

# Background

This Module is designed to help participants identify topics for potential communications campaigns.

All the sample topics are sourced from the Action Agenda of the ASEAN Socio-Cultural Blueprint

They are all relevant, directly and/or indirectly, to Travel & Tourism.

Converting them from walk to talk will facilitate the success of all the plans, policies and strategies cited in this training manual.

## Module 5: Exercises



# Learning Outcome

- ✓ Travel & Tourism Communicators to brainstorm ways of implementing these ideas and suggestions via multiple media channels and platforms: social media, TV, newsletters, press releases, YouTube.

- ✓ Communicators can work on establishing clear target audiences and then work on plans to reach them with a clear message about their corporate SDG related agenda item.

## Objective

- ✓ To clearly identify the numerous suggested actions highlighted in the ASEAN Socio-Cultural Community Blueprint for easy reference by Travel & Tourism Communicators.



The ASCC  
Blueprint, one of  
the three pillars of  
the ASEAN  
integration  
process, was  
updated  
in 2015,  
same time as  
the UN SDGs

# ASEAN

## SOCIO-CULTURAL COMMUNITY BLUEPRINT 2025



one vision, one identity, one community



The background of the slide is a close-up photograph of large, vibrant green leaves, likely from a tropical plant like a Philodendron. The leaves are layered, with some in sharp focus and others blurred in the background, creating a sense of depth. The lighting is soft, highlighting the veins and textures of the foliage.

# All the ASCC Blueprint Objectives are aligned with the UN SDGs and directly relevant to Travel & Tourism

- 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;



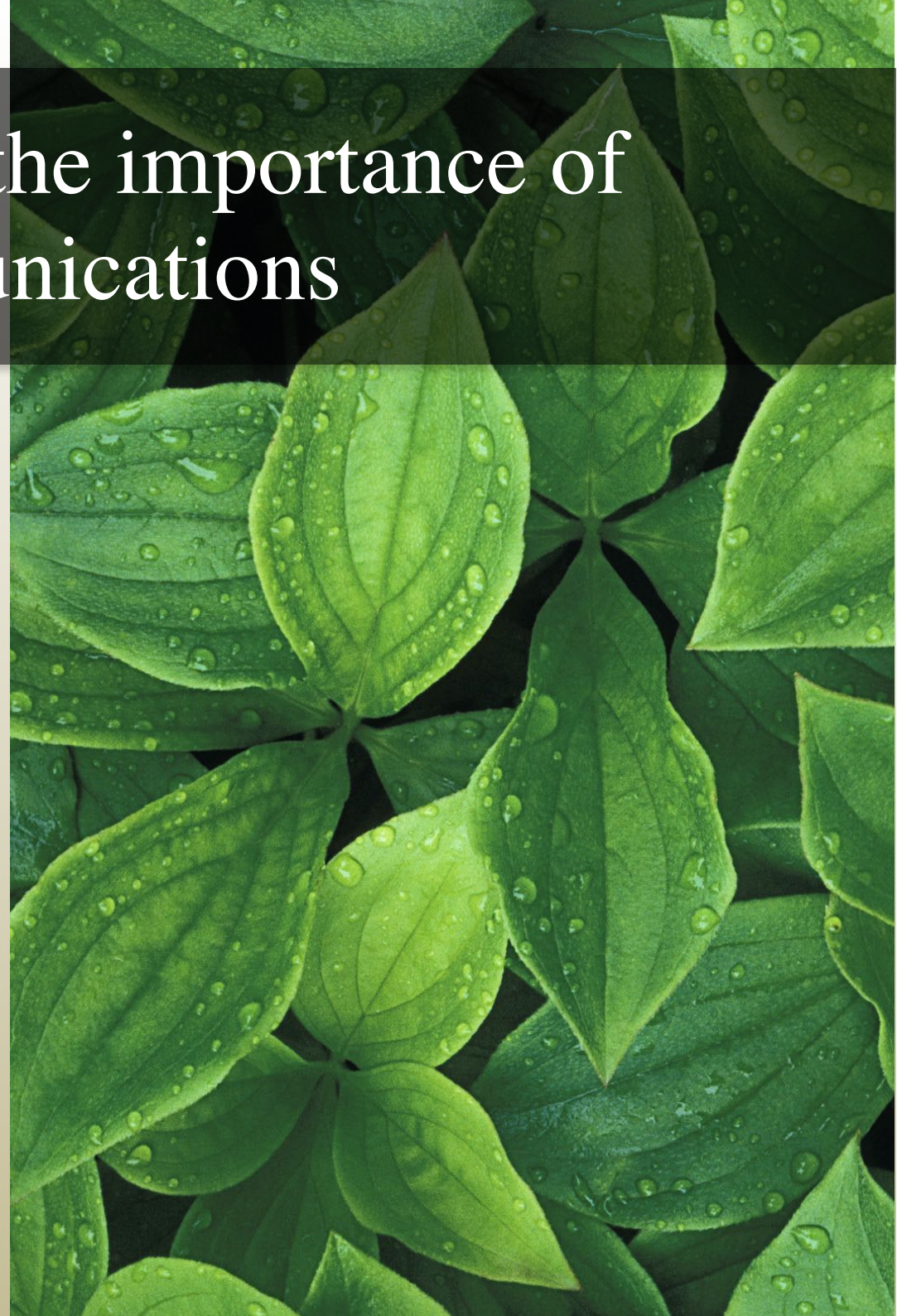
# All the ASCC Blueprint Objectives are aligned with the UN SDGs and directly relevant to Travel & Tourism

