

**ASEAN SOCIO-CULTURAL COMMUNITY
BLUEPRINT 2025**



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I. INTRODUCTION

1. ASEAN's socio-economic progress in these two and a half decades is heralded by remarkable human and sustainable development. At the heart of the ASEAN Socio-Cultural Community (ASCC) is the commitment to lift the quality of life of its peoples through cooperative activities that are people-oriented, people-centred, environmentally friendly, and geared towards the promotion of sustainable development. The ASCC 2025 opens a world of opportunities to collectively deliver and fully realise human development, resiliency and sustainable development as we face new and emerging challenges together.
2. The ASCC's strategy and planning mechanism, the ASCC Blueprint, was substantially implemented from 2009 to 2015 and was shown to be effective in developing and strengthening the coherence of policy frameworks and institutions to advance Human Development, Social Justice and Rights, Social Protection and Welfare, Environmental Sustainability, ASEAN Awareness, and Narrowing the Development Gap. More concretely, the ASCC has helped to heighten commitment in the form of policy and legal frameworks, such as the Declaration on Non-Communicable Diseases in ASEAN and the Declaration on Elimination of Violence Against Women and Elimination of Violence Against Children in ASEAN. The region has also shown collective will, for example, in offering quick, tangible action in humanitarian assistance through the ASEAN Coordinating Centre for Humanitarian Assistance (AHA Centre). Underlying these initiatives are important development outcomes spurring social changes in the region: the proportion of people living on less than USD1.25 per day fell from one in two persons to one in eight persons in the last two decades; the net enrolment rate for children of primary school age rose from 92 percent in 1999 to 94 percent in 2012; proportion of seats held by women in parliaments increased from 12 percent in 2000 to 18.5 percent in 2012; maternal mortality per 100,000 live births fell from 371.2 in 1990 to 103.7 in 2012; and the proportion of urban population living in slums decreased from 40 percent in 2000 to 31 percent in 2012².
3. Against this backdrop of intensified regional cooperation, the region has witnessed extreme poverty dramatically declining in a number of ASEAN Member States. The region also experienced an expanding middle class, improving health and education, a growing workforce serving regional and global labour needs, a rapidly rising urban population that generates new services, city infrastructure development, and evolving lifestyles. Nevertheless, more needs to be done to secure the benefits and results of progress. Tens of millions remain in extreme poverty. Intra-ASEAN migration is on the rise, from 1.5 million in 1990 to 6.5 million in 2013³. Almost 50 percent of international migrants are women, who are increasingly migrating to seek employment opportunities. An estimated one

² ASEAN Statistical Report: The Millennium Development Goals (2011); UN MDG Report (2012); HIV/AIDS Regional Report (2012) and Report of the ASEAN Regional Assessment of MDG Achievement and Post-2015 Development Priorities (2015)

³ United Nations Department of Economic and Social Affairs (UNDESA), 2013

in eight migrant workers is a young person between the ages of 15 and 24⁴. Public health scourges of communicable and emerging infectious diseases like drug-resistant malaria and tuberculosis are still a significant presence and threat in a few ASEAN Member States. Millions are still deprived of full primary education due to the lack of access to schools and high drop-out rates. Hunger, as reflected in malnutrition, remains a problem in a significant share of the populace in a few ASEAN Member States. Similarly, a large percentage of the population in a number of ASEAN Member States are very vulnerable to poverty or sliding deeper into poverty from significant food price hikes, as the 2007-2008 global food price surge shows. Progress in social protection, justice, rights, inclusion and identity must also address extremism. A number of ASEAN Member States remain vulnerable to natural and human-induced disasters, which tend to disproportionately and adversely affect the poor and low income populace. Pollution and resource degradation are also increasingly serious problems in a number of ASEAN Member States. ASEAN is also among the most highly vulnerable regions to climate change and will need to find solutions to adapt to climate change in building a resilient ASEAN.

4. Going beyond the current progress in the ASCC and the region in general, ASEAN's experiences, aspirations and destiny will be closely intertwined and influenced by global developments and challenges. As the year 2015 draws to a close, the global community of nations through the United Nations is forging commitment with all its 193 member states to realise in the next fifteen years a comprehensive and far-reaching set of universal and transformative goals and targets for the 2030 Agenda for Sustainable Development. This will continue and build upon the gains of the Millennium Development Goals and rally broad-based support on addressing challenges to sustainable development such as poverty, rising inequalities within and among countries, violent extremism and natural resource depletion and climate change among many others.
5. Thus, at this critical juncture for the ASEAN Community, cognisant of the challenges and opportunities regionally and globally, the ASCC 2025 vision is for an ASEAN Community that engages and benefits the peoples and is inclusive, sustainable, resilient, and dynamic. It aims to realise:
 - 5.1. A committed, participative and socially-responsible community through an accountable and inclusive mechanism for the benefit of all ASEAN peoples, upheld by the principles of good governance;
 - 5.2. An inclusive community that promotes high quality of life, equitable access to opportunities for all and promotes and protects human rights of women, children, youths, the elderly/older persons, persons with disabilities, migrant workers, and vulnerable and marginalised groups;

⁴ UNDESA, 2013

- 5.3. A sustainable community that promotes social development and environmental protection through effective mechanisms to meet the current and future needs of the peoples;
- 5.4. A resilient community with enhanced capacity and capability to adapt and respond to social and economic vulnerabilities, disasters, climate change as well as emerging threats, and challenges; and
- 5.5. A dynamic and harmonious community that is aware and proud of its identity, culture, and heritage with the strengthened ability to innovate and proactively contribute to the global community.

