

# **ASEAN Creative Economy Sustainability Framework**

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## Part 1 Background

Prior to the COVID-19 pandemic, cultural and creative industries constituted one of the fastest growing sectors of the global economy and, as UN reports indicated, the sector was growing in every part of the world, contributing significantly to the growth in trade of goods and services among developing economies.

Although the pandemic had a devastating impact on the whole creative sector, it has demonstrated its extraordinary resilience and adaptability by renewing those strong upward trends from 2022 onwards. It was therefore prescient of the ASEAN Member States to adopt the “Siem Reap Declaration on Promoting a Creative and Adaptive ASEAN Community to Support the Cultural and Creative Economy” in 2022, which committed the region to “promote and develop” its creative economy with a particular emphasis on “inclusive economic development”.

The region’s global profile in the creative economy, and its emphasis on a balanced and inclusive approach to growth, is in line with the UN’s Year of the Creative Economy in 2021 and the Sustainable Development 2030 Goals, and contributes to the development of the World Conference on Creative Economy.

These achievements and commitments give a solid foundation to the ambition to make ASEAN a globally recognised powerhouse of sustainable innovation, cultural preservation, and digital transformation, empowering local creatives, driving inclusive economic growth and positioning the region as the leading hub for ethical and environmentally conscious growth.

ASEAN has developed an umbrella working definition of the Creative Economy as follows:

***“The ASEAN Creative Economy (ACE) is 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”.<sup>1</sup>***

## Part 2 Vision

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<sup>1</sup> The working definition was deliberated and agreed during the 2<sup>nd</sup> ASEAN Regional Workshop on Creative Economy (ARWCE) that was held in November 2021.

The *ASEAN Community Vision 2045* also envisages ASEAN as “an enterprising region as well as a hub and centre of excellence, that is able to leverage on advances in sciences, technology and innovation, and harness new sources of competitiveness, including creative economy and advanced industry, to elevate its economic integration agenda and create a thriving ecosystem” by 2045.

### **Part 3 Objectives**

The development of the ASEAN Creative Economy Sustainability Framework aims to provide a platform and serve as a roadmap for ASEAN policymakers and relevant stakeholders to co-create a way forward in developing the cultural and creative industries (CCIs), provide an interface for the exchange of ideas and views about the Creative Economy, and appraise relevant research and evidence with a view to develop a whole-of-ASEAN approach in driving regional cooperation. The ASEAN Creative Economy Sustainability Framework:

- Outlines a shared vision and strategic direction in promoting the development of the ASEAN Creative Economy, aimed to achieve social, cultural, economic, and environmental outcomes unique to ASEAN developments;
- Emphasises a whole-of-ASEAN approach in promoting the development of the cultural and creative industries under the ambit of the creative economy through advocating a culture-centric, inclusive and sustainable-driven approach;
- Identifies specific opportunities and challenges, including potential areas for inter-pillar and cross-sectoral collaboration, in promoting the development of ASEAN Creative Economy, with a view to frame and develop concrete implementation of policy and programme initiatives;
- Proposes recommendations on the way forward to promote the ASEAN Creative Economy, with a view to consider and implement a whole-of-ASEAN and multi-stakeholder approach.

### **Part 4 Guiding principles**

This Framework outlines 10 guiding principles that underpin the concerted efforts to promote the development of the ASEAN Creative Economy Sustainability Framework:

- **Guiding principle 1:** Cultural infrastructure is as important as physical infrastructure in development strategies.

- **Guiding principle 2:** Good policies depend on good data. Regional policies need baseline definitions and metrics, acknowledged and shared across all Member States.
- **Guiding principle 3:** The diversity of ASEAN is its strength – each Member State can make a unique contribution to the strategy.
- **Guiding principle 4:** Every government Ministry has a role in developing the creative economy, and every Ministry can derive the benefits from it.
- **Guiding principle 5:** Creative economy policies seek to promote social inclusivity, not exclusivity.
- **Guiding principle 6:** Creative economy policies protect and, where possible, contribute to the health of the planet and the well-being of the people.
- **Guiding principle 7:** Creative economy policies draw from the skills and culture of the past to build a sustainable future.
- **Guiding principle 8:** Successful outcomes for national and regional strategies are most often achieved by practical initiatives at local level.
- **Guiding principle 9:** Communities, government, business, academia, media and relevant intermediaries are the key stakeholders engaged.
- **Guiding principle 10:** A robust Intellectual Property (IP) ecosystem is crucial for a thriving creative economy. Protecting, managing, and commercialising IP empowers creators, supports innovation, and contributes to sustainable and inclusive growth within ASEAN's economic integration.