- 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.



# It also stresses the importance of Communications

- 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.*





Hence, all the exercises will action  
the directives of the ASCC Blueprint





The background of the slide is a close-up photograph of green cannabis leaves. The leaves have serrated edges and prominent veins. A white rectangular border is superimposed over the image, containing the text.

## Best Practise

The following slide shows how a major corporation such as AirAsia advances the ASEAN sustainability agenda. If every company in Thailand and ASEAN, big or small, can follow suit, the collective impact would be phenomenal.

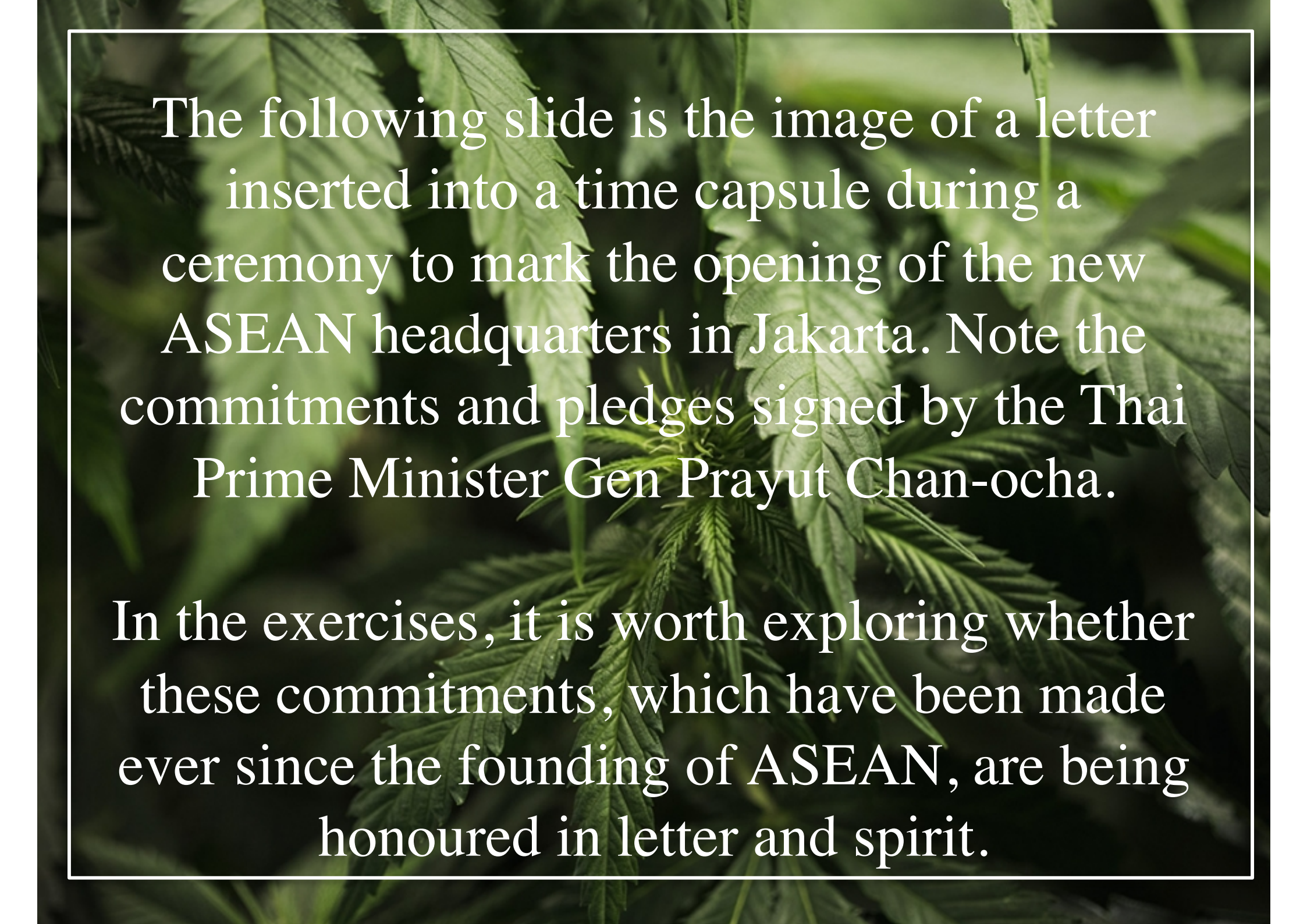
Why is that not happening?



# The Spirit of ASEAN





The background of the slide is a close-up photograph of green cannabis leaves. The leaves are serrated and have a prominent vein structure. They are layered, with some in sharp focus and others blurred in the background, creating a sense of depth. The lighting is natural, highlighting the vibrant green color of the foliage.

The following slide is the image of a letter inserted into a time capsule during a ceremony to mark the opening of the new ASEAN headquarters in Jakarta. Note the commitments and pledges signed by the Thai Prime Minister Gen Prayut Chan-ocha.

In the exercises, it is worth exploring whether these commitments, which have been made ever since the founding of ASEAN, are being honoured in letter and spirit.





8 August B.E. 2562 (2019)

Warm Greetings to the People of the ASEAN Community,

Thailand was the birthplace of ASEAN seventy-five years ago. At that time, ASEAN's founders had a dream of securing "for their peoples and for posterity the blessings of peace, freedom and prosperity". From then to ASEAN's 52<sup>nd</sup> Anniversary in 2019, our predecessors in their time, and we in our time, joined hands to contribute to realising this shared ASEAN dream. From the Bangkok Declaration in 1967, to the ASEAN Charter, to the ASEAN Community Vision 2025, we helped lay the foundations of the ASEAN Community. Thailand is proud that this message, and that of other ASEAN Leaders, was placed in this time capsule during Thailand's ASEAN Chairmanship in 2019, under the theme "Advancing Partnership for Sustainability".

We imagine the world and the region will be very different in 2042, at ASEAN's 75<sup>th</sup> Anniversary. But because of our faith in ASEAN, we believe that all transformations have been for the better.