II. CHARACTERISTICS AND ELEMENTS OF ASEAN SOCIO-CULTURAL COMMUNITY BLUEPRINT 2025

A. ENGAGES AND BENEFITS THE PEOPLE

6. The ASEAN Community shall be characterised as one that engages and benefits its peoples, upheld by the principles of good governance.
7. It focuses on multi-sectoral and multi-stakeholder engagements, including Dialogue and Development Partners, sub-regional organisations, academia, local governments in provinces, townships, municipalities and cities, private-public partnerships, community engagement, tripartite engagement with the labour sector, social enterprises, government organisation, non-governmental organisation, civil society organisation (GO-NGO/CSO) engagement, corporate social responsibility (CSR), inter-faith and inter-cultural dialogue, with emphasis on raising and sustaining awareness and caring societies of ASEAN, as well as deepening the sense of ASEAN identity.
8. The objective is to enhance commitment, participation and social responsibility of ASEAN peoples through an accountable and engaging mechanism for the benefit of all, towards a community of engaged and empowered ASEAN peoples who are provided the platforms to participate in ASEAN processes as well as to enjoy the benefits from the various initiatives.
9. The key result areas and corresponding strategic measures are as follows:

A.1. Engaged Stakeholders in ASEAN processes

Strategic Measures

- i. Institutionalise ASEAN policies on relevant stakeholders' consultations and engagement in the work of ASEAN Organs and Bodies including policy making initiatives, integration of impact assessment into policy development, programme development, implementation and monitoring, among others; and

- ii. Promote partnership frameworks and guidelines in engaging the stakeholders for the effective implementation of ASEAN initiatives and promotion of public awareness of ASCC programmes and accomplishments.

A.2. Empowered People and Strengthened Institutions

Strategic Measures

- i. Increase competencies and resilience of relevant stakeholders with advanced technological and managerial skills so as to improve institutional capacity to address current challenges and emerging trends, such as disasters, pandemics and climate change;
- ii. Harness the use of information and communication technologies across different age groups as a means to connect with the regional and global community;
- iii. Promote participation of local governments/authorities, provinces, townships, municipalities and cities through the central government in the development of ASEAN capacity building programmes that benefit their respective communities;
- iv. Promote non-discriminatory laws, policies and practices by developing effective, responsive, accountable and transparent institutions at all levels;
- v. Strengthen civil service through effective capacity building, human resource development and collaboration programmes among ASEAN Member States;
- vi. Promote ASEAN awareness among government officials, students, children, youths and all stakeholders as part of building ASEAN identity; and
- vii. Work towards achieving gender equality and the empowerment of all women and girls.

B. INCLUSIVE

10. In realising the overarching goals of an ASEAN Community 2025, the ASCC is envisioned to move towards a more inclusive community. This would entail the promotion of equitable access to opportunities for ASEAN peoples, and the promotion and protection of human rights of women, children, youths, the elderly/older persons, persons with disabilities, migrant workers, ethnic minority groups, and vulnerable and marginalised groups, throughout their life cycle, guided by a life-cycle approach and adhering to rights-based principles in the promotion of ASEAN policies and programmes in the ASCC Pillar.

11. Complementing the inclusive growth agenda of the ASEAN Economic Community (AEC), this Characteristic focuses on addressing the concerns of all peoples of ASEAN on matters related to welfare, social protection, women empowerment, gender equality, promotion and protection of human rights, equitable access to opportunities, poverty eradication, health, decent work, education and information.
12. The objective of this Characteristic is an inclusive ASEAN Community that promotes an improved quality of life, addresses barriers to the enjoyment of equitable access to opportunities by ASEAN peoples, and that promotes and protects human rights.
13. The key result areas and corresponding strategic measures are as follows:

B.1. Reducing Barriers

Strategic Measures

- i. Reduce inequality and promote equitable access to social protection and enjoyment of human rights by all and participation in societies, such as developing and implementing frameworks, guidelines and mechanisms for elimination of all forms of discrimination, violence, exploitation, abuse and neglect;
- ii. Provide guidelines for quality care and support for women, children, youths, the elderly/older persons, persons with disabilities, migrant workers, ethnic minority groups, and vulnerable and marginalised groups;
- iii. Provide regional mechanisms to promote access to information and communication technologies for all;
- iv. Promote regional cooperation initiatives to support ASEAN Member States in implementing the Bali Declaration on the Enhancement of the Role and Participation of the Persons with Disabilities in ASEAN Community and the ASEAN Decade of Persons with Disabilities (2011-2020); and
- v. Promote regional cooperation initiatives to support ASEAN Member States to be well prepared for ageing society.