## **Part 5 Strategic outcomes**

In moving towards the development of the Creative Economy, ASEAN strives to achieve a balance amongst four interdependent goals:

- **Strategic outcome 1: Social:** To promote social cohesion, inclusive development, and equitable growth through creative economy, cultural tourism, and access to creative education.

- **Strategic outcome 2: Cultural:** To strengthen ASEAN identity and shared civilisational values.
- **Strategic outcome 3: Economic:** To position cultural and creative industries (CCI) as new sources of economic competitiveness, thereby increasing its value creation and optimising the region's workforce productivity, empowering intellectual property creation and protection through strengthening the ASEAN IP ecosystem for innovation and entrepreneurship, and developing capacity-building programmes to enhance the skills of cultural and creative workers.
- **Strategic outcome 4: Environmental:** To embed the role of culture and creativity in a green transition and become a hub for circular innovations, transforming production, distribution and consumption patterns and minimising waste toward achieving sustainable development.

## Part 6 Strategic priorities

13 Strategic priority areas have been identified, each with several proposed initiatives that will seek to advance the implementation of the ASEAN Creative Economy Sustainability Framework.

### Strategic priority 1: Develop evidence-based methods of measurement and evaluation

The ASEAN umbrella definition of creative economy and its subsectors provides a useful framework within which national governments can identify specific industries and occupations for which they collect data. These can then be aggregated at the regional level, with the long-term aim of regionally harmonised definitions and data sets. The interdependent goals of the ASEAN Creative Economy Framework will require a multi-stakeholder approach, including the involvement of creative entrepreneurs and businesses, in agreeing to the range of data that should be collected. Such data collation and analysis will be crucial for identifying market failures (policy problems) that may stand to benefit from regional cooperation, and to determine the common subsectors in ASEAN that can be prioritised for promotion and development at the regional level.

#### Proposed initiatives under SP1

- Establishing a multi-stakeholder approach that includes representatives of the creative sector, to identify the range of data that the ASEAN Member States should aim to collect to account for creative and cultural industries' contribution.

- Providing adequate capacity building for national statistics bodies in data compilation, methodological framework, and institutional strengthening from a fragmented sector such as the creative industries, and ensure their familiarisation with the internationally recognised framework and classifications related to creative and cultural economy.
- Encouraging knowledge partners, trade bodies and professional associations within the creative sector to be active participants in the collection of accurate data.
- Enabling ASEANstats or other relevant platforms, to analyse and evaluate relevant regional level indicators and collaborating with an existing regional platform charged with analysing and evaluating data at the regional level and empowered to encourage ASEAN Member States to commit to regular and systematic data collection which is the precondition for any evidence-based identification of trends, success and weak spots.

## **Strategic priority 2: Raising public and government awareness of the value and potential of creative economy**

Increasing awareness of the value and potential of the creative economy in government, the investment community and the public at large can contribute to bringing creative economy into the economic mainstream for policy-makers and investors. It would also present enhanced opportunities for individuals and communities to participate in and benefit from the creative economy, and help promote the creative economy as part of ASEAN's international 'brand identity', where the creative economy, including its cultural expressions, festivals, design, and digital innovation, can play a central role in shaping the region's narrative as a vibrant and culturally rich tourism destination, with consequent benefits for inward investment and international tourism.

### **Proposed initiatives under SP2**

- Developing branded national and ASEAN level campaigns, based on a combination of good data and good stories, to highlight the growth and achievements of the creative sector and individuals within it.
- Adopting a multi-stakeholder, hexa-helix approach that includes the active participation of the media in reporting the impact of the creative economy on the social, cultural and environmental dimensions of ASEAN society and its contribution to innovation across the wider regional economy.
- Developing festivals, competitions and awards as well as joint cross-sectoral campaigns that promote the creative economy to ASEAN citizens and to the international community as part of ASEAN's international 'brand identity', with consequent benefits for inward investment and international tourism.

- Encouraging the different sub-sectors within the creative economy to adopt a cross-cutting and collaborative approach in their relations with government bodies.
- Harnessing the public procurement spending of local/regional and national governments to support the development of creative businesses.

