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LEAVING NO ONE BEHIND IN OUR COMMUNITY

Promoting Complementarities  
between the ASEAN Community Vision 2025  
and the UN 2030 Agenda for Sustainable Development

Progress Report  
August 2017

ASEAN-Thailand

# PROGRESS REPORT

PROMOTING COMPLEMENTARITIES  
BETWEEN ASEAN COMMUNITY VISION 2025 AND  
THE UN 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

AUGUST 2017

ASEAN-THAILAND



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**PROGRESS REPORT**  
**PROMOTING COMPLEMENTARITIES**  
**BETWEEN THE ASEAN COMMUNITY VISION 2025 AND**  
**THE UN 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT**

**I. INTRODUCTION**

As the ASEAN Coordinator on Sustainable Development since February 2016, Thailand has been working closely with ASEAN Member States and the ASEAN Secretariat and engaging in dialogue with stakeholders to transform priority areas and project ideas into concrete deliverables, that would support ASEAN’s efforts to promote sustainable development at the regional level while realizing an ASEAN Community that is inclusive and leaves no one behind. Such regional efforts seek to generate regional catalysts – or as the G20 calls “Sustainable Development Sectors” – that would generate cross-cutting cooperation to help achieve multiple Sustainable Development Goals (SDGs) at the same time, rather than focus on a specific SDG. Furthermore, such regional efforts also serve the purpose of complementing national efforts of sustainable development by Member States and collective global action at the multilateral level.

To this end, on 31 March 2017, Thailand and UN ESCAP, with the support of the ASEAN Secretariat and the World Bank, organised the High-Level Brainstorming Dialogue (HLBD) on Enhancing Complementarities between the ASEAN Community Vision 2025 and the United Nations 2030 Agenda for Sustainable Development in Bangkok. Subsequently, at the 30<sup>th</sup> ASEAN Summit on 29 April 2017 in Manila, ASEAN Leaders noted the outcome of the HLBD, the progress made in the development of priority areas to promote the complementarities, and the efforts of other UN Agencies such as UNDP and UN Women as well as the World Bank on ideas to support the ASEAN Community Vision 2025 and the UN 2030 Agenda for Sustainable Development.

The main outcomes of the HLBD, which was co-chaired by H.E. Mr. Don Pramudwinai, Minister of Foreign Affairs of the Kingdom of Thailand and Dr. Shamshad Akhtar, Executive Secretary of the United Nations Economic and Social Commission for Asia and the Pacific (UN ESCAP)<sup>1</sup>, were three-fold.

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<sup>1</sup> Participants included representatives from all ASEAN Member States; Ms. Victoria Kwakwa, Vice President for the East Asia and Pacific of the World Bank; Mr. Vongthep Arthakaivalvatee, Deputy Secretary-General for the ASEAN Socio-Cultural Community of the ASEAN Secretariat; high-level representatives from various UN agencies; and Ambassador of Germany to Thailand, representing Germany as ASEAN’s Development Partner and Guest of the Chairs.

First, the Meeting endorsed the proposal to undertake a joint study by UN ESCAP, Thailand and the ASEAN Secretariat on how to concretise complementarities between ASEAN Community Vision 2025 and the UN 2030 Agenda for Sustainable Development. The report will focus on the priority areas of resilience, infrastructure and connectivity, sustainable production and consumption, poverty eradication, and sustainable management of natural resources. At the same time, issues such as inequality, trade and productivity, gender, micro, small and medium enterprises, agriculture and finance would be addressed through the priority areas identified. The report would be submitted to the ASEAN-UN Summit in November 2017.

Second, the Meeting appreciated the efforts of UNDP, UN Women and the World Bank in submitting concrete project proposals that would help serve as catalysts to enhancing complementarities between ASEAN Community-building and attaining the SDGs. It supported in principle and thus welcomed fast tracking a number of these project proposals and ideas including UNDP's MY World 2030 Survey: MY ASEAN Edition, UN Women's proposal to hold a workshop/conference to promote the economic empowerment of women, and the World Bank's proposal on addressing malnutrition and stunting, within the broader objective of achieving prosperity for all.

Third, the Meeting took note of remaining proposals and encouraged the ASEAN Coordinator on Sustainable Development to continue working closely with ASEAN and various partners to develop these project ideas further and to keep ASEAN informed of related developments.

## **II. FOLLOW-UP TO THE HIGH-LEVEL BRAINSTORMING DIALOGUE**

Since the 19<sup>th</sup> Meeting of the ASEAN Coordinating Council (ACC) and the 30<sup>th</sup> ASEAN Summit in Manila, Thailand has held discussions with various partners and stakeholders to move forward the Complementarities Initiative.

On 5 May 2017, the Foreign Minister of the Kingdom of Thailand, held a meeting with Ms. Kristalina Georgieva, Chief Executive Officer for the International Bank for Reconstruction and Development (IBRD) and the International Development Association (IDA) of the World Bank Group at World Bank Headquarters in Washington, D.C. to discuss further the project proposals by the World Bank.

The World Bank reaffirmed its strong support for the Complementarities Initiative of ASEAN and the broader ongoing efforts to enhance cooperation in the area of sustainable development at the regional level. Indeed, this support was presented as part of the World Bank' overall support of ASEAN as a regional grouping and to its growing interest to develop ties of

cooperation with ASEAN<sup>2</sup>. Specifically, the World Bank supported ASEAN's effort to address and solve malnutrition and stunting in ASEAN – one of the fast-tracked projects endorsed by the HLBD. It also supported the establishment of the ASEAN Center for Active Ageing and Innovation, as initiated by Prime Minister Prayut Chan-o-cha of Thailand, as well as overall efforts that the region may pursue in the future to prepare for the ageing society trends.

As a follow-up to the policy dialogue between the Thai Foreign Minister and senior executives of the World Bank, Thailand also held discussions at the working level with the World Bank to discuss three projects that the World Bank had proposed at the High-Level Brainstorming Dialogue.

Details of the three projects are as follows:

- Addressing Malnutrition and Stunting in ASEAN – The World Bank reiterated its strong support for ASEAN on the issue. In this connection, Thailand informed the World Bank that the Philippines, as the current Chair of ASEAN, has planned, in consultations with ASEAN Member States, to submit an *ASEAN Leaders' Declaration on Ending All Forms of Malnutrition* to the 31<sup>st</sup> ASEAN Summit and Related Summits in November 2017 for adoption.

- Integration of Service Sector in ASEAN – With ASEAN agreements on integration of service sector and economic integration put in place, full implementation of such agreements can help ASEAN realize the potential gains from services liberalizations. The World Bank views that a review platform on services liberalization, elimination of non-tariff barriers and measures, and services trade facilitation can be useful. The World Bank stands ready to brief senior economic officials at the Senior Economic Officials' Meeting (SEOM) on the topic, if deemed appropriate.

- Climate Change and Green Growth – The World Bank proposed that one of the long term plans that ASEAN could look into is to establish a regional Emission Trading System (ETS), bearing in mind that the implementation process would take time, and offered to host a forum for ASEAN Member States to exchange views on the issue. Such policy dialogue could pave the way to the implementation of a future regional ETS when ASEAN is ready and when it is appropriate to do so. Moreover, ASEAN may also consider creating a disaster risk insurance facility where ASEAN Member States can benefit from joint facilities such as a risk sharing insurance pool. In addition, the World Bank has been working with various ASEAN Member States on specific Disaster Risk Management Programmes.

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<sup>2</sup> The last time that the World Bank interacted significantly at the political level with ASEAN was at the Global Dialogue organized in Phnom Penh in 2012 during Cambodia's Chairmanship of ASEAN.

### **III. DETAILED REPORT ON SPECIFIC PROJECTS UNDER THE HIGH-LEVEL BRAINSTORMING DIALOGUE**

#### **a. FAST-TRACKED PROJECTS**

Three project ideas have been fast-tracked, reflecting consensus within ASEAN to move forward on these projects and on their importance to achieving quick wins in the efforts to develop regional catalysts for promoting sustainable development in the region.