B.2. Equitable Access for All

Strategic Measures

- i. Enhance regional platforms to promote equitable opportunities, participation and effective engagement of women, children, youths,

- the elderly/older persons, persons with disabilities, people living in remote and border areas, and vulnerable groups in the development and implementation of ASEAN policies and programmes;
- ii. Develop regional strategies and enhance institutional capacity for gender mainstreaming in ASEAN policies, programmes and budgets across pillars and sectors;
 - iii. Enhance effectiveness of the implementation of strategies and programmes under ASCC and promote their harmonisation with those of ASEAN Political-Security Community (APSC) and AEC, particularly in the areas of social protection, universal health coverage, food safety, poverty eradication, employment and decent work, and trafficking in persons;
 - iv. Provide mechanisms and enhance institutional capacity to promote greater access to basic social services for all, such as health services and education including early childhood education and vocational education, skills training, and promotion of skills recognition;
 - v. Support ASEAN Member States' initiatives in strengthening national gender and age-disaggregated databases and analyses, including on poverty and equity, and establish a reliable regional database for key sectors to support ASEAN policies and programmes;
 - vi. Promote human capital development, economic self-reliance and sustainable livelihood, especially among the poor, through access to education, employment opportunities, entrepreneurship and micro-finance;
 - vii. Promote continuous efforts toward multi-dimensional poverty eradication through multi-sectoral, multi-stakeholder and community-based approaches;
 - viii. Build an enabling environment to provide the unemployed, poor and other marginalised groups equitable access to resources, opportunities, and safeguard measures to prevent them from falling under the negative influence of violent extremism and threats;
 - ix. Ensure inclusive, participatory and representative decision making at all levels with special attention to the needs of those in disadvantaged situations, including ethnic minority groups, children, youths, women, persons with disabilities, and the elderly/older persons;
 - x. Promote inclusive growth through appropriate measures at the national level to ensure that the poor and vulnerable have equitable access to economic and other opportunities;

- xi. Promote equitable opportunities to quality education and access to information with priority given to the advancement of universal access to education;
- xii. Promote a community that is healthy, caring, sustainable and productive, and one that practices healthy lifestyle resilient to health threats and has universal access to healthcare; and
- xiii. Promote increased accessibility for persons with disabilities and other vulnerable groups in keeping with the universal design facilities.

B.3. Promotion and Protection of Human Rights

Strategic Measures

- i. Promote regional inter-sectoral mechanisms towards a holistic and multi-disciplinary approach in enhancing quality care, well-being, gender equality, social justice, human rights and fundamental freedoms, especially the vulnerable groups, in response to all hazards and emerging social and economic risks/threats;
- ii. Promote sustainable financing mechanism for social protection, particularly universal health coverage, early childhood care and development, financial risk protection for disaster risk reduction and climate change adaptation, and social pension, through strategic partnerships with private sector and other relevant stakeholders;
- iii. Provide regional platforms for dialogue and support initiatives to address issues of traditional practices that impinge upon the fulfilment of rights;
- iv. Support accelerated implementation among ASEAN Member States to extend coverage, accessibility, availability, comprehensiveness, quality, equality, affordability and sustainability of social services and social protection;
- v. Enhance the effective implementation of relevant ASEAN declarations and instruments related to human rights;
- vi. Enhance regional initiatives to promote and protect the rights of women and children as well as persons with disabilities especially through the work of the ASEAN Commission on the Promotion and Protection of the Rights of Women and Children (ACWC);
- vii. Enhance regional initiatives and stakeholder participation to promote the elimination of all forms of discrimination—institutionalised or otherwise—exploitation, trafficking, harmful practices, and violence and abuse against children, women, persons with disabilities, youths,

migrant workers, the elderly/older persons, and victims/survivors of trafficking in persons, ethnic minority groups, and vulnerable and marginalised groups;

- viii. Encourage intergenerational relationships, families and communities in promoting and protecting the rights of the elderly/older persons, and providing quality care and protection of the elderly/older persons, in accordance with the Brunei Darussalam Declaration on Strengthening Family Institution: Caring for the Elderly; and
- ix. Enhance regional initiatives in accordance with the ASEAN Declaration on the Protection and Promotion of the Rights of Migrant Workers to improve the protection and promotion of the rights of workers and migrant workers.

