

Declaration on Social Responsible Media for a Peaceful and Prosperous ASEAN Community

WE, the Ministers Responsible for Information of the ASEAN Member States on the occasion of the 12th Conference of the ASEAN Ministers Responsible for Information (AMRI) held on 12 June 2014 in Nay Pyi Taw, Myanmar;

Acknowledging the *Nay Pyi Taw Declaration on Realisation of ASEAN Community by 2015* (2014), and the *Bandar Seri Begawan Declaration on the ASEAN Community's Post-2015 Vision* (2013), and vision statements by ASEAN Leaders to move forward in accomplishment of ASEAN's common objective of creating a peaceful, people-oriented, people-centred, dynamic and outward looking Community;

Welcoming the achievements in implementing the action lines under the ASEAN Socio-Cultural Community (ASCC) Blueprint and various commitments under different Declarations and Action Plans under the purview of the ASCC Council;

Noting the recommendations arising from the Mid-Term Review of the ASCC Blueprint which highlights the need for strengthened coordination through cross-sectoral mechanisms, resource mobilisation, multi-sectoral and multi-stakeholder approaches and communication strategies as part of a wider ASEAN Community communication strategy;

Recognising the urgency in communicating our efforts to the people on the benefits of regional integration and ASEAN community building process, through the use of different types of media including the traditional, mainstream and new media to promote greater awareness about ASEAN;

Noting that these concerns have been discussed by the ASEAN Senior Officials Responsible for Information (SOMRI) and the ASEAN Committee on Culture and Information (COCI) through their policy initiatives, programmes, projects and activities;

Recalling the *Declaration of ASEAN Ministers Responsible for Information* (Jakarta, 25 May 1989) on the principles of ASEAN Media Cooperation;

Reaffirming our commitments to the objectives of the *Memorandum of Understanding (MOU) among the ASEAN Ministers Responsible for Information on the National Communication Plans* to promote ASEAN awareness and understanding adopted in Ha Noi, Viet Nam on 13 October 2000;

Recalling that the ASEAN Ministers Responsible for Information have agreed to enhance the effectiveness of the existing programs to support ASEAN community building to realize One ASEAN Community by 2015, and also agreed on the need to align the National Communication Plans of the three community pillars;

Considering that the ASEAN Community's communication strategy is being developed as the umbrella under which the communication plans of the three community pillars will be synergised to ensure that ASEAN, National Secretariats, Sectoral Bodies, ASEAN Secretariat and other relevant stakeholders communicate clear messages within the agreed framework, to the people from all spectrums of society in the ASEAN;

DO HEREBY AGREE:

1. To further strengthen cooperation in the fields of information and media, to promote awareness and promoting a Peaceful and Prosperous ASEAN Community;
2. To collaborate towards supporting the development of the social responsible media in ASEAN;
3. To expedite the implementation of the relevant action lines under the ASCC Blueprint by undertaking programmes and joint activities, and by leveraging on all forms of media;
4. To further catalyse on the advantages on new and social media in dissemination of information and educating people on ASEAN, and encouraging them to contribute to consolidate ASEAN solidarity and unity in the ASEAN community building process;
5. To formulate the necessary Action Plan and roadmap on information and media to advance ASEAN awareness and community building and realise the ASEAN regional integration and Post 2015 vision which includes, but not limited to:
 - Further strengthen the implementation of the National Communication Plans in support of the three Community Pillars formulated by AMS and approved by their respective AMRI and to attune them to the ASEAN Master Communication Plan.
 - A Study for Media Development in ASEAN Member States and identifying opportunities for further cooperation;
 - Education and training programmes for media personnel through involvement of relevant stakeholders in an active dialogue on media education;

- More inclusive involvement and participation of the various sectors of society to enable them to contribute to the processes of ASEAN integration and development through the public service, commercial and community media;
 - Innovation and creativity for increasing diversity of content and the development of the information and media sector, as well as for promoting inter cultural dialogue among and between peoples of different groups and nations with a view to fostering a harmonious and socially integrated ASEAN;
 - Cross-sectoral cooperation to ensure that the information and media sector is supporting other sectors in the development and effectiveness of their communication strategies on ASEAN;
 - More opportunities for co-production involving various ASEAN Member States, such as on travel and lifestyle to share knowledge and awareness of the region and promote people to people connectivity in ASEAN;
6. To call on Dialogue Partners, external partners and other relevant stakeholders to cooperate and join hands in the implementation of this Declaration.

ADOPTED in Nay Pyi Taw, Myanmar, on 12th June 2014.

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