##### **i. COMPLEMENTARITIES REPORT**

Thailand is in close coordination with UN ESCAP and the ASEAN Secretariat on developing the **Complementarities Report**. The first draft of such a report is expected to be completed by the first half of August 2017. Thailand and UN ESCAP, with the support of ASEC, will then co-host an open-ended experts group meeting to consider the draft report on 24-25 August 2017 in Bangkok, in consultation with ASEAN Member States. The report is expected to be launched at the ASEAN-UN Summit in November 2017. The outline of the draft report appears in **Appendix 1**.

##### **ii. ASEAN MY WORLD SURVEY**

Capitalizing on the success and lessons-learnt of the Post-2015 Global Conversation<sup>3</sup>, UNDP submitted their project proposal which modified their successful global survey of 2015 in which all ASEAN Member States participated, into a project tailor-made for ASEAN. The “ASEAN MY World” project proposal is essentially a region-wide survey that aims to build public awareness, ownership, and understanding on SDGs among the people of the ASEAN community while enhancing awareness of its 2025 Vision.

The ASEAN My World project proposal, which includes project timelines, potential stakeholders in all ASEAN Member States for distribution of survey, and draft survey in English, appears in **Appendix 2**. The survey is being translated into all ASEAN Member States’ national language and can be accessed at <https://asean.myworld2030.org/>. The launching of the ASEAN MY World Survey is scheduled tentatively to be in September 2017 as a side-line event at the United Nations General Assembly Meetings in New York. Moreover, the project is expected to be completed by the first trimester of 2018, where the results can be delivered within mid-2018, with project deliverables envisaged for 2019.

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<sup>3</sup> Projects such as MY World 2015 global survey (over 10 million people in 194 countries), the WorldWeWant 2015 and Humans of MY World.

The fine-tuning and subsequent implementation of this survey focusing on ASEAN would be undertaken in close coordination with individual ASEAN Member States, including through working with relevant partners at the national level, in order to encourage participation in the survey that cuts across different sectors of society. Efforts are underway by UNDP and the ASEAN Secretariat to reach out to all ASEAN Member States on taking this project forward at the operational level.

The fruits of this project would be the generation of data for ASEAN on how different stakeholders across the region view both the ASEAN community-building process and the SDGs – thus helping ASEAN take forward not only the Complementarities Initiative but also put into practice the policy of encouraging a people-oriented, people-centred ASEAN Community.

The Project will focus on popularizing the SDGs and ASEAN Community Vision 2025 through innovative and creative communication mechanisms and engagement with relevant stakeholders. This project is planned to be formulated into three main outputs:

***1. Generate peoples' driven data for prioritization of the agenda, progress monitoring, and public accountability.***

This is the initial phase of the project focusing on the community survey edition, which aims to collect regionally comparable data to build awareness, help understand specific priorities with regards to the SDGs and track progress of the SDGs according to people's perception. In addition to the three standard questions related to the SDGs, and one to two questions related to the ASEAN Community Vision will be included in the survey. Data will be collected through different outreach streams to ensure that the campaign reaches the whole society including marginalized and grassroots communities in partnerships with the governments, UNCT/UNDP Cos, MY World strategic partners, and other relevant stakeholders. Initial results and best practices from the first phase could be expected earliest by the end of 2017.

***2. Creative Communications and Innovative tools to raise awareness and build public engagement for the SDGs and ASEAN 2025.***

This will be achieved by facilitating the adaptation and dissemination of tools to support SDG roll out at the country level with emphasis on the provision of support to both online and offline streams as a channel where the government and citizens can interface.

***3. Facilitate inclusive peoples' dialogues and participation.***

This would generate accountability and creative feedback loop for policy advocacy and solutions for implementation. It would also facilitate interface opportunities between decision makers and their constituencies. The

process would serve to reinforce the policy and perception of the ASEAN Community as being people-oriented, people-centered.

(Output 2 and 3 are planned for a later stage in 2018–2019.)

### **iii. ECONOMIC EMPOWERMENT OF WOMEN**

Thailand and UN Women have continued discussions to finding new and concrete initiatives to support the theme of “Women’s Economic Empowerment” in ASEAN. This is a key catalyst for achieving both the ASEAN Community Vision 2025 and the SDGs. We cannot talk about building a people-centered ASEAN Community that leaves no one behind, if we do not also address the important issue of closing gender gaps, especially in participation in economic development.

One estimate made by McKinsey Global Institute is that if men and women played an identical role in labour markets, as much as 28 trillion US dollars or 26 percent could be added to the global GDP by 2025<sup>4</sup>. Despite clear ASEAN aspirations to close such gender gaps, as articulated in the ASEAN Community Vision 2025 and its Blueprints, fewer women than men are present in the labour markets of ASEAN today. Indeed, the average gender gap in the labour force participation rate is about 19 percent<sup>5</sup>. Fortunately, this has been partly offset by the rising trend of women playing an increasing role as owners and entrepreneurs, especially in micro, small and medium enterprises level.

Activities to promote the issue of gender equality, especially the economic empowerment of women with the best practices of successful women entrepreneurs, are planned as a side-event during the United Nations General Assembly in New York in September 2017.

The presentation by UN Women at the HLBD on 31 March 2017 appears in **Appendix 3**.

### **iv. ADDRESSING MALNUTRITION AND STUNTING**

With strong support from the World Bank, concrete projects to address malnutrition and stunting in ASEAN could be launched as part of the follow up of the *ASEAN Leaders’ Declaration on Ending All Forms of Malnutrition* to be adopted at the 31<sup>st</sup> ASEAN Summit and Related Summits in November 2017.

The presentation by the World Bank at the HLBD on 31 March 2017 on this project appears in **Appendix 4**.

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<sup>4</sup> McKinsey Global Institute “The Power of Parity: How Advancing Women’s Equality Can Add \$12 Trillion to Global Growth”, September 2015.

<sup>5</sup> ASEAN Secretariat, UN Women and Friedrich Ebert Stiftung “Projected Gender Impact of the ASEAN Economic Community”, June 2016.

## **v. ASEAN CENTRE OF ACTIVE AGEING AND INNOVATION**

Thailand, in collaboration with ASEAN Member States, is in the stage of preparing the establishment of the ASEAN Center on Active Ageing and Innovation. The process is being undertaken through the Senior Officials' Meeting on Health Development (SOMHD) process, with recommendations and endorsement expected when the ASEAN Health Ministers meet later on this year. In this connection, the World Bank has stated its readiness to support Thailand's initiative, especially through the sharing of best practices and recommendations, and possible technical cooperation and assistance may be identified.

### **b. REGULAR PROJECTS**

#### **i. REGIONAL URBAN CLIMATE RESILIENCE INITIATIVE (RUCRI)**

Thailand is currently in discussions on further details with UNDP regarding its Regional Urban Climate Resilience Initiative (RUCRI). The objective is to develop detailed project proposal that complements and supports current work plan of ASEAN in regards to climate-resilience cities project. Progress of this project will be reported at the earliest opportunity.

The presentation by UNDP at the HLBD on 31 March 2017 on this project appears in **Appendix 5**.

#### **ii. INTEGRATION OF SERVICES SECTOR**

Thailand is in discussions with the World Bank to develop concrete proposal to help ASEAN fulfill its commitments with regards to the integration of service sector. The main goal is for the proposal to be in line with ASEAN's Strategic Plan.

The presentation by the World Bank at the HLBD on 31 March 2017 on this project appears in **Appendix 6**.

#### **iii. CLIMATE CHANGE AND GREEN GROWTH**

With regards to Climate Change and Green Growth, Thailand is in close consultation with the World Bank on the next step forward and will report progress at the earliest opportunity.

The presentation by the World Bank at the HLBD on 31 March 2017 on this project appears in **Appendix 7**.

#### **IV. EMERGING PARTNERSHIPS ON SUSTAINABLE DEVELOPMENT WITH OTHER PARTNERS**

In its capacity as ASEAN Coordinator on Sustainable Development, Thailand has been engaging in dialogue with other partners to explore practical ways and potential project ideas to advance cooperation on sustainable development. These partners include the European Union and other Dialogue Partners, as well as Switzerland, Norway and Germany.