C. SUSTAINABLE

14. In moving towards the realisation of the overarching goals of an ASEAN Community 2025, the ASCC envisions the achievement of a sustainable environment in the face of social changes and economic development.
15. The objective of this Characteristic is to promote and ensure balanced social development and sustainable environment that meet the needs of the peoples at all times. The aim is to strive for an ASEAN Community with equitable access to sustainable environment that can support its social development and its capacity to work towards sustainable development.
16. The key result areas and corresponding strategic measures are as follows:

C.1. Conservation and Sustainable Management of Biodiversity and Natural Resources

Strategic Measures

- i. Strengthen regional cooperation to protect, restore and promote sustainable use of terrestrial ecosystems resources, combat desertification, halt biodiversity loss, and halt and reverse land degradation;
- ii. Strengthen regional cooperation on sustainable forest management in the context of forest fire prevention and control, including through the implementation of the ASEAN Agreement on Transboundary Haze Pollution, to effectively address transboundary haze pollution;
- iii. Promote cooperation for the protection, restoration and sustainable use of coastal and marine environment, respond and deal with the risk of pollution and threats to marine ecosystem and coastal environment, in particular in respect of ecologically sensitive areas;

- iv. Adopt good management practices and strengthen policies to address the impact of development projects on coastal and international waters and transboundary environmental issues, including pollution, illegal movement and disposal of hazardous substances and waste, and in doing so, utilise existing regional and international institutions and agreements;
- v. Enhance policy and capacity development and best practices to conserve, develop and sustainably manage marine, wetlands, peatlands, biodiversity, and land and water resources;
- vi. Promote capacity building in a continuous effort to have sustainable management of ecosystems and natural resources;
- vii. Promote cooperation on environmental management towards sustainable use of ecosystems and natural resources through environmental education, community engagement and public outreach;
- viii. Strengthen global and regional partnerships and support the implementation of relevant international agreements and frameworks;
- ix. Promote the role of the ASEAN Centre for Biodiversity as the centre of excellence in conservation and sustainable use of biodiversity; and
- x. Support the full implementation of the Strategic Plan for Biodiversity 2011-2020 and the Aichi Targets.

C.2. Environmentally Sustainable Cities

Strategic Measures

- i. Enhance participatory and integrated approaches in urban planning and management for sustainable urbanisation towards a clean and green ASEAN;
- ii. Strengthen the capacity of national and local institutions to implement strategies and programmes towards liveable cities;
- iii. Promote coordination among relevant sectors to provide access to clean land, green public space, clean air, clean and safe water, and sanitation;
- iv. Promote cities that are child-, youths-, the elderly/older persons-, and persons with disabilities-friendly through enhanced coordination with relevant sectors to provide sustainable and accessible infrastructure systems;

- v. Strengthen positive economic, social and environmental linkages among urban, peri-urban and rural areas; and
- vi. Strengthen policies and strategies for the effective impact management of population growth and migration on cities.

C.3. Sustainable Climate

Strategic Measures

- i. Strengthen human and institutional capacity in implementing climate change adaptation and mitigation, especially on vulnerable and marginalised communities;
- ii. Facilitate the development of comprehensive and coherent responses to climate change challenges, such as but not limited to multi-stakeholder and multi-sectoral approaches;
- iii. Leverage on private sector and community to have access to new and innovative financing mechanisms to address climate change;
- iv. Strengthen the capacity of sectoral institutions and local governments in conducting Greenhouse Gas (GHG) inventory, and vulnerability assessments and adaptation needs;
- v. Strengthen the effort of government, private sector and community in reducing GHG emission from main activities of development;
- vi. Mainstream climate change risk management and GHG emission reduction on sectoral planning; and
- vii. Strengthen global partnerships and support the implementation of relevant international agreements and frameworks, e.g. the United Nations Framework Convention on Climate Change (UNFCCC).

C.4. Sustainable Consumption and Production

Strategic Measures

- i. Strengthen public-private partnerships to promote the adoption of environmentally-sound technologies for maximising resource efficiency;
- ii. Promote environmental education (including eco-school practice), awareness, and capacity to adopt sustainable consumption and green lifestyle at all levels;

- iii. Enhance capacity of relevant stakeholders to implement sound waste management and energy efficiency; and
- iv. Promote the integration of Sustainable Consumption and Production strategy and best practices into national and regional policies or as part of CSR activities.