### Strategic priority 3: Creative education, through arts and critical thinking at every stage of the education journey

Putting creativity at the heart of the education system is fundamental to the future growth and success of ASEAN's creative economy, building the foundation of a future talent pipeline. Evidence also shows opportunities for creative experiences and expression within school can make young people happier, healthier, strengthen social skills and improve their attainment in other subjects. Creativity is also increasingly valuable across the wider economy. Creativity has consistently been identified as one of the most important skills for workers within the future economy. For example, the World Economic Forum's Future of Jobs Report (2023) found that creative thinking was the second most important core skill after analytical thinking and that businesses predict a 73% increase in demand over the next five years.

#### Proposed initiatives under SP3

- Promoting creative study in the school timetable, providing young people with a broad and balanced curriculum, to give them a richer school experience and equip them with a multidisciplinary 'STEAM' skillset.
- Developing a modern creative education syllabus that explores the integration of creative learning and arts education throughout the education journey, aligned with national curriculum development strategies and local educational contexts.
- Strengthening specialist teaching for creative subjects with specific programmes, where applicable, to build the workforce through recruitment and training, while upskilling the existing workforce through continuous professional development.
- Improving careers information about the creative industries for young people and their parents and carers, so they are aware of the wide range of high value jobs available across the creative economy.
- Exchanging knowledges and promoting teaching methods as well as teaching technologies in relation to creative education among the ASEAN Member States.

### Strategic priority 4: Common approach to cultural/heritage tourism, with a focus on the economic benefit remaining with local communities

ASEAN has existing policies and declarations on the importance and value of the region's cultural heritage, both tangible and intangible, and its close relationship with tourism. Cultural heritage is valued by local communities as well as by domestic and international travellers, with the possibility of these interests conflicting with each other. Unmanaged growth may lead to unsustainable practices and risk diminishing the very cultural assets that attract visitors. As emphasised in the Action Roadmap for Sustainable Tourism Development in ASEAN, particularly under Priority 4: Cultural Diversity and Heritage Protection, there is a recognised need to protect, preserve, and revitalise cultural expressions and heritage sites while promoting inclusive and respectful visitor experiences. Effective strategies for cultural preservation and heritage tourism therefore require a thoughtful balance between nationally or regionally agreed regulatory frameworks and local autonomy, while also presenting the creative sector with opportunities to develop new technologies as well as the creative, technical and management skills that can benefit both local community and visitors. More importantly, cultural heritage should be positioned not simply as an object, but as a vital subject of the creative economy – enabling cultural heritage to actively contribute to innovation, livelihoods, and sustainable development; particularly by reinforcing efforts toward its preservation and continued relevance.

#### Proposed initiatives under SP4

- Developing new technologies that enhance the preservation of traditional skills, work methods and knowledge that are essential for the preservation of cultural heritage but can also make them more attractive as employment and study options for young people.
- Increasing initiatives to strengthen the role of cultural heritage and traditional practices in the creation of creative products and as sources of inspiration for the development of the creative economy.
- Developing immersive technologies that can enhance the visitor experience, promote deeper understanding and appreciation of local customs and serve as dynamic tools for creative marketing and education.
- Strengthening ASEAN's position as a single tourism destination through collaborative campaigns, heritage-based itineraries, and integrated tour management strategies that celebrate the region's diversity while promoting shared identity.
- Strengthening community ownership of cultural heritage sites to enable engagement in creative tourism ventures that ensure local communities receive equitable economic returns through sustainable revenue models, with the view to promote rural development and realise poverty eradication potential.

- Developing inclusive visitor management strategies that prioritise community-led experiences, ensure equitable economic benefits, and preserve cultural authenticity through local ownership of tourism and creative economy opportunities.
- Developing the existing City of Culture programmes and other awards and appreciation that encourage local authorities and communities to value and promote their own cultural heritage and practices.

**Strategic priority 5: A common approach to Intellectual Property in safeguarding, promoting, and incentivising creative endeavours and innovations that drive the creative economy**

IP is one of critical enablers of value creation in the creative economy. While major corporations across ASEAN are generally equipped to protect and commercialise their IP, many micro, small and medium enterprises (MSMEs), freelancers, and creative entrepreneurs lack the awareness, tools, and access needed to safeguard and monetise their creative assets. To build an inclusive and sustainable creative economy, ASEAN must strengthen its IP ecosystem to better serve smaller actors, promote cross-border protection, and unlock commercial opportunities for creative works across all stakeholder group.