##### **a. ASEAN-EU DIALOGUE ON SUSTAINABLE DEVELOPMENT**

Thailand will host the ASEAN-EU Dialogue on Sustainable Development on 17 November 2017 in Bangkok. This was one of the outcomes from the 21<sup>st</sup> ASEAN-EU Ministerial Meeting held in Bangkok in October 2016. The Meeting will comprise a high-level segment to which interested Ministers could attend. The high-level segment is expected to be co-chaired by the Thai Foreign Minister and the European Commissioner on International Cooperation and Development. It is expected that senior representatives/experts from 40 delegations of ASEAN and the EU, including Member States, will participate in the Dialogue.

The objective of the meeting is for ASEAN and the EU Member States to share experiences and best practices on how regional integration can help support SDGs attainment. Topics of interest such as inclusive growth, gender mainstreaming, and climate change will also be discussed.

##### **b. ASEAN-CHINA-UNDP RESEARCH AND SYMPOSIUM ON FINANCING FOR SDGs' IMPLEMENTATION IN ASEAN**

The ASEAN Secretariat, particularly Mr. Vongthep Arthakaivalvatee, Deputy Secretary-General for the ASEAN Socio-Cultural Community, China and UNDP, in cooperation with the Mae Fah Luang Foundation of Thailand, will co-host the ASEAN-China-UNDP Symposium on Financing the Implementation of the SDGs in ASEAN in order to enhance sustainable development in ASEAN.

The event will be held in 21-22 August 2017 in Chiang Rai, Thailand. This is a follow-up to the meetings that took place in the ASEAN region in 2016 and seek to address practical challenges to attaining SDGs, including generating financing to fund SDG-related project ideas.

##### **c. CONSULTATIONS WITH SWITZERLAND, NORWAY AND GERMANY**

Consultations are ongoing with Switzerland, Norway and Germany to explore additional project ideas that would support the development of regional catalysts for advancing the SDGs in the region as a whole. These project ideas would be reflected in the evolving plan of actions between ASEAN and

these partners, as appropriate. These ongoing dialogues would supplement existing cooperation in specific development cooperation projects already taking place, such as those involving GIZ and the ASEAN Secretariat.

## **V. RECOMMENDATIONS:**

In the immediate term, ASEAN could focus on several key action lines

a. Continue and finalize consultations on the Complementarities Report to be submitted to the upcoming 9<sup>th</sup> ASEAN–UN Summit in November 2017.

b. Encourage ASEAN Member States to continue to cooperate with UNDP in conducting the ASEAN MY World survey, especially with regards to the dissemination of the survey.

c. Invite all ASEAN Member States to participate in follow-up activities to be held in September 2017 in New York such as the launching of the ASEAN MY World survey and the activity to promote women economic empowerment in ASEAN. Details of these activities will be circulated to Member States at the earliest opportunity.

In the medium term, the regular track project ideas will be explored further, with a view to having more detailed project development based on ASEAN priorities. In this connection, there will also be more direct engagement between various partners and specific ASEAN sectoral bodies, in order to ensure that there is broader support amongst various stakeholders in ASEAN.

In the long term, discussions may also have to focus on how to enhance coordination amongst ASEAN bodies in the various priority areas under the Complementarities Initiative and other tracks of cooperation with other partners on specific sustainable development issues. Similar efforts would also need to be undertaken with regards to coordination of efforts across all three pillars of the ASEAN Community. At an appropriate time, a review process will be undertaken to visit these issues, with a view to enhancing the effectiveness of promoting ASEAN cooperation in sustainable development.

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**Chart on Platforms for ASEAN Cooperation on  
Sustainable Development**



## Chart on Platforms for ASEAN Cooperation on Sustainable Development





**Matrix on Sustainable Development Cooperation  
Project Ideas in ASEAN**



## MATRIX ON SUSTAINABLE DEVELOPMENT COOPERATION PROJECT IDEAS IN ASEAN

PROJECTS	KEY PARTNERS					
	UN ESCAP	UNDP	UN Women	World Bank	ASEAN Secretariat	Dialogue Partners
<b>FAST-TRACKED PROJECTS</b>						
Complementarities Report	✓				✓	
ASEAN MY World Survey		✓			✓	
Economic Empowerment of Women			✓		✓	
Addressing Malnutrition and Stunting				✓	✓	
ASEAN Centre of Active Ageing and Innovation				✓		
<b>REGULAR PROJECTS</b>						
Integration of Services Sector				✓		
Climate Change and Green Growth				✓		
ASEAN-EU Dialogue on Sustainable Development					✓	EU
ASEAN-CHINA-UNDP Research and Symposium on Financing for SDGs' Implementation in ASEAN		✓			✓	China



## **Appendix 1: Outline of the draft Complementarities Report**



# **ESCAP-ASEAN Initiative on Complementarities between the ASEAN 2025 Blueprints and the United Nations 2030 Agenda for Sustainable Development**

## **Short note on the Initiative and Draft Proposed Outline for the 2017 Report**

### **CONTEXT**

The development of effective regional and sub-regional approaches will be imperative for the coherent implementation of the 2030 Agenda alongside regional and sub-regional agendas. Regional cooperation and institutional support creates value on dealing with transboundary challenges such as environmental degradation, energy security, and natural disasters. Regional cooperation can help to share diverse resources for mutual advantage. In the case of Asia and the Pacific, sub-regional cooperation is also of a paramount importance given the vast coverage of Asia-Pacific as well as the strong sub-regional connections in the region.

As one of the most dynamics sub-region of Asia-Pacific, the South-East Asia has also one of the most comprehensive sub-regional agendas; the ASEAN 2025 Vision and the relevant ASEAN 2025 Blueprints.

The ASEAN Community Vision 2025 and the United Nations 2030 Agenda for Sustainable Development complement each other with shared principles and values of people-centred development and 'leaving no one behind'. Furthermore, the ASEAN Vision 2025 document explicitly recognizes the complementarities of both agendas.

The SDGs created a new economic and social multi-sectoral contract between member states and the people of the world. From the regional, or ASEAN perspective the ASEAN member states have also created a social contract with its people when the Community adopted the Vision 2025. The 2030 Agenda and the ASEAN 2025 Vision share the same principal values.

The need for peace, stability and justice is a centerpiece in both Agendas. Also both of them prioritize inclusive approaches for sustainable economic development. Both of them are promoting the reduction of inequalities and give special emphasis to women, children, the elder, persons with disabilities, and vulnerable groups. Both of them are aspiring for peaceful societies and a human-based approach to development.

Recognizing the need to support the ASEAN member states action on implementing both the 2030 Agenda and the ASEAN 2025 Vision, the UN and the ASEAN have started an extensive dialogue. Highlights of this dialogue include the following:

- ASEAN Foreign Ministers and UN Secretary-General had dialogue on promoting the complementarity of the ASEAN Community Vision 2025 and the 2030 Agenda for Sustainable Development in early 2016 in New York.
- Follow-up working level discussions were held thereafter and a meeting on June 2016 between Thailand's National ASEAN Secretariat (Thai Ministry of Foreign Affairs) and ESCAP brainstormed on a series of activities for developing links between ASEAN Community at the regional level in achieving the SDGs.
- During the UN GA High-level segment on September 2016, the Thai ministry of Foreign Affairs organized a side event on "Regional Dimensions of Promoting Sustainable Development: Developing Complementarities between the 2030 United Nations Agenda for Sustainable Development and the ASEAN Community Vision 2025". The ESCAP Executive Secretary and the ASEAN Deputy SG addressed the event with key-notes.

All these activities have created the necessary political momentum for the UN-ESCAP and ASEAN to operationalize this cooperation on the "Complementarities between the 2030 Agenda and the ASEAN Vision 2025" and create value for countries in South-East Asia.

Within this context the main objective of the complementarities initiative is to enhance the capacities of ASEAN member countries and the ASEAN community as a whole to develop strategies and policies that leverage the complementariness between the ASEAN 2025 Vision and Blueprints and the 2030 Agenda for Sustainable Development and therefore contribute to all SDGs and at the same time strengthen the ASEAN integration process.

## **ACTIVITIES AND MILESTONES**

**1. High-level meeting.** A high-level meeting between the ESCAP Executive Secretary, the ASEAN Secretary General, Ministers of Foreign Affairs or ASEAN countries and other selected partners (e.g. World Bank) will be organized in 31<sup>st</sup> March 2017 and back to back with the Asia Pacific Forum on Sustainable Development (APFSD). The high-level meeting will formally launch the "Complementarities Initiative".