D. RESILIENT

17. Integrated, comprehensive, and inclusive approaches are necessary to build resilient communities in the ASEAN region post-2015. Resilience is an essential aspect of human security and sustainable environment which is addressed by integrating policies, capacity and institution-building, stakeholder partnerships in disaster risk reduction, humanitarian assistance, and community empowerment, among others. Resilience has to be inclusive, non-discriminatory and incorporates market and technology-based policies, including contributions from the private sector as well as the scientific and academic communities. Through the Declaration on Institutionalising the Resilience of ASEAN and its Communities and Peoples to Disasters and Climate Change adopted during the 26th ASEAN Summit in Kuala Lumpur, Malaysia on 27 April 2015, the Leaders committed “to forge a more resilient future by reducing existing disaster and climate-related risks, preventing the generation of new risks and adapting to a changing climate through the implementation of economic, social, cultural, physical, and environmental measures which address exposure and vulnerability, and thus strengthen resilience.”
18. The objective of this Characteristic is to achieve an enhanced capacity to collectively respond and adapt to current challenges and emerging threats. This recognises that socio-cultural resilience has cross-pillar linkages within the ASEAN Community as an effective force for moderation for the common good, and one that is prepared for natural and human-induced disasters, and socio-economic crises, while fully embracing the principles of comprehensive security.
19. The key result areas and corresponding strategic measures are as follows:

D.1. A Disaster Resilient ASEAN that is able to Anticipate, Respond, Cope, Adapt, and Build Back Better, Smarter, and Faster

Strategic Measures

- i. Enhance regional mechanisms and capacities to enable ASEAN to respond together to disasters within and outside the region;
- ii. Promote regional standards, including methodologies and tools to assess, record, calculate the disaster losses and damages, and share non-sensitive data and create common information system,

to enhance interoperability, ensure unity of action, and strengthen resilience;

- iii. Promote local communities' resilience by integrating principles of resilience in risk reduction, preparedness, response, recovery, and rehabilitation measures;
- iv. Promote policy coherence and interlinkages, and synergise initiatives on disaster risk reduction, climate change adaptation and mitigation, humanitarian actions and sustainable development;
- v. Institutionalise resilience by strengthening institutional and adaptive capacities to reduce existing risks and prevent future risks;
- vi. Harness local wisdom and traditional knowledge to foster a culture of resilience; and
- vii. Enhance capacity, technology and community resilience to the impact of unexploded ordnance on the livelihood of people, especially the vulnerable groups in rural areas.

D.2. A Safer ASEAN that is able to Respond to all Health-related Hazards including Biological, Chemical, and Radiological-nuclear, and Emerging Threats

Strategic Measures

- i. Strengthen health systems to be resilient in preparedness for effective response to health-related hazards, including biological, chemical, radiological-nuclear hazards and emerging threats;
- ii. Promote regional standards to enhance interoperability, ensure unity of action and strengthen collective resilience; and
- iii. Enhance institutional and human capacities and approaches to support the effective implementation of policies, strategies and programmes in preparing and responding to all health-related hazards and emerging threats.

D.3. A Climate Adaptive ASEAN with Enhanced Institutional and Human Capacities to Adapt to the Impacts of Climate Change

Strategic Measures

- i. Expand regional cross-sectoral platforms and establish shared strategies to respond to the impacts of climate change;

- ii. Promote sound scientific and evidence-based policies on climate change adaptation; and
- iii. Promote and consider indigenous and traditional knowledge and practices in responding and adapting to the impacts of climate change.

D.4. Strengthened Social Protection for Women, Children, Youths, the Elderly/Older Persons, Persons with Disabilities, Ethnic Minority Groups, Migrant Workers, Vulnerable and Marginalised Groups, and People Living in At-risk Areas, including People Living in Remote and Border Areas and Climate Sensitive Areas, to Reduce Vulnerabilities in Times of Climate Change-related Crises, Disasters and other Environmental Changes

Strategic Measures

- i. Encourage risk and vulnerability assessments and other scientific and evidence-based measures for policies and plans to ensure targeted response measures; and
- ii. Establish platforms to empower people living in at-risk areas to become resilient by reducing their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.

D.5. Enhanced and Optimised Financing Systems, Food, Water, Energy Availability, and other Social Safety Nets in Times of Crises by making Resources more Available, Accessible, Affordable and Sustainable

Strategic Measures

- i. Enhance cross-sectoral and cross-pillar coordination to ensure food adequacy and accessibility at the household level, especially vulnerable households, and ability to cope with disaster, food price shocks and scarcity by developing adaptive mechanisms and strategies;
- ii. Enhance cross-sectoral and cross-pillar coordination to ensure availability and accessibility of affordable energy services at the household level and promote utilisation of renewable energy and green technologies;
- iii. Enhance cross-sectoral and cross-pillar coordination to ensure availability of clean water, sanitation facilities and electricity to households in times of crises;

- iv. Enhance the targeting of poor, vulnerable and marginalised groups in times of crises; and
- v. Explore the possibility of establishing financial and insurance mechanisms and strategies for disaster risk reduction and climate change adaptation.

D.6. Endeavour towards a “Drug-Free” ASEAN

Strategic Measures

- i. Support the coordination with relevant stakeholders in policy formulation, develop and implement preventive programmes for different target groups, adopt and utilise effective treatment and rehabilitation and after-care programmes, and research on drug abuse problems; and
- ii. Enhance community awareness and social responsibility on the ill-effects of dangerous drugs through community engagement, advocacy and other relevant activities.