So ASEAN may have new priorities in a changed global environment, perhaps marked by a Fifth Industrial Revolution, where newer technologies make people even more connected and their lives more fulfilling. We may have a more borderless ASEAN, where people, products and creative ideas flow across countries with greater ease and greater security. Our oceans and air, forests and wildlife, would be preserved and protected, through enduring commitments to sustainability, for future generations of Southeast Asians to enjoy. And the ASEAN Community may be part of a broader regional community, yet maintain its distinct identity, based on mutual trust, mutual benefit and mutual respect.

Most importantly, we hope that the ASEAN Community before you is and will always continue to be people-centred, leaves no one behind, and looks ever more to the future, where we can continue to draw strength from our diversity as well as inspiration from our shared vision of a peaceful and prosperous region.

Please continue to carry forward our shared ASEAN dream.

Yours sincerely,

General  (Ret.)  
(Prayut Chan-o-cha)  
Prime Minister of the Kingdom of Thailand



Thailand will open an  
ASEAN Centre for  
Sustainable Development  
Studies and Dialogue in  
Mahidol University.





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11 JAN, 2019

### Thailand plans seven ASEAN centres in 2019 to enhance regional sustainability, security and culture

IMTIAZ MUQBIL

Bangkok – Seven ASEAN Centres that could provide significant intellectual support for the growing challenge of managing the region's rapidly growing travel & tourism industry are expected to be established/upgraded in Thailand over the course of 2019, when the kingdom will hold the chairmanship of the 10-member grouping.

Ministry of Foreign Affairs Information Division Director Mrs Busadee Santipitaks said the centres would help the formulation of "evidence-informed policies, strategies and guidelines" in addressing the future challenges facing ASEAN over the next 50 years in the light of disruptive changes taking place across ASEAN's three pillars – political-security, economic and socio-cultural.



Mrs Busadee Santipitaks



#### Polls

Question for women working in Travel & Tourism: Have you ever faced sexual harassment in the workplace?

☐ Yes

☐ No

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#### Recent Posts

- ▶ New WTO indicator finds services trade weakening into second half of 2019
- ▶ India joins growing number of "democracies" on human rights violations list
- ▶ Grant Thornton survey: 62% of U.S. business owners see a recession looming
- ▶ The Most Enriching Environmental Film Festival launched in Kuala Lumpur with Climate Action Theme
- ▶ Have Your Say: The Rise and Fall of PATA