**2. Complementarities report** (see preliminary draft outline in the next section). On preparing the Complementarities report the following activities will need to be also organised:

- **Preparatory Expert Group Meeting:** An Expert Group Meeting attended by a representative of each ASEAN country, as well as selected regional experts, will review an interim draft of the report and provide recommendations towards its finalization.
- **Coordination Meetings:** Two working-level meetings will need to be organised with teams from ASEAN Secretariat, Thai MFA representatives and ESCAP.

**3. Follow up activities.** Potential follow up activities after the launching of the report might include:

- **Meeting of ASEAN Parliamentarians on the 2025 Vision and 2030 Agenda:** Thai MFA and the parliamentary committee looking at SDGs are supporting the organization of a meeting of Parliamentarians on SDGs and the ASEAN 2025. This will be done together with the involvement of ASEAN Inter-Parliamentary Assembly.
- **Meeting of Business Leaders on Complementarities.** As per proposal from ASEAN a meeting with business leaders could be organised to advocate the need to practically address the complementarities and invite business champions' initiatives.
- **Policy mainstreaming initiatives.** Mainstreaming policy recommendation from the report into national and regional strategic and programmatic documents and plans.
- **Complementarities grants.** Given that there is availability of funds ESCAP and ASEAN can manage a programme/fund that will give small grants for implementation of projects that showcase complementarities at the practical level.
- **Complementarities awards.** ASEAN wide as well as national awards can be instituted to recognise specific efforts of public and private institutions on promoting integrated solutions that highlight the complementarities



## PRELIMINARY DRAFT OUTLINE OF THE COMPLIMENTARITIES REPORT<sup>1</sup>

1. Forewords (2 pages)
2. Executive Summary (2-4 pages)
3. Introduction (2 pages)

This section will explain the purpose, scope and audience of the report. The introduction will explain that this is the inaugural report of a series to come and as such it is setting up the framework of “Complementarities” and focuses on identifying priority areas in which synergies in the implementation of both agendas could be sought, and provide recommendations for action. The introduction will also mention that after the launching of the report other projects and activities under the “Complementarities Initiative” could be launched such as a “Complementarities award” a “Complementarities ambassador” etc.

4. Complementarities of Principles and Values (2-4 pages)

The SDGs created a new economic and social multi-sectoral contract between member states and the people of the world. From the regional, or ASEAN perspective the ASEAN member states have also created a social contract with its people when the Community adopted the Vision 2025. If we look carefully at the 2030 Agenda and the ASEAN 2025 Vision we will observe that they share the same principal values.

This section will present and discuss the common and complementary objectives and principles that underpin both the ASEAN 2025 Blueprints and the 2030 Agenda for Sustainable Development (e.g. people-centered/people-oriented, leaving no one behind, participation, regional/global partnerships).

The ASEAN Vision 2025 explicitly recognizes the “*complementarity of the United Nations 2030 Agenda for Sustainable Development with the ASEAN community building efforts to uplift the standards of living for the people*”. This chapter will study in depth the value propositions of the two agendas and specify the

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<sup>1</sup> The report will compare and synchronize complementarities between the ASEAN 2025 vision and the 2030 Agenda. It could be published periodically, however for the first year (2017) it will be used to better define what the complementarities between the two initiatives are and policy actions needed to implement follow up activities.

complementarities and how these can provide a basis to develop solutions and take action for achieving both agendas.

Inclusiveness, resilience as well as economic empowerment of women are main focus of the ASEAN 2025 Vision and the 2030 Agenda, and will be addressed *inter alia* in this section of the report

## 5. Complementarities in selected Cross cutting areas (10-12 pages)

This section will present and analyse the complementarities between the ASEAN 2025 Blueprints and the 2030 Agenda for Sustainable Development in selected cross-cutting areas, and provide a baseline on key regional issues. The selection of areas will be determined in coordination between ESCAP, Thai MFA and ASEAN Secretariat. On the basis of previous discussions the following areas could be used to demonstrate the complementarities:

- **Resilience** is a key subject in both the 2030 Agenda and the ASEAN Vision 2025. Disasters resilience, cities resilience and resiliency of agriculture are some of the many common areas that the two agendas are targeting.
- **Infrastructure.** The SDGs specifically target on the “*development of quality, reliable, sustainable and resilient infrastructure, including regional and trans-border infrastructure, to support economic development and human well-being*”. The ASEAN 2025 Economic Blueprint has specific infrastructure related objectives such as on “*Improving and expanding connectivity and destination infrastructure*” and on undertaking “*regional and national programmes to upgrade the technical capacity and physical infrastructure for effective and efficient conformity assessment*”. In other words the ASEAN 2025 Vision has identified specific areas of economic development in which infrastructure needs to be developed and this is inline with the specific SDG on infrastructure.
- **Sustainable Consumption and Production.** The 2030 Agenda includes one entire goal on SCP and the ASEAN Socio-cultural blueprint includes also a specific area on SCP. There is connection even at the level of specific targets. One of the strategic areas for SCP in the ASEAN is to “*Enhance capacity of relevant stakeholders to implement sound waste management*”

and energy efficiency". The target 4 of the SCP goal is on "achieving environmentally sound management of chemicals and all waste".

- **Poverty eradication.** Poverty eradication is a key subject in both the ASEAN 2025 Vision and the 2030 Agenda. Poverty eradication is also a key objective in national development plans of developing countries and countries with special needs.
- **Sustainable Management of Natural Resources.** There are a number of SDGs and targets that are directly addressing issue relates to management of natural resources such as water management, resource efficiency, management of biological resources. The 2025 Vision is also giving specific emphasis on natural resources as foundations for sustainable economic development.

## 6. Possible priorities for action and way forward (6-10 pages)

Taking stock of the analysis in the previous section, this section will suggest priority areas in which synergies in the implementation of both agendas could be sought, and provide recommendations for action. The section will also highlight the need for resource mobilization on going forward with specific projects and activities.

### **Data Annex**

The report could be complemented by a data Annex that will present status (for 2017) or progress (for consequent years) on specific areas that identified under Chapter 5.



## **Appendix 2: ASEAN My World Project Proposal Package**





## PROPOSED PROJECT TIMELINE

Phase 1: April – December 2017  
Phase 2: January 2018 – December 2019

## BACKGROUND

The 2030 Agenda for sustainable development is widely acknowledged as presenting great opportunities for countries in ASEAN community but it is also recognised that will require tailored and special support in implementing the SDGs especially from the peoples of the Community.

The ASEAN Community Vision 2025 and the 2030 Agenda shared the same principles and values of people-centered development and leaving no-one behind, balancing the relationship between human needs and their environment, recognizing the implicit linkages between peace and sustainable development, as well as between economic growth, sustainability and decent work, and acknowledging that no single group or entity can do it alone, hence the critical role of partnerships in implementation.

Whilst it is important to build upon the Post-2015 process and Global Conversation, sustaining meaningful and consequential peoples' engagement in the monitoring and evaluation of SDG implementation to hold government and key stakeholders accountable, poses a major challenge particularly in the Region. Having a universal agenda with local results will mean stakeholders sharing a collective vision whilst translating efforts and solutions into the local (sub-national, national and regional) contexts and using appropriate measures of accountability.

## SITUATIONAL ANALYSIS

The challenge facing the world today is not just about finishing the unfinished business of the MDGs, but also the need to look at the major challenges facing the world which were not addressed directly by the MDGs. The increasing incidents of conflict leading to unprecedented levels of migration and displacement and the devastating effects of climate change are some of the issues that need urgent attention both in developed and developing countries. These are issues that go beyond particular country and therefore require concerted efforts at regional and global level.

Experience with implementation of the MDGs also tells us that multi-stakeholder participation and inclusion were key drivers of its success. However, public awareness and ownership to both the Agenda 2030 and ASEAN Vision 2025 are still minimal though both the Agenda 2030 and Vision 2025 are focused on people and their prosperity; balancing the relationship between human needs and their environment, recognizing the implicit linkages between peace and sustainable development, as well as between economic growth, sustainability and decent work, and acknowledging that no single group or entity can do it alone, hence the critical role of partnerships in implementation, based on the fundamental principle of leaving no one behind, people-centered and ensuring a life of dignity for all everywhere. Having a universal agenda with local results will mean stakeholders sharing a collective vision whilst translating efforts and



solutions into the local contexts and using appropriate measures of accountability.