**Proposed initiatives under SP5**

- Raise awareness and build capacity among MSMEs, freelancers, and creative entrepreneurs on the value of IP, how to protect it, and pathways for commercialisation.
- Provide accessible support, such as IP registration and enforcement, especially for first-time or small-scale creators.
- Use of IP tools to protect and promote tangible and intangible cultural heritage, including traditional crafts, products and traditional knowledge.
- Encourage the use of the ASEAN IP Register and ASEAN IP portal to facilitate regional access of creatives to IP information, registration, and commercialisation opportunities.
- Support the harmonisation of IP regulation frameworks across all ASEAN Member States through accession to related World Intellectual Property Organisation (WIPO)-administered treaties and further regional IP integration.
- Create an ASEAN marketplace that supports the transaction and commercialisation of IP.
- Build a pipeline of creative industry valuation professionals through capacity-building initiatives, train-the-trainer programmes and regional certification.

## Strategic priority 6: Strengthening business skills among micro-enterprises and freelancers with incentives for collaborations and partnerships

The creative industries globally are dominated by micro-enterprises, sole traders and freelance workers. Efforts to support the development of the creative economy should therefore focus on supporting the resilience and sustainable growth of these individual workers and micro businesses. ‘Success’ metrics for creative organisations should look beyond economic growth and consider the social dimensions since many of these micro-enterprises often form clusters of interdependent businesses and skills that hire women, young people and migrant workers. The “Success” metrics may therefore encapsulate wider measures such as long-term sustainability, inclusive job generation, and a truly diverse creative economy with business founders and leaders from all backgrounds.

### Proposed initiatives under SP6

- General capacity building and upskilling for freelancers, entrepreneurs and micro-enterprises, such as financial literacy, business development, and digital skills.
- Encouraging the development of networks or associations of freelancers and micro-businesses at both national and ASEAN levels, to enable information sharing and peer to peer support.
- Formulating and providing MSME development programmes targeted at specific barriers or opportunities. These could include digitisation and tech adoption; partnerships between cultural heritage practitioners and tourism businesses; ‘green’ creative businesses.
- Harnessing the ‘informal economy’. Incentivising through for example targeted tax reliefs, informal workers within the creative economy to formally register their contribution to the creative economy.
- Improving monetisation strategies for creative businesses through capacity building for MSMEs to allow stakeholders to better understand business models in their specific industries.

## Strategic priority 7: Facilitating partnerships and collaborations between education institutions and businesses

Close cooperation between education institutions and creative businesses can make an important contribution to a strong creative economy. Higher and further education are a central part of the sector’s ‘talent pipeline’. Engaging businesses can ensure institutions, especially those focused on vocational training, are equipping students with the up-to-date skills that the industry needs. This is particularly important in subsectors at the cutting

edge of technology, such as computer games or visual effects. Entrepreneurship should also be a key component of any course that may lead to a freelance career, as well as those wishing to start their own business.

Education institutions are also a rich source of research and development, but academics may not recognise the full commercial potential of their work. Supporting collaborations between creative business leaders and academic researchers can provide a rich source of innovation, enabling new enterprises to ‘spin-out’ of academic research.

#### Proposed initiatives under SP7

- Incentivising businesses to work with institutions training students in that field, to ensure the curriculum reflects the needs of the contemporary creative economy, including ensuring entrepreneurship serves as one of core modules in creative courses, where appropriate, taking into account each country’s unique capacities, laws, and regulations of respective ASEAN Member States.
- Incentivising businesses to offer work experience and placements, to give students ‘real world’ experience, strengthening their workplace skills.
- Encouraging entrepreneurship to be incorporated as a core module of creative courses.
- Incentivising collaboration between businesses and academic researchers to develop innovative new products and services. These could be ‘mission’ led, encouraging the partnerships to focus on specific societal or business challenges.
- Creating incubators within universities, giving students the support they need to translate their ideas into start-up businesses.
- Developing networks among creative economy players across the ASEAN Member States and Dialogue Partners.

#### Strategic priority 8: Contributing to a more sustainable and circular economy

Through its *“Framework for Circular Economy for the ASEAN Economic Community”*, ASEAN has already outlined its commitment to a new circular economic model that is *“restorative, regenerative by design, and makes effective use of materials and energy”*. Culture and creativity have a pivotal role to play in addressing the climate crisis. A focus on culture can help to safeguard and restore tangible and intangible cultural heritage and traditions, at risk through climate change. Design and adoption of new technologies can reduce harmful emissions at the beginning of the production process. Culture and creativity can raise awareness through communication and storytelling, they can connect with audiences in a way that can mobilise action and drive behaviour change.