E. DYNAMIC

- 20. The objective of this Characteristic is to strengthen the ability to continuously innovate and be a proactive member of the global community. It aims to provide an enabling environment with policies and institutions that engender people and firms to be more open and adaptive, creative, innovative, and entrepreneurial.
- 21. The key result areas and corresponding strategic measures are as follows:

E.1. Towards an Open and Adaptive ASEAN

Strategic Measures

- i. Encourage freedom of universal access to information and communication technology in accordance with national legislations;
- ii. Promote a culture of tolerance, understanding and mutual respect for religions and interfaith dialogue;
- iii. Showcase ASEAN to the outside world using various approaches e.g. ASEAN arts, film festivals and heritage programmes;
- iv. Project a common ASEAN voice in global socio-cultural fora and negotiations, where appropriate;

- v. Promote greater people-to-people interaction and mobility within and outside ASEAN;
- vi. Promote cooperation in sports and develop comprehensive and inclusive sports programmes to encourage healthy and active lifestyles;
- vii. Strengthen capacity and capability of both the ASEAN civil service and public sectors to respond to emerging challenges and the needs of the peoples through efficient, effective, transparent and accountable public services, participatory and innovative approaches, and collaboration;
- viii. Provide opportunities for relevant stakeholders for knowledge sharing, which include exchange of best practices and studies;
- ix. Encourage volunteerism among ASEAN Member States to strengthen the ASEAN Community;
- x. Project ASEAN's visibility through comprehensive, multi-stakeholder branding efforts, which are represented by common ASEAN identifiers, such as ASEAN Day, ASEAN Flag, ASEAN Anthem and ASEAN Emblem; and
- xi. Promote measures to ensure a caring society, social harmony and values of humanity, and spirit of community.

E.2. Towards a Creative, Innovative and Responsive ASEAN

Strategic Measures

- i. Enhance the competitiveness of ASEAN human resources through the promotion of life-long learning, pathways, equivalencies and skills development as well as the use of information and communication technologies across age groups;
- ii. Promote an innovative ASEAN approach to higher education, incorporating academics, community service, regional placement, and entrepreneurship incubation and support;
- iii. Encourage regional cooperation in the areas of education, training and research, and strengthen ASEAN's role in regional and global research network by promoting initiatives and providing incentives and support for research and development, including research publications;
- iv. Promote the free flow of ideas, knowledge, expertise, and skills to inject dynamism within the region;

- v. Strengthen curricula and system of education in science, technology and creative disciplines;
- vi. Encourage and support creative industry and pursuits, such as film, music, and animation;
- vii. Promote ASEAN as a centre for human resource development and training;
- viii. Strengthen regional and global cooperation in enhancing the quality and competitiveness of higher education institutions;
- ix. Encourage the government, private sector and community to develop a system of continuous training and re-training to support lifelong learning and workforce development; and
- x. Promote registration of intellectual property rights (IPR), and strengthen its cooperation and implementation in ASEAN in areas such as food safety, medicines, traditional cultural assets and biodiversity-based products.

E.3. Engender a Culture of Entrepreneurship in ASEAN

Strategic Measures

- i. Strengthen the supportive environment for socially and environmentally responsible entrepreneurship, such as mentoring, providing seed money, venture and crowd funding, and marketing support;
- ii. Promote and nurture creative and inclusive social entrepreneurship for youths, persons with disabilities, women and vulnerable and marginalised groups; and
- iii. Encourage institutional and technical innovations in the provision of social services and health care.

III. IMPLEMENTATION AND REVIEW

A. IMPLEMENTATION MECHANISM

- 22. The ASCC Blueprint 2025 is guided by the ASEAN Charter as well as other key ASEAN instruments and documents, which provide the principles and frameworks for ASEAN socio-cultural cooperation and their implementation. Such implementation is also guided by relevant domestic laws, regulations and policies.

A.1. Institutional Mechanism

23. The sectoral bodies under the ASCC shall be responsible for operationalising the strategic measures relevant to their mandate by translating them into specific action lines or programmes, projects and activities as part of their respective sectoral work plans. For strategic measures that are cross-cutting and require collaboration with sectoral bodies from the APSC and AEC Pillars, an institutionalised cross-pillar and cross-sectoral coordination strategy shall be employed where the lead sectoral bodies in collaboration with cooperating bodies will develop their respective sectoral work plans, anchored on the corresponding strategic measures relevant to their sectors and based on the SMART (Specific, Measurable, Achievable, Realistic, and Time-bound) approach to ensure realisation.
24. The ASCC Council is responsible for overseeing the implementation of the ASCC Blueprint 2025 and with the support of the Senior Officials Committee for the ASCC (SOCA) and the sectoral bodies, shall be the principal body responsible for coordinating matters that require cross-sectoral and cross-pillar collaboration. The ASEAN Secretariat shall continue to convene and enhance the Senior Officials Coordinating Conference on the ASEAN Socio-Cultural Community (SOC-COM) mechanism to provide a platform for broad participation and engagement of sectoral bodies within ASCC and from other pillars (through their chairpersons/vice-chairs), the Committee of Permanent Representatives to ASEAN (CPR), entities associated with ASEAN, and other relevant stakeholders, including sub-regional organisations.
25. The ASCC Council and the sectoral bodies under its purview shall promote multi-stakeholder engagement to share expertise and resources, transfer of knowledge and technology, monitor implementation, and act as partners in carrying out regional cooperation initiatives of mutual interest. Participative monitoring review mechanisms shall be encouraged.
26. Dialogue partners and regional entities associated with the ASEAN shall be encouraged to support the implementation of the ASCC Blueprint 2025 through mutually-beneficial cooperation frameworks where the programmes, projects and activities are in line with the vision, objectives and strategic measures in the ASCC Blueprint 2025.