## AIMS AND OBJECTIVES

This project is designed to address the challenges of peoples' participation and inclusion in the national and regional development process in ASEAN community including deepening understanding on the risks and constraints that could impact SDGs implementation and what action/solution could be taken to accelerate progress. Specifically, the project will:

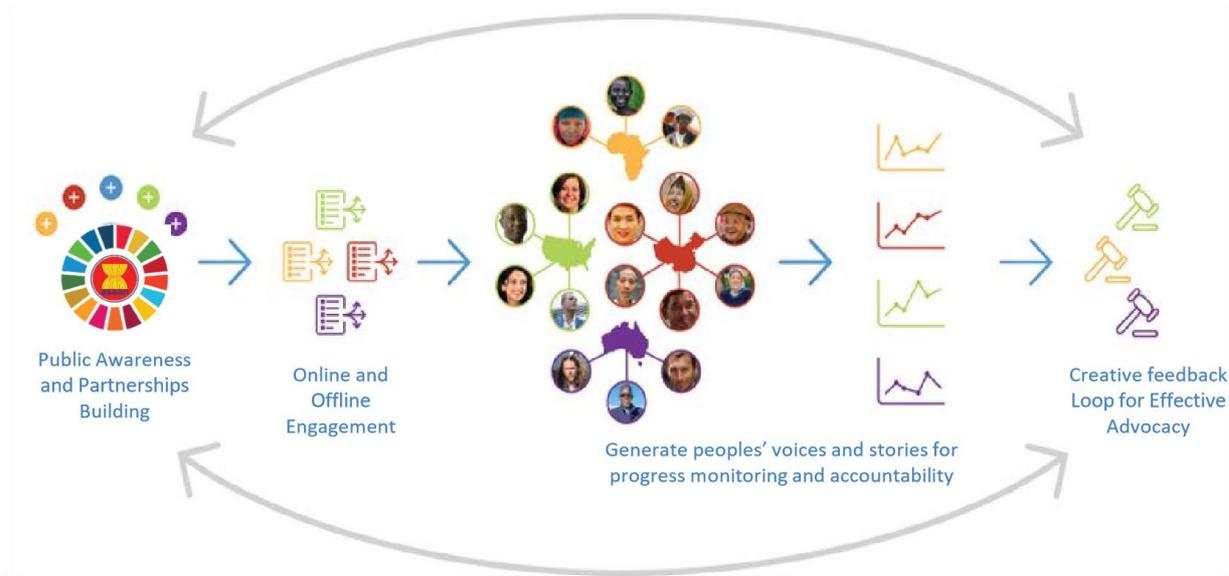
1. Build awareness and ownership of the SDGs and ASEAN Vision 2025 among public and stakeholders to help strengthening the sense of belonging and regional identity in the making of a people-centred, people-oriented ASEAN with an increasing role in the global community.
2. Provide immediate and practical support for multi-stakeholder engagement in SDG implementation through provision of real time people-driven data on priorities as well as feedback on progress of implementation, challenges and lessons learnt among the ASEAN community.
3. Results/findings generated from public engagement exercises would help ASEAN Member States in identifying and prioritising the goals of the ASEAN Community Vision and the SDGs at the national and regional level, and subsequently could help shape policy recommendations leading to a guideline / plan of action for ASEAN Member States to achieve both goals together in a timely manner.
4. Further expand collaboration between ASEAN and UN agencies / UNDP in areas of development and also in enhancing the Complementarities Initiatives.

## STRATEGIC APPROACH

The Project will focus on popularizing the SDGs and ASEAN Vision 2025 through innovative and creative communications mechanisms and engagement with relevant stakeholders. Existing efforts to mainstream and adapt the SDGs in ASEAN Community at the regional, national and sub-national levels will be mapped to identify gaps and potential areas where additional supports are needed.

Capitalising on the success and lessons-learned of the Post-2015 Global Conversation (project such as MY World 2015 global survey (over 10 million people in 194 countries), the WorldWeWant 2015 and Humans of MY World etc), these adaptable platforms for peoples-generated data and engagement will be tailored to an ASEAN Edition aims to build public awareness and understanding for the SDGs among the people of the ASEAN community while enhancing awareness of its 2025 vision.

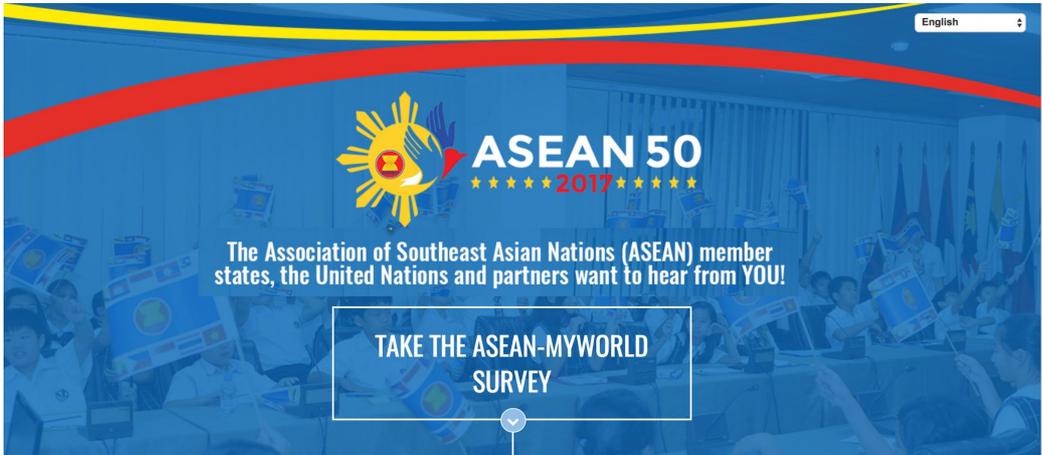
Taking into account the complementarities between the SDGs and the ASEAN vision 2025 blueprints, the Campaign will facilitate and encourage the collection, collation and analysis of independent people-generated data to complement official data collection efforts and provide a "people's perspective" on programme implementation and spark a conversation between peoples and key stakeholders, the states and decision makers at various levels.



Under this overarching **public engagement and advocacy approach**, the following three outputs will be pursued:

**Output 1: Generate peoples' driven data for prioritization of the agenda, progress monitoring and public accountability**

[MY World 2030 Global Survey](#) has been developed as an adaptable platform for citizen-generated data and engagement with the SDGs at a global, regional level and national allowing people to provide feedback on the implementation of the SDG agenda to their governments through generation of perceived progress, constraints and lessons learnt. The initiative will collect citizen data at national level to enhance report back on SDG progress whilst also building and facilitating dialogue between citizens and policy and decision makers such as parliamentarians, Local Governments. Such citizen-state processes will enable leaders hear and act on a 'people's perspectives' of progress in the implementation of the new agenda at different levels.



**MOCK-UP DESIGN OF MY ASEAN SURVEY LANDING PAGE**

The step by step implementation and mobilization of MY ASEAN 2030 will include:

1. Create and roll out MY ASEAN Survey at scale and in ASEAN national languages. The initial phase of the project will focus on the community survey edition, which aims to collect regionally comparable data to build awareness, help us to understand specific priorities with regards to the SDGs and track progress of the SDGs according to people’s perception. In additions to the 3 standard questions, 1-2 questions related to ASEAN community vision will be included in the survey. Data will be collected through different outreach streams making sure we reach the marginalized and grassroots communities in partnerships with the governments, UNCT/UNDP COs and MY World strategic partners. Initial results and best practices from the first phase will be presented at the UN-ASEAN Summit (and/or other policy moments). This is particularly useful to set an initial baseline and as an exercise to know what are the priorities of the people and use this information to inform local, national and regional planning.

2. Develop and Distribution of partner toolkits on how to engage with MY ASEAN survey, including the methodology for building out a national, sub-national survey and an adaptable 360 degrees outreach streams (online, face-2-face, mobile) and communications toolkits etc.