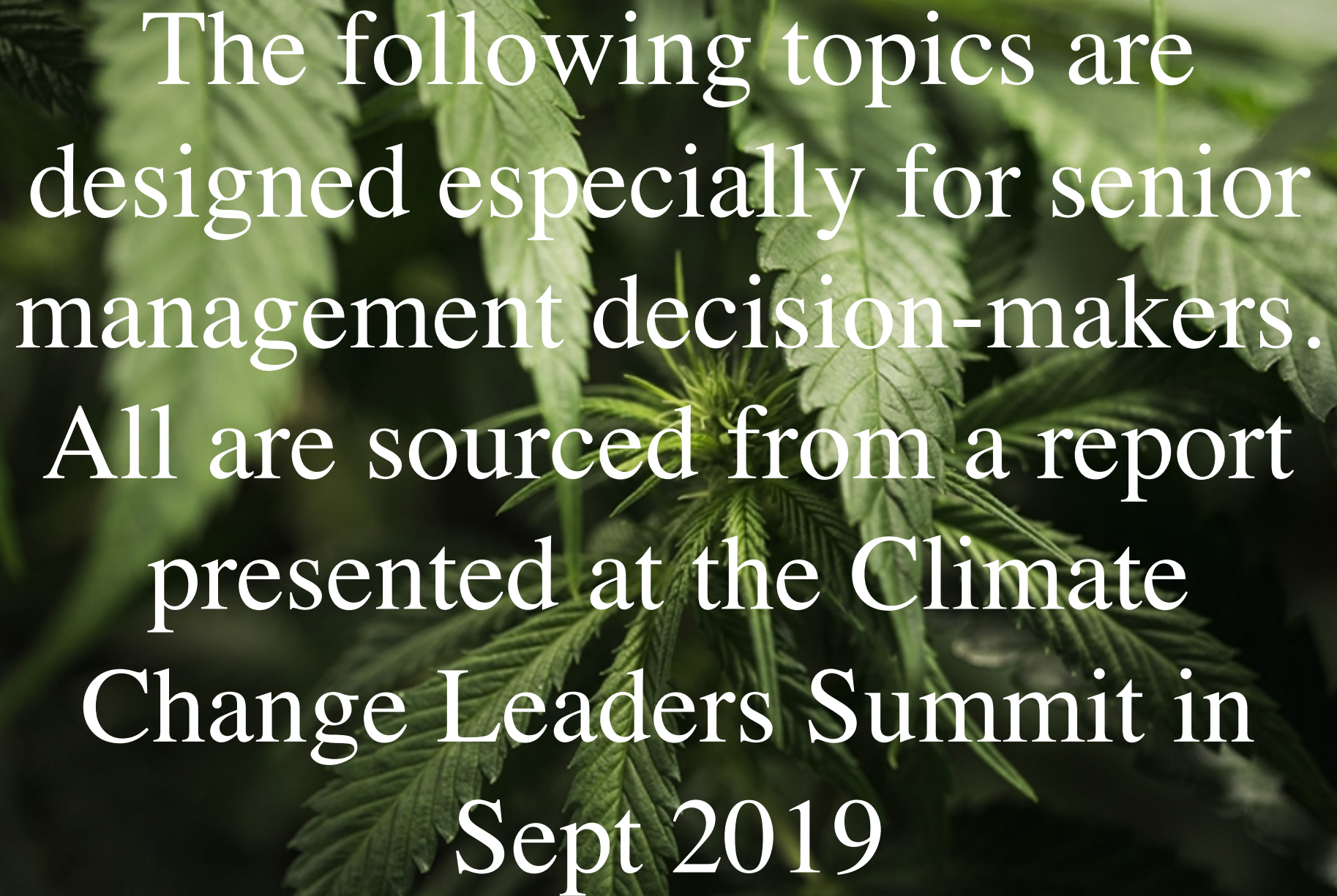
# Suggested Topics for Brainstorming Exercises

All are drawn from the ASCC Blueprint.

Trainers and participants can use them to discuss:

- a) Implementation strategies within their individual entities, and
- b) Communication strategies across various media formats (social media, TV, radio, print)





The following topics are  
designed especially for senior  
management decision-makers.  
All are sourced from a report  
presented at the Climate  
Change Leaders Summit in  
Sept 2019



# Guiding Questions: Leaders Dialogue 1



What are the most critical global trends that are already influencing SDG actions and how?



How can trends such as demographic changes, technology, global integration be leveraged to maximize positive synergies across the SDGs? What institutional, policy and partnership mechanisms are needed to ensure positive outcomes?



Are there emerging trends, not fully evident today, but expected to present challenges or opportunities for the 2030 Agenda, five or ten years from now? How can the science-policy interface be strengthened to forecast and better prepare for new challenges?



## Leaders Dialogue 2 Guiding Questions



What are some specific examples of actions that can be taken through some of the above entry points to generate positive synergies across the 2030 Agenda?



What kind of policies are needed to accelerate action in cross-cutting areas?



What new partnerships and institutional arrangements are needed to strengthen integrated approaches for action across the SDGs? How can different actors and institutions be encouraged to work across sectors?




An integrated approach is likely to reveal trade-offs as well as synergies. How can the science-technology-policy interface be strengthened to help inform actions and to transfer knowledge across different contexts?




## Leaders Dialogue 3 Guiding Questions



How can policy makers use the GSDR "levers of transformation" - governance, economy and finance, individual and collective action, and science and technology - in innovative combinations? How can they overcome the roadblocks to these collaborative approaches?



How can non-government actors, including business and community leaders, academic institutions, and civil society organizations, team up to drive change and encourage new and increased financial investment in the 2030 Agenda?