### Proposed initiatives under SP8

- Align circular economy measures in the creative economy with the ASEAN Framework for Circular Economy including the harmonisation of standards, regulation or tax incentives to contribute.
- Introducing an education programme for creative practitioners, cultural organisations and entrepreneurs and business leaders so that they can access the information and advice needed to 'green' their supply chain, operations and production practices.
- Developing free and accessible carbon emission calculator toolkits for creative businesses to help them measure, baseline and then develop strategies to reduce their emissions in a way that can provide consistent information across the ASEAN region.
- Incentivising sustainable innovation to develop new, sustainable processes, products and services, through grant programmes for research and development, and fiscal incentives to leverage in investment.

### Strategic priority 9: Enhancing access to financing

Accessing finance is key to unlocking business growth, enabling a business to take on new staff with new skills, innovate new products or services, or break into new markets. Yet many creative businesses find it hard to access finance from traditional lenders. Because their assets are predominantly intangible intellectual property, which can be hard to value or resell; they are often project based, leading to intermittent cash flows, and the demand for their products is unpredictable and therefore uncertain, creative businesses can be perceived as high risk by mainstream investors, such as banks. In addition, creative businesses are often founded by people who are passionate about their creative speciality, but may lack the business planning and financial skills needed to attract investment.

### Proposed initiatives under SP9

- Introducing 'investment readiness' training programmes for creative businesses keen to access finance including green financing, equipping them with the skills to develop the business and financial plans required by investors.
- Improving the valuation of intangible assets to encourage investment into the creative industries through a series of awareness-raising and capacity building programmes for investment entities.

- Explore the possibility of incentivising greater equity investment into the sector from Angel investors. Encourage greater investment through tax incentives and raise awareness of the potential of creative businesses with private investors.
- Incentivising specialist Venture Capital investors, with a strong knowledge of creative industry businesses, to develop dedicated funds for the creative sector, unlocking more high growth opportunities.
- Providing financiers with more accurate information on the risk profile of creative businesses by building data and evidence on the performance and return on investment of businesses within subsectors. This work could be carried out across ASEAN by a new data platform.

#### Strategic priority 10: Enhancing access to international markets - promoting regional export strategies

The rapid growth among developing economies in creative goods and services, coupled with the more general global acceleration of trade in creative services, provides the context for an ASEAN strategy. While policy and fiscal instruments to support access to international markets is critical at the national level, a common approach across ASEAN Member States could deliver an ASEAN 'brand identity' to raise the profile of ASEAN businesses in global markets.

##### Proposed initiatives under SP10

- Offering financial and fiscal support for exporters, including bursaries for attendance at international markets, (with a directory of the key global markets that should be targeted).
- Establishing markets and trade shows within the ASEAN region to raise ambition and encourage the growth of international partnerships.
- Encouraging export-oriented partnerships and co-productions, giving scale and profile to MSMEs that would not otherwise have the capacity to consider trading internationally.
- Establishing a platform to monitor the development of global trading opportunities and identify new opportunities for creative businesses and entrepreneurs .
- Showcasing creative business success through an ASEAN creative economy annual award, highlighting leading creative businesses across each country and subsector.

#### Strategic priority 11: Enhancing digital technologies for content development

Action to enhance the use of digital technologies for content development requires a broad multi-stakeholder approach, with the foundational elements being access for creative businesses to hi-speed and affordable e-connectivity, access to open-source software, an awareness of new and evolving digital tools and processes and, most importantly, an emerging generation of workers and potential workers with sufficient familiarity with the digital world to be creators as well as consumers of content.

#### Proposed initiatives under SP11

- Developing partnership and knowledge exchange programmes between creative businesses, universities and other research bodies, drawing on examples of good practice in other countries.
- Introducing fiscal or other incentives to encourage Research and Development, which can also serve to encourage inward investment and contribute to the overall goal of establishing ASEAN as a global leader in creative innovation.
- In the longer-term, promoting access to simple and affordable online tools for business development and financial management, thereby encouraging micro businesses to integrate digital thinking into their work processes and drive innovation throughout the sector.

#### Strategic priority 12: Developing competency standards and mutual recognition of qualifications

Facilitating the free movement of skilled labour is an important driver of innovation, diversification and growth in the creative sector. Given the rate of change and the evolution of new skills and business models within the creative economy, the identification and recognition of new skills is best undertaken by the sector itself, working in collaboration with governments and higher education institutions and certification bodies.

#### Proposed initiatives under SP12

- Identification of positive spillover effects of the creative economy to determine the effect of certain creative inputs in fostering the regional creative economy.
- Bilateral agreements on work visas for individuals with recognised skillset.
- Formal intergovernmental agreement on mutual recognition of professional qualifications.