**MY WORLD. LA ENCUESTA GLOBAL DE LAS NACIONES UNIDAS PARA UN MUNDO MEJOR.**

FECHA (aaaa/dd/mm)

INFORMACIÓN SOBRE LOS SOCIOS DE MI MUNDO

INFORMACIÓN SOBRE EL VOTANTE

SEXO  M  F AÑO DE NACIMIENTO

PAÍS

ESTADO/REGIÓN

CIUDAD/PUEBLO

E-MAIL

NÚMERO DE MÓVIL

EDUCACIÓN  PRIMARIA PARCIAL  PRIMARIA COMPLETA  SECUNDARIA COMPLETA  TERCIARIA

Al completar este cuestionario, doy mi palabra de que este es mi único voto en la encuesta mundial de Mi Mundo. Me comprometo a no votar más de una vez.

1) ¿Tienes conocimiento de los Objetivos de Desarrollo Sostenible u "Objetivos Globales" firmados por 193 líderes mundiales en Naciones Unidas en Septiembre del 2015?  sí  NO

2) ¿Cuáles **seis** de estos Objetivos Globales son más importantes para ti y tu familia?

	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fin de la pobreza	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hambre cero	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Salud y bienestar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educación de calidad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Igualdad de género	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agua limpia y saneamiento	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Energía asequible y no contaminante	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trabajo decente y crecimiento económico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Industria, innovación e infraestructura	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reducción de las desigualdades	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ciudades y comunidades sostenibles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Producción y consumo responsables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acción por el clima	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vida submarina	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vida de ecosistemas terrestres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paz, justicia e instituciones sólidas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allianzas para lograr los objetivos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3) ¿Qué tan satisfecho estás con el ritmo de progreso en tu país de los **seis** objetivos que priorizaste? En una escala de 1 (muy insatisfecho) a 5 (muy satisfecho)

	1	2	3	4	5
Fin de la pobreza	<input type="checkbox"/>				
Hambre cero	<input type="checkbox"/>				
Salud y bienestar	<input type="checkbox"/>				
Educación de calidad	<input type="checkbox"/>				
Igualdad de género	<input type="checkbox"/>				
Agua limpia y saneamiento	<input type="checkbox"/>				
Energía asequible y no contaminante	<input type="checkbox"/>				
Trabajo decente y crecimiento económico	<input type="checkbox"/>				
Industria, innovación e infraestructura	<input type="checkbox"/>				
Reducción de las desigualdades	<input type="checkbox"/>				
Ciudades y comunidades sostenibles	<input type="checkbox"/>				
Producción y consumo responsables	<input type="checkbox"/>				
Acción por el clima	<input type="checkbox"/>				
Vida submarina	<input type="checkbox"/>				
Vida de ecosistemas terrestres	<input type="checkbox"/>				
Paz, justicia e instituciones sólidas	<input type="checkbox"/>				
Allianzas para lograr los objetivos	<input type="checkbox"/>				



**BECOME A PARTNER**



**COLLECT DATA**

**OFFLINE – ONLINE – MOBILE PHONE OUTREACH STREAMS**

3. Customized national, sub-national and thematic bespoke surveys [Phase II]: The customised edition would involve tailoring the sets of questions from the [SDG questions library](#) (over 80 policy-validated and field-tested questions). Collected data can be mapped against and contributed to the 5 Complementarities focused areas, the 3 pillars of ASEAN 2025 blueprints and the SDGs progress. This data could feed into official monitoring efforts both locally and regionally and contribute to an enhanced mechanism for the effective monitoring and implementation of the goals and to gather deeper understanding of issues more relevant to their national context.

**Output 2: Creative Communications and Innovative tools to raise awareness and build public engagement for the SDGs and ASEAN 2025**

The UN SDG Action Campaign will make use of its comprehensive package of communications, advocacy, data analysis, multi-stakeholder partnerships and public engagement tools and services to support UN Country Teams and other national stakeholders. The Campaign will facilitate the adaptation and dissemination of tools to support SDG roll out at country level with particular emphasis on the provision of support to both online and offline streams to strengthen the interface between governments and citizen. The UN SDG Action Campaign has a stakeholder database of currently over 500,000 contacts, which will be instrumental in ensuring inclusivity of outreach efforts within countries.

The awareness creation activities will include:

1. Create and curate Humans of ASEAN project: We know that personal stories can help shine a light on how development issues apply to individuals at the local level. To complement MY ASEAN data visualizations, behind the vote, there’s a personal story that deserves to be told. To date, youth advocates have conducted thousands of interviews with real people in over 40 countries. The toolkit (<http://bit.ly/2dtueZH>), which is a step-by-step guide to undertake this visual-storytelling campaign that helps to capture human stories behind the goals, these stories are compiled and edited in English and national languages then showcased along with photos via facebook page, but they have also become an important source for national reports and global and national exhibitions.



“My home is in a forest, 4 hours from here. When my daughter finishes school, I want her to be able to work where she lives. The hardest part about working so far from home: Missing out on so much! Sometimes when I get home, I feel more like a visitor. My daughter’s little hugs help a lot though.”

- Bangkok, Thailand

**: STORY-TELLING PROJECT**

2. Curation of open creative contents and provide strategic communications guidance to partners at the regional and country level: The Campaign will facilitate access to innovative communications tools that have been proven to work and make them accessible to partners at the country level for use in SDG awareness raising. The package will include scripts for webinars, training and general guidance on building ownership and stakeholder buy-ins. Furthermore, the Project's activities will be actively promoted via the SDG action partner platform and all relevant outreach network to sustain continued engagement with civil society, youths, Faith Based Groups, UN Agencies and private sector partners and other potential partners.

3. Call for an ASEAN Day or Week of Action to mobilise, engage, vote and advocate for the Agenda/ASEAN Vision. This 'Goals' day would be an opportunity for public engagement moments in iconic settings, social media campaigns, lessons in schools, radio campaigns and people's feedback on progress around the Goals through the MY World survey and other gathered findings. To produce this day we would look to partner with ASEAN Secretariat and member states, Project Everyone, SDG Advocates, UNDP Goodwill Ambassadors, UN wide-system and a large network of youth and civil society actors in the Region. Media partnerships for special campaign during days of action, including engagement of celebrity, you-tubers and high-profile figures. Suggested dates could be: ASEAN Anniversary, ahead of ASEAN Summit, UNGA (Sept) etc.



**VE ACTIVITIES DURING DAY / WEEK OF ACTION**

**Output 3: Facilitate inclusive peoples' dialogues and participation for accountability and creative feedback loop for policy advocacy and solutions for implementation**

Various outreach mechanisms will be deployed to facilitate the conversation between decision makers and their constituencies. This includes bringing the voices of ordinary people into the decision-making process through innovative data visualizations and creative storytelling, and facilitating multi-stakeholder engagement processes.

1. Create an ASEAN space on World We Want 2030 platform to initiate and host demand-driven e-consultations on topics and issues of regional interest, including facilitating engagement mechanism at regional, national and grassroots level. An ASEAN focused e-consultations intended to ensure the voices of the most marginalized communities are fed into key development moments at the regional, national and local level.



**WORLD WE WANT 2030 LANDING PAGE**



**WORLD ASEAN WANT E-SPACE**

2. Encourage local level advocacy programme such as youth debate, national campaign presentations, town-hall / school-hall hearings etc. by using the generated data and content to spark a conversation at the local level to bring about change via creative solutions, local actions, correspond policy & resources.

3. Inclusion of content generated in open exhibits (We the Peoples Data Playground / Hub) strategically produced as part of high level political moments like ASEAN Summit, High-Level Political Forum for the review and follow-up of the SDG, UN General Assembly and other at the national and regional level, to showcase the results and voices of the ASEAN people, targeting general public and more especially decision makers.



**PEOPLES DATA PLAYGROUND**

## EXPECTED RESULTS

- Increased in public awareness, understanding and engagement for the SDGs and ASEAN Community 2025 Vision which helps strengthening the sense of belonging and regional identity in the making of a people-centred, people-oriented ASEAN with an increasing role in the global community.
- Results/findings from the survey would help ASEAN Member States in demonstrating peoples' aspiration towards the ASEAN Community Vision and the SDGs at the national and regional level, and subsequently could help shape policy recommendations leading to a guideline / plan of action for ASEAN Member States to achieve the agenda/vision in a timely manner.
- The results from the customised edition adapted at the country which tailors the sets of

questions from the SDGs question library (almost 100 policy-validated designed and field-tested questions) and aligning to the 3 pillars of ASEAN 2025 blueprints. This is particularly useful to inform local and national planning. The data could feed into official monitoring efforts both locally and regionally and contribute to an enhanced mechanism for the effective monitoring and reviews of both the SDG progress and the ASEAN blueprints.

