASEAN Ministers Responsible for Information to Minimise the Negative Effects of Coronavirus Disease (COVID-19), and Framework and Joint Declaration to Minimise the Harmful Effects of Fake News;

**RECALLING** further the ASEAN Declaration on Culture of Prevention for a Peaceful, Inclusive, Resilient, Healthy and Harmonious Society where the ASEAN Information sector is the co-lead to promote a culture supporting the values of moderation;

**COGNISANT** that rapid digitalisation of communication platforms have invariably led to the uptick of fake news, digital hate, and extremist views which may undermine ASEAN solidarity and resiliency, the abundance of misinformation may create distrust

and prejudices, which may also undermine people's understanding of ASEAN developments;

**WE HEREBY ENVISION:**

1. A Responsive, Resilient and Innovative ASEAN's Information and Media sector that promotes and facilitates information and knowledge equity through exchanges of innovative ideas, social cohesion, inclusiveness and accessibility for all;
2. Cooperation in the Information and Media Sector to be Knowledge-Driven, Value-Adding and Digitally Transformative so that lives and livelihoods of ASEAN peoples can be uplifted, by being empowered with timely and accurate information, as well as sustained advancements in information literacy and digital readiness for the Knowledge-based ASEAN Community;
3. A Thriving, Resilient and Dynamic Information and Media Ecosystem that is safe whilst being people-centric and people-oriented, promotes social responsibility by the cross-border digital and media platforms, fosters mutual respect in cyberspace so as to uphold integrity and sovereignty, and contributes to amplifying ASEAN Awareness and to fostering ASEAN Identity;
4. A Transversal Role for the Information and Media Sector to provide cross-cutting support to ASEAN sustainable developments including, but not limited, to health, gender equality, youth empowerment, disaster resiliency, protection of children and youth from threats such as online exploitation and extremism;
5. Partnership in information and media sector that foster public-private collaboration in empowering ASEAN peoples with knowledge and digital competencies for inclusive participation in society, including lifelong learning and skills development;
6. A dynamic ASEAN Information and Media Sector that proactively engages with Dialogue Partners and other regions to promote the central role of ASEAN in building world peace and prosperity.

**WE TASK THE SENIOR OFFICIALS RESPONSIBLE FOR INFORMATION AND MEDIA (SOMRI) TO ACHIEVE THE VISION BY:**

1. Developing and executing sustainable and future proof strategies that adapt to and leverage digital transformation so as to foster greater cooperation in the SOMRI's priority areas of broadcasting, media, press and training, and content production through the SOMRI Working Groups (WGs);
2. Implementing evidence-based communication strategic plans, mechanisms, tools and best practices especially in the areas of crisis communication, strategic communication and public communication, so as to continue to deliver accurate and timely information to ASEAN citizens, and to strengthen regional solidarity;

3. Pursuing strategic collaborations to leverage the transformative power of media to nurture a culture of critical thinking and lifelong learning so as to promote media and information literacy, knowledge and acceptance of digital transformation among the people of ASEAN so that they are better equipped in navigating the rapidly changing information and media landscape;
4. Empowering media industry through capacity building and networking to facilitate greater exchange and transfer of knowledge across ASEAN, and in optimising the use of digital tools and technology that elevates the media's capability to serve as channels in transmitting accurate, balanced, trustworthy, and data-driven information;
5. Promoting and supporting studies related to trends, gaps and best practices especially on digital transformation of information and media sector to enable ASEAN to develop timely and effective policy interventions to emerging challenges and opportunities;
6. Engaging other ASEAN sectoral bodies across the three Community Pillars, Dialogue Partners and other relevant external stakeholders, to facilitate effective capacity-building in media, information and communication for policymakers and practitioners in the sector;
7. Mainstreaming the role of the information and media sector to support the whole-of-ASEAN response to emerging global challenges such as disaster management, climate change and environmental concerns, health emergencies, cybersecurity, and other issues pertaining to human and sustainable development;
8. Encouraging media, community and citizenry participation in complementing the ASEAN Information sector to promote information inclusiveness and accessibility for all, especially in the areas of amplifying reliable sources of information, inculcating informed and healthy mindsets among the youth in the consumption of audio-visual contents, and in encouraging innovative digital contents about ASEAN to raise ASEAN awareness so as to foster the *we-feeling* of ASEAN Identity.

With the ASEAN Strategic Plan on Information and Media 2016-2025 and the ASEAN Communication Master Plan II 2018-2025 (ACMP II) concluding in 2025, the development of the new Strategic Plan for 2026-2035, and the new ACMP III shall be aligned with the ASEAN Vision 2045 and its Attendant Documents, guided by the vision and tasks outlined in this Vision Statement including to consider the development of a Master Plan on Digital Transformation for Press and Media. In doing so, we resolve to ensure that the ASEAN Information sector continues to promote a responsive, adaptive, innovative and informed ASEAN Community of Opportunities for All.

**ADOPTED** in Da Nang City, the Socialist Republic of Viet Nam, this Twenty Second Day of September in the Year Two Thousand and Twenty-Three, in a single original copy in the English Language.