A.2. Implementation Strategies

27. The implementation of the ASCC Blueprint 2025 shall employ strategies and approaches that will maximise the role of ASEAN Organs and Bodies, encourage stakeholder engagement and enhance capacity building mechanisms in disseminating relevant knowledge to the peoples of ASEAN. It shall promote the provision of platforms for relevant stakeholders and groups to fully participate in programmes, meetings and other initiatives of ASEAN Organs and Bodies, as well as the opportunities for partnerships and collaborations. It shall also

promote public private partnerships (PPP), social entrepreneurship and CSR for inclusive and sustainable socio-cultural development. It will likewise develop capacity building mechanisms for relevant stakeholders in the ASCC who are able to cascade the relevant knowledge to the peoples of ASEAN. Furthermore, the ASCC will intensify strategies, work programmes and initiatives of sectoral bodies under the ASCC Pillar to narrow the development gap.

A.3. Strengthened ASEAN Institutional Capacity and Presence

28. The ASEAN Secretariat shall also enhance its capacities and responsiveness to support the work of the ASCC and in collaboration with other sectors, pillars, and other stakeholders. Cognisant of the recommendations by the High Level Task Force on Strengthening the ASEAN Secretariat and Reviewing the ASEAN Organs, the ASCC Council and sectoral bodies under its purview, with the support of the ASEAN Secretariat shall take concrete steps to carry out the recommendations towards an enhanced ASEAN institutional capacity and presence.
29. National Focal Points of Sectoral Bodies shall be encouraged to strengthen their coordination with their National Secretariats and ASCC National Focal Points in ensuring timely sharing of information, effective and efficient consultation with capitals and in promoting public awareness on the work and achievements of the ASCC.

B. RESOURCES

30. In keeping with the principles of ownership and enhancing ASEAN Centrality and in order to support the implementation of strategic measures in the ASCC Blueprint 2025, ASEAN Member States are encouraged to provide resources to support, when appropriate, the projects and work of the sectoral bodies.
31. Indicative multi-year and annual budget is necessary to support the implementation of the ASCC Blueprint 2025 to foster the predictability of availability of funds.
32. Sectoral bodies have to ensure financial sustainability if they plan to establish centres to support the implementation of the ASCC Blueprint 2025 or their sectoral work plans.
33. To ensure sustainability of projects and established mechanisms, resources in the form of funds, technical expertise and knowledge assets from Dialogue Partners, International Organisations and other partners, will be mobilised by the ASEAN Member States and respective ASEAN Organs and Bodies. Resource mobilisation strategies would also garner the support of philanthropists from among the business sector and individuals for the implementation of the ASCC Blueprint 2025.

C. COMMUNICATION

34. In line with the ASEAN Communications Master Plan (ACMP), the ASCC in close collaboration with relevant ASEAN Organs and Bodies and stakeholders will develop necessary platforms, mechanisms, strategies and initiatives to promote awareness and appreciation of the ASCC Blueprint 2025 in order to achieve greater communication impact.