#### Strategic priority 13: Enhancing social protection for gig workers

Social protection and welfare issues are areas of competence for national governments, but the creative sector has developed some of its own mechanisms, which can become more attractive and sustainable through formal recognition by governments. Growing recognition amongst international organisations, including ILO and IMF, of the need for social protection for freelancers and project workers makes this a policy arena in which close study of emerging international best practice is valuable, providing an opportunity for ASEAN itself to be seen as a global leader in innovation.

#### Proposed initiatives under SP13

- Voluntary and statutory agreements between governments and larger business organisations to establish codes of best practice regarding prompt payment, work conditions, notice periods and sick pay for casual workers.
- Formal recognition of mutual support organisations run by and for freelance and gig workers, such as partner-run business arrangements and forms of credit-union.
- Easy access to savings, health insurance and pension contribution schemes for gig workers.
- Easy access to courses on financial management and career-planning for informal and freelance workers.

### **Part 7 Enablers**

The rapid evolution of new technologies and business models within the creative economy means that effective strategies can best be developed by national institutions in close collaboration with the sector itself. Experience from various countries points to the benefit of joint government/industry dialogues where representatives of the sector can regularly discuss issues of skills, finance, regulation, IP protection and so on with the government at senior level. In addition to operating at the national level, such a body at the ASEAN level would identify challenges and opportunities that can best be addressed at the regional level.

The establishment of an ASEAN creative economy platform would underpin and inform the work of such government/industry dialogues and, in addition, analyse and evaluate emerging global and regional trends, disseminate information and promote the quality and harmonisation of systematic data collection and evaluation within individual ASEAN Member States.

In line with the hexa-helix approach, the active engagement of the media, both general and trade-specific media, would promote greater awareness of the benefits and potential

of the creative economy for the ASEAN region, as well as for individual ASEAN Member States and communities.

Collaboration with relevant international organisations will play a role in developing skills and promoting knowledge exchange that assists the ASEAN region in achieving its ambition to be a global leader in creative innovation.

## **Part 8 Approach**

As indicated above, the approach to developing the Framework should be cooperative, collaborative and multistakeholder. Whilst primarily led by the ASEAN Member States, developments should be co-created with the creative sector, welcoming ‘ground up’, innovative ways of implementation. The hexa-helix approach should be a priority consideration when convening strategic dialogues with relevant external stakeholders. Related to this, national governments should consider a whole-of-government approach to unify policies and programmes on creative economy, engaging diverse state and non-state actors including the corporate, academic and non-government sectors.

As the creative economy is a cross-cutting issue that covers many policy areas, it will require strong coordination and convening between relevant sectors and multiple stakeholders to ensure efforts to promote the development of the creative economy are supported and sustained. The four strategic outcomes: cultural, social, environmental and economic will serve as a substantive basis for different stakeholders to develop pragmatic pathways to promote the development of the ASEAN Creative Economy.

Consideration may be provided to establish an ad-hoc thematic group focusing on creative economy issues, whereby relevant Sectoral Bodies on MSMEs, tourism, digital, intellectual property, creative arts, as well as culture and information, can be called upon by respective Ministers to discuss relevant recommendations and proposals to promote and advance creative economy issues. Adopting an issue-based approach to address cross-cutting matters related to the ASEAN Creative Economy could help debottlenecking issues in implementing the identified Strategic Priorities as abovementioned.

## **Part 9 Implementation**

This Framework shall form the basis for socialising the awareness of the potential of creative economy among ASEAN’s stakeholders, and to mainstream a cross-sectoral, inter-pillar approach to promote the development of the creative economy in the work of ASEAN sectoral bodies.

This Framework shall further contribute to advancing the implementation of the ASEAN Community Vision 2045 to support the implementation of the ASEAN Strategic Plans for ASEAN Socio-Cultural Community, ASEAN Economic Community, and ASEAN Connectivity that recognise the creative economy as an impetus for ASEAN's developments.

This Framework shall also serve as the substantive basis to initiate meaningful dialogues between ASEAN and relevant stakeholders including academia, business, community, media and intermediaries to develop and implement pragmatic and sustainable pathways to promote the development of the ASEAN Creative Economy for inclusive and sustainable growth.

To advance the implementation of the ASEAN Creative Economy Sustainability Framework, a corresponding implementation plan and monitoring mechanism that identify and categorise the strategic priorities into short-, medium-, and long-term targets can be further considered and deliberated.

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## Annex 1: ASEAN Creative Economy Sustainability Framework