What can the United Nations and other relevant entities do to build capacity in developing countries to fully and effectively deploy the levers of transformation?



## Leaders Dialogue 4 Guiding Questions



What are the greatest challenges for governments in implementing the SDGS and how can they accelerate progress?



What are some good examples of policy coherence and cooperation across different levels of government?



What are successful good practices and experiences from local-level and can they be scaled-up?



## Leaders Dialogue 5 Guiding Questions



Where are we on revitalizing the Global Partnership for Sustainable Development?



Where have multi-stakeholder partnerships been most effective in SDG implementation thus far? How might these be replicated and scaled-up to maximize impact?



What challenges does the multi-stakeholder approach bring? What has worked in overcoming these challenges?



## Leaders Dialogue 6 Guiding Questions



What are the best options for ensuring that the 2020 targets are realized without losing the ambition intended?



What transformative steps and long-term strategies are required to achieve the goals at national, regional and global levels?



How might multilateralism be leveraged to accelerate implementation in last decade of delivery? What actions will have the greatest impact?





The following slides feature  
more specific topics for  
brainstorming by both senior  
and middle-management  
executives, all sourced from the  
ASCC Blueprint



## A.2. Empowered People and Strengthened Institutions

vi. Promote ASEAN awareness among government officials, students, children, youths and all stakeholders as part of building ASEAN identity;

vii. Work towards achieving gender equality and the empowerment of all women and girls.



## B.1. Reducing Barriers

v. Promote regional cooperation initiatives to support ASEAN Member States to be well prepared for ageing society.

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

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;



## **B.3. Promotion and Protection of Human Rights**

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

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;



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

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;



## C.2. Environmentally Sustainable 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;



## C.3. Sustainable Climate

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;



## C.4. Sustainable Consumption and Production

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



## D.1. Disaster Resilient ASEAN

iii. Promote local communities' resilience by integrating principles of resilience in risk reduction, preparedness, response, recovery, and rehabilitation measures;

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;



## **D.2. Safer ASEAN from Health-related Hazards**

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.



## E.1. Open and Adaptive ASEAN

- Promote a culture of tolerance, understanding and mutual respect for religions and interfaith dialogue;
- Showcase ASEAN to the outside world using various approaches e.g. ASEAN arts, film festivals and heritage programmes;
- Project a common ASEAN voice in global socio-cultural fora and negotiations, where appropriate;
- Promote greater people-to-people interaction and mobility within and outside ASEAN;



## E.1. Open and Adaptive ASEAN

- 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.



## **E.2. Creative, Innovative and Responsive ASEAN**

- 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;



## E.2. Creative, Innovative and Responsive ASEAN

- Encourage and support creative industry and pursuits, such as film, music, and animation;
- Promote ASEAN as a centre for human resource development and training;
- Strengthen regional and global cooperation in enhancing the quality and competitiveness of higher education institutions;