- Both the results from the survey and mobilized communities/stakeholders would further benefit mutual collaboration between ASEAN and UN agencies / UNDP in areas of development and also in enhancing the Complementarities Initiatives.
- Enhanced dialogues between decision makers, such as parliamentarians, local governments, mayors, and the people, in particular young people in order to contribute a “people’s perspective” on how to implement the new agenda at different levels and establish accountability mechanisms.

## **PROPOSED SCOPE OF THE INITIATIVE**

For the first phase of this project will be carried out in March - December 2017, the initiatives will be focused around designing the community survey and related tools (communications, online consultations etc.) for test run at the regional level. Initial people-generated data and voices will be presented at during key policy moments from November – December 2017.

Second phase of this project is a full launch of the survey in beginning of 2018 for data collection and design of the customised (and representative) survey in each of the country using the sets of questions from the SDGs question library (over 100 policy-validated and field-tested questions) and aligning to the 3 pillars of ASEAN 2025 blueprints. This is particularly useful to set an initial baseline and as an exercise to know what are the priorities of the people and use this information to inform local, national and regional planning. This data could feed into official monitoring efforts both locally and regionally and contribute to an enhanced mechanism for the effective monitoring and implementation of the goals.

## DETAILED TABLE OF PROPOSED ACTIVITIES for Phase I [March – December 2017]

(Full workplan with detailed timeline will be submitted in tandem with the agreement)

Output	Activity Description	Deliverables	Timeline
<b>1. Generate peoples' driven data for SDG monitoring and accountability</b>	<ul style="list-style-type: none"> <li>• Create a community 'MY ASEAN' survey with additional 2-3 important questions for citizens on topics relating to the Sustainable Development Goals and ASEAN vision 2025</li> <li>• Coordinate with ASEAN member states and stakeholders to finalise the standard questions</li> <li>• Coordinate with U-report, GeoPoll to ask some of these same questions via SMS to a potential 1 million youth mainly in Indonesia and the Philippines.</li> <li>• 360 degrees Roll-out mechanisms: Online, Offline and Mobile toolkits for strategic partners.</li> <li>• Building creative assets for public engagement around the survey:</li> <li>• Generate the result/findings to feed into relevant key policy advocacy moments: HLPF, UNGA, ASEAN Summit etc.</li> </ul>	✓ The bespoke, designed survey for regional roll-out available online and offline. Unique online platform (e.g. <a href="http://www.myworld2030.org/ASEAN">www.myworld2030.org/ASEAN</a> ) – creation and maintenance.	April - May 2017
		✓ Translation of the survey and toolkits in 10 official languages (plus English).	July 2017
		✓ Create toolkit with methodological partners for civil society enumerators to help guide grassroots mobilisation for the survey.	July 2017
		✓ Securing and managing CSOs and strategic partners in the region to take survey into the communities, especially at the grassroots level [UNV model]	July 2017
		✓ Mobile polling of up to 10,000 citizens per country (a probono deal with mobile operator such as GeoPoll and U-	OPTIONAL
		✓ Liaise and strategise with existing communication agency to maximize promotion of the survey	July 2017
		✓ Outreach and communications tools available for CS and youth partners, UNDP COs and ASEAN related bodies for public roll out	Aug 2017
		✓ Launch of the initial survey [social media, ad placements, celebrity engagement, press conference	Aug 2017
		✓ Develop visualization and reporting mechanisms to present the initial results at ASEAN Summit. Specific focus on the digitally disconnected and marginalized, focus on gender, youth, etc.	Nov 2017
		✓ Digital visualization / infographics of results broken down by country, demographics	Dec 2017

10

Output	Activity Description	Deliverables	Timeline
<b>2. Creative Communications and Innovative tools to raise awareness and build public engagement for the SDGs and ASEAN 2025</b>	<ul style="list-style-type: none"> <li>✓ The Campaign will collaborate with existing civil society, women and youth partners such as AIESEC International (YouthSpeak), Scouts, WAGGGS, JCI International to amplify and disseminate messaging, and collect input</li> <li>✓ Story-telling initiative: Humans of MY World: ASEAN editions to share human stories behind the data for a compelling policy advocacy product.</li> </ul>	✓ Access to Campaign's extensive partnership network	Throughout
		✓ Access and curation of SDGs stories collected across the Humans of MY World Project for use in exhibitions / social media campaign	
		✓ Choreograph and coordinate the Day / Week of Action to officially launch the survey and mobilisation campaign both online and offline	Sep 2017
<b>3. Facilitate inclusive peoples' dialogues and participation for accountability and policy change</b>	<ul style="list-style-type: none"> <li>✓ Engage in qualitative discussions with stakeholders in ASEAN community (NGOs, Academics, Youth groups, UN agencies)</li> <li>✓ Create, host and moderate an open e-consultation on the <b>World We Want</b> platform to discuss challenges and comment on specific SDGs in the ASEAN countries to engage stakeholders in the regional development framework/blueprint by hosting a series of SDGs focused consultations to engage, visualise and analyse people's voices and actions on SDGs, sharing best practices and solutions to address local challenges.</li> </ul>	✓ Create and curate over 50 customized Humans of MY World stories with focused photos and stories from ASEAN Communities	Dec 2017
		✓ Platform design and technology setup and maintenance of the Consultation	July 2017
		✓ Moderate e-consultation (World We Want: ASEAN edition) including design of questions / themes and hosting on World We Want Platform	Aug – Sep 2017
		✓ Coordination local advocacy programme with key stakeholders e.g. youth-debate, townhall hearing in 2-3 countries	Nov 2017
		✓ Production of report with key findings and visualization of results gathered in Phase 1	Dec 2017
<b>Support costs and project management</b>	<ul style="list-style-type: none"> <li>• Project coordination and quality assurances for 10 months</li> </ul>	✓ Installation of 1 We the Peoples data playground interactive exhibition (estimated installation cost is around \$15,000) during the ASEAN Summit to feature generated data and peoples' voices, inspiring actions, innovative solutions, and to provide interactive space and open dialogues between individuals, stakeholders and ASEAN member states / decision-makers.	Either Nov 2017 or April 2018
		<ul style="list-style-type: none"> <li>✓ Midterm report and project monitoring &amp; assessment</li> <li>✓ Final narrative and financial report</li> <li>✓ Recommendation and proposed workplan for the next phase (scaled up activities for the next phase)</li> </ul>	Mar– Dec 2017

11

English

BURMESE

CHINESE

ENGLISH

VIETNAMESE

LAO

INDONESIAN

MALAY

KHMER

THAI

TAGALOG



### HAVE YOUR SAY

Association of Southeast Asian Nations (ASEAN) member states, the United Nations and partners want to hear from YOU!

**TAKE THE ASEAN-MYWORLD SURVEY**

#### ARE YOU AWARE OF THE ASEAN COMMUNITY VISION 2025?

YES  NO

In 2015, 10 Member States of the Association of Southeast Asian Nations (ASEAN), including Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam, endorsed the ASEAN Community Vision 2025, a roadmap for a more peaceful, stable region where people enjoy human rights and a higher quality of life, and the benefits of community building.

ASEAN Community Vision 2025 complements the 17 Sustainable Development Goals (SDGs) by promoting sustainable socio-economic development, and responding to environmental threats in order to improve the living standards of peoples of Southeast Asia. More information on the SDGs and ASEAN Vision can be found at the end of the survey.

YOU HAVE  
SELECTED  
0/6

#### ARE YOU AWARE OF THE SUSTAINABLE DEVELOPMENT GOALS OR 'GLOBAL GOALS' SIGNED BY 193 WORLD LEADERS AT THE UN IN 2015?

YES  NO

Which six of the following Global Goals are of immediate concern to you and your family?