D. REVIEW

35. The review and assessment of ASCC Blueprint 2025 implementation shall utilise the existing Monitoring and Evaluation (M&E) system that consists of implementation-focused monitoring system and the ASCC Scorecard. Building on the current ASCC Scorecard, the sectoral bodies will revisit their sectoral indicators to ensure that other dimensions of the ASCC Blueprint 2025 will be considered in enhancing the current scorecard and its indicators, based on accepted regional results-based management standards. An M&E Work Plan will be drawn up that consists of internal monitoring by the respective sectoral bodies and evaluation that may engage other stakeholders.
36. The M&E system shall build upon the ASCC Scorecard used in assessing the progress of implementation of the ASCC Blueprint 2009-2015 and consider the lessons learned and recommendations from the ASCC Scorecard Assessment Results. This shall be reflected in a results framework that will be developed to monitor and assess progress of the ASCC Blueprint 2025. Building on the ASCC Scorecard, the sectoral bodies will revisit their sectoral indicators to ensure that other dimensions of the new ASCC Blueprint 2025 will be considered in enhancing the current scorecard and its indicators.
37. A Results Framework shall form part of this M&E system where higher-order or outcome-based objectives, key result areas (KRA) and indicators are compiled, synthesised and aligned with the Characteristics and Elements in this Blueprint as shown in the Results Framework in Appendix 1. The Results Framework maps and clusters such objectives, KRAs, and indicators in terms of their relation to the Blueprint components. In addition, the Results Framework provides the basis for monitoring Blueprint implementation by establishing the provisional targets and timelines. The matrix also provides information for resource mobilisation purposes by breaking down resource requirements into Annual/Multi-Year funding targets. Such targets may be expressed in funds, expertise, training or other inputs.
38. The Results Framework of the ASCC Blueprint 2025 shall be guided by the following key concepts:
- 38.1. **Objectives:** A specific end result desired or expected to occur as a consequence, at least in part, of an intervention or activity. The blueprint clearly spells out the objectives under each characteristic of (1) Engages

and Benefits the Peoples; (2) Inclusive; (3) Sustainable; (4) Resilient and (5) Dynamic;

- 38.2. **Key Result Areas:** Areas corresponding to the objective where results or changes are expected to occur. Results are changes in a state or condition that derive from a cause-and-effect relationship. The blueprint has specified the key result areas under each objective of the characteristic;
 - 38.3. **Key Performance Indicators:** Quantitative or qualitative factor or variable that provides a simple and reliable means to measure achievement, to reflect the changes connected to an intervention, or to help assess the performance of a development actor or intervention; and
 - 38.4. **Strategic Measures:** Outcome-oriented action statements to deliver desired changes in the KRAs. Outcomes represent changes in the institutional and behavioural capacities for development conditions that occur between the completion of outputs and the achievement of the objectives.⁵
39. A Mid-Term Evaluation, covering the period of 2016-2020, and an End-of-Term Evaluation, covering the period of 2021-2025, will be conducted to monitor progress and evaluate outcomes/impacts of the achievement of the objectives of the ASCC Blueprint 2025.
 40. Other appropriate approaches and methodologies, such as systematic collection of data, qualitative and quantitative evaluations, policy analyses, development of indicators, polls and impact studies, are encouraged to assess the impact of policies/programmes/projects arising from this blueprint that may be done at regional and sectoral levels.
 41. In support of the SMART approach, indicative result/outcome-based indicators should be developed to measure impacts of the implementation of strategic measures.
 42. As part of the M&E system, the ASCC shall also establish a compliance monitoring system for the implementation of all ASEAN Declarations relevant to the ASCC Pillar.

* * *

⁵ Adapted from the UN RBM Handbook, accessed from <https://undg.org/wp-content/uploads/2014/06/UNDG-RBM-Handbook-2012.pdf> on 9 July 2015.

APPENDIX 1

ASSCC BLUEPRINT RESULTS FRAMEWORK

Objectives	Key Result Areas	Key Performance Indicators	Targets and Timelines			Annual/Multi-Year Funding Targets Estimated/Projected Amount	Lead / Coordinating Bodies & Cooperating Sectoral Bodies of Other ASEAN Organs
			Baseline data (Reference Year)	Target	Target Year		
Enhance commitment, participation and social responsibility of ASEAN peoples through an accountable and inclusive mechanism for the benefit of all.							
Promote equitable access to opportunity for ASEAN people, as well as promote and protect human rights.							
Promote social development and environmental protection through effective mechanisms to meet the current and future needs of the people.							
Enhance capacity and capability to adapt and respond to social and economic vulnerabilities, disasters, climate change as well as emerging threats, and challenges.							
Strengthen ability to continuously innovate and be a proactive member of the global community.							

GLOSSARY

ACMP	ASEAN Communications Master Plan
ACWC	ASEAN Commission on the Promotion and Protection of the Rights of Women and Children
AEC	ASEAN Economic Community
AHA Centre	ASEAN Coordinating Centre for Humanitarian Assistance
APSC	ASEAN Political-Security Community
ASCC	ASEAN Socio-Cultural Community
CPR	Committee of Permanent Representatives to ASEAN
CSR	Corporate Social Responsibility
GHG	Greenhouse Gas
GO-NGO/CSO	Government Organisation, Non-Governmental Organisation, Civil Society Organisation
IPR	Intellectual Property Rights
KRA	Key Result Areas
M&E	Monitoring and Evaluation
PPP	Public Private Partnerships
SMART	Specific, Measurable, Achievable, Realistic, and Time-bound
SOCA	Senior Officials Committee for the ASCC
SOC-COM	Senior Officials Coordinating Conference on the ASEAN Socio-Cultural Community
UNDESA	United Nations Department of Economic and Social Affairs
UNFCCC	United Nations Framework Convention on Climate Change



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