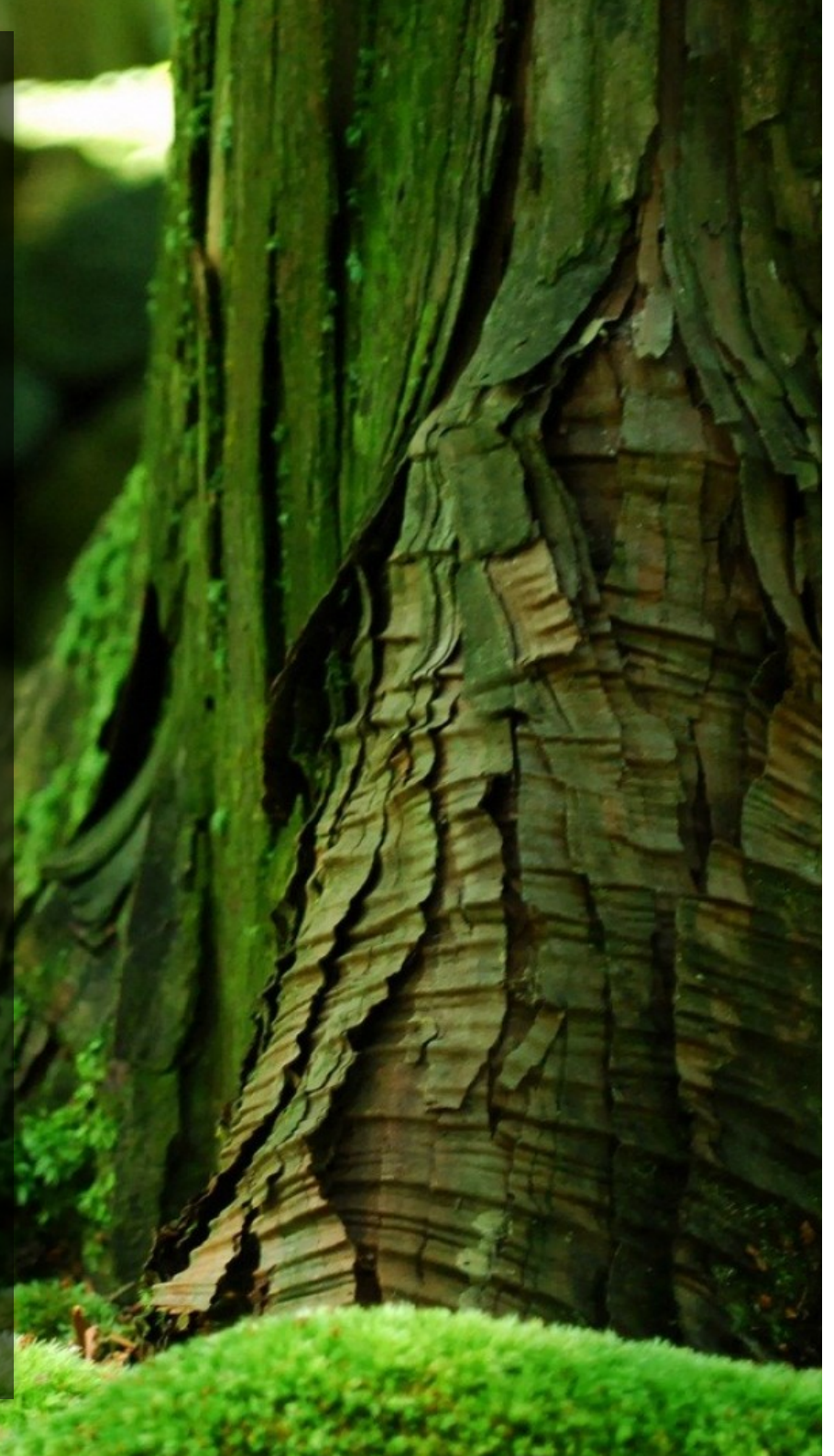
## E.3. Culture of Entrepreneurship in ASEAN

- Strengthen the supportive environment for socially and environmentally responsible entrepreneurship, such as mentoring, providing seed money, venture and crowd funding, and marketing support;
- Promote and nurture creative and inclusive social entrepreneurship for youths, persons with disabilities, women and vulnerable and marginalised groups;



# Evaluation

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.





The ASCC Blueprint sets a schedule for annual evaluation until 2025. This schedule, too, can be followed in the training.

Objectives	Key Result Areas	Key Performance Indicators	Targets and Timelines			Annual/Multi-Year Funding Targets	Lead / Coordinating Bodies & Cooperating Sectoral Bodies or Other ASEAN Organs
			Baseline data (Reference Year)	Target	Target Year	Estimated/Projected Amount	
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							



A close-up photograph of a tree trunk with peeling bark and moss, serving as a background for the text. The bark is dark brown and peeling in layers, revealing a lighter, fibrous interior. The surrounding area is covered in vibrant green moss and foliage, creating a lush, natural setting. The lighting is soft, highlighting the textures of the bark and moss.

THINK!