Which six of the following Global Goals are of immediate concern to you and your family?

**ZERO HUNGER**

The situation on your chosen goal has got better, stayed the same or got worse over the past 12 months?

GOT WORSE      STAYED THE SAME      GOT BETTER

✓

	<b>GENDER EQUALITY</b> Achieve gender equality and empower all women and girls	✓
	<b>CLEAN WATER &amp; SANITATION</b> Ensure availability and sustainable management of water and sanitation for all	✓
	<b>NO POVERTY</b> End poverty in all its forms everywhere	✓
	<b>GOOD HEALTH AND WELL-BEING</b> Ensure healthy lives and promote well-being for all at all ages	✓

YOU HAVE  
SELECTED  
1/6

Which six of the following Global Goals are of immediate concern to you and your family?

	<b>NO POVERTY</b> End poverty in all its forms everywhere	✓
	<b>ZERO HUNGER</b> End hunger, achieve food security and improved nutrition and promote sustainable agriculture	✓
	<b>QUALITY EDUCATION</b> Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	✓
	<b>GOOD HEALTH AND WELL-BEING</b> Ensure healthy lives and promote well-being for all at all ages	✓
	<b>GENDER EQUALITY</b> Achieve gender equality and empower all women and girls	✓

YOU HAVE  
SELECTED  
0/6

	<b>CLEAN WATER &amp; SANITATION</b> Ensure availability and sustainable management of water and sanitation for all	✓
	<b>AFFORDABLE &amp; CLEAN ENERGY</b> Ensure access to affordable, reliable, sustainable and modern energy for all	✓
	<b>DECENT WORK &amp; ECONOMIC GROWTH</b> Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	✓
	<b>INDUSTRY, INNOVATION &amp; INFRASTRUCTURE</b> Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	✓
	<b>REDUCED INEQUALITIES</b> Reduce inequality within and among countries	✓
	<b>RESPONSIBLE CONSUMPTION &amp; PRODUCTION</b> Ensure sustainable consumption and production patterns	✓

YOU HAVE  
SELECTED  
0/6

	<b>SUSTAINABLE CITIES AND COMMUNITIES</b> Make cities and human settlements inclusive, safe, resilient and sustainable	✓
	<b>CLIMATE ACTION</b> Take urgent action to combat climate change and its impacts	✓
	<b>LIFE BELOW WATER</b> Conserve and sustainably use the oceans, seas and marine resources for sustainable development	✓
	<b>LIFE ON LAND</b> Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss	✓
	<b>PEACE, JUSTICE AND STRONG INSTITUTIONS</b> Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	✓
	<b>PARTNERSHIPS FOR THE GOALS</b> Strengthen the means of implementation and revitalize the global partnership for sustainable development	✓

YOU HAVE  
SELECTED  
0/6

	<p><b>NO POVERTY</b></p> <p>would you say the situation on your chosen goal has got better, stayed the same or got worse over the past 12 months?</p> <p> <input type="radio"/> GOT WORSE    <input type="radio"/> STAYED THE SAME    <input checked="" type="radio"/> GOT BETTER         </p>	
	<p><b>ZERO HUNGER</b></p> <p>would you say the situation on your chosen goal has got better, stayed the same or got worse over the past 12 months?</p> <p> <input type="radio"/> GOT WORSE    <input type="radio"/> STAYED THE SAME    <input checked="" type="radio"/> GOT BETTER         </p>	
	<p><b>QUALITY EDUCATION</b></p> <p>would you say the situation on your chosen goal has got better, stayed the same or got worse over the past 12 months?</p> <p> <input type="radio"/> GOT WORSE    <input type="radio"/> STAYED THE SAME    <input checked="" type="radio"/> GOT BETTER         </p>	
	<p><b>GOOD HEALTH AND WELL-BEING</b></p> <p>Ensure healthy lives and promote well-being for all at all ages</p>	
	<p><b>GENDER EQUALITY</b></p>	

YOU HAVE SELECTED  
3/6

**NEARLY THERE!**

Your votes will remain anonymous, but this basic data will help us understand you better.

 Male

 26

 Finished secondary

 Thailand

City / Town

 Bangkok Thailand

 NO



YOU HAVE SELECTED  
6/6



# ASEAN 50

★ ★ ★ ★ ★ 2017 ★ ★ ★ ★ ★

## Thank you for voting

Leave your email to stay in touch and join a network of citizens sharing their views with the United Nations.

More information on the global goals and ASEAN Vision can be found here:  
<https://sustainabledevelopment.un.org/sdgs>  
<http://asean.org/asean-2025-at-a-glance/>

\* indicates required

Email Address \*

Mobile Number





**Appendix 3: Presentation by UN Women on Economic  
Empowerment of Women**





# Women's Economic Empowerment: A Catalyst for Implementing the 2030 Agenda and the ASEAN Vision 2025

Anna-Karin Jatfors  
UN Women Deputy Regional Director,  
Asia and the Pacific

# WOMEN'S ECONOMIC EMPOWERMENT: CATALYST FOR ACHIEVING BOTH THE SDG'S AND THE ASEAN VISION 2025



Building a people-centered,  
people-focused ASEAN  
Community in which **all** people  
in the region enjoy their human  
rights and a higher quality of life.

# PERSISTENT GAPS IN ACCESS TO JOBS AND EQUAL PAY ACROSS THE REGION

Women's Labour Force Participation Rate (LFPR)

Gender Pay Gap

	1990	2013
East Asia and the Pacific	69%	<b>62%</b>



Global



East Asia and the Pacific



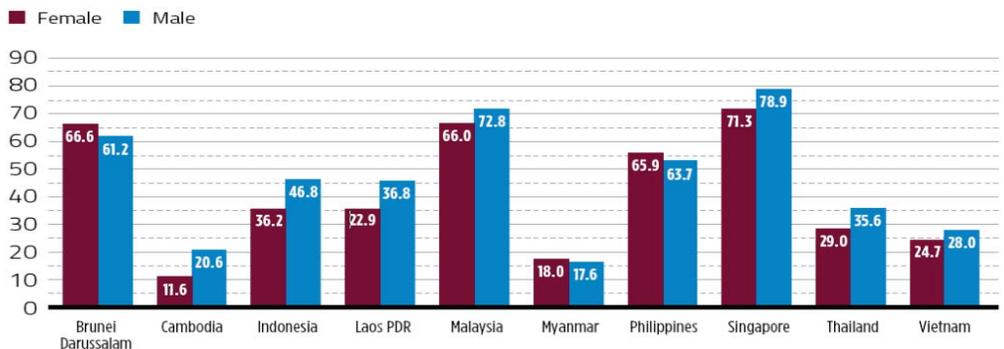
South East Asia (urban)



PROGRESS IN CLOSING GENDER GAP IN EDUCATION IN ASEAN...

**BOX 1A** Percentage of the population with at least secondary education (% ages 25 and older)

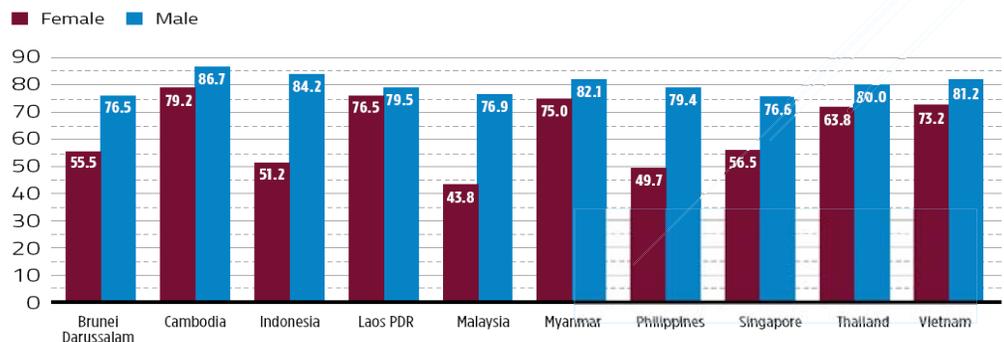
Data from 2006-2010



...BUT THIS DOES NOT TRANSLATE INTO EQUAL ACCESS TO LABOUR MARKETS

**BOX 1B** Labour force participation rate (% 15 years and over)

Data from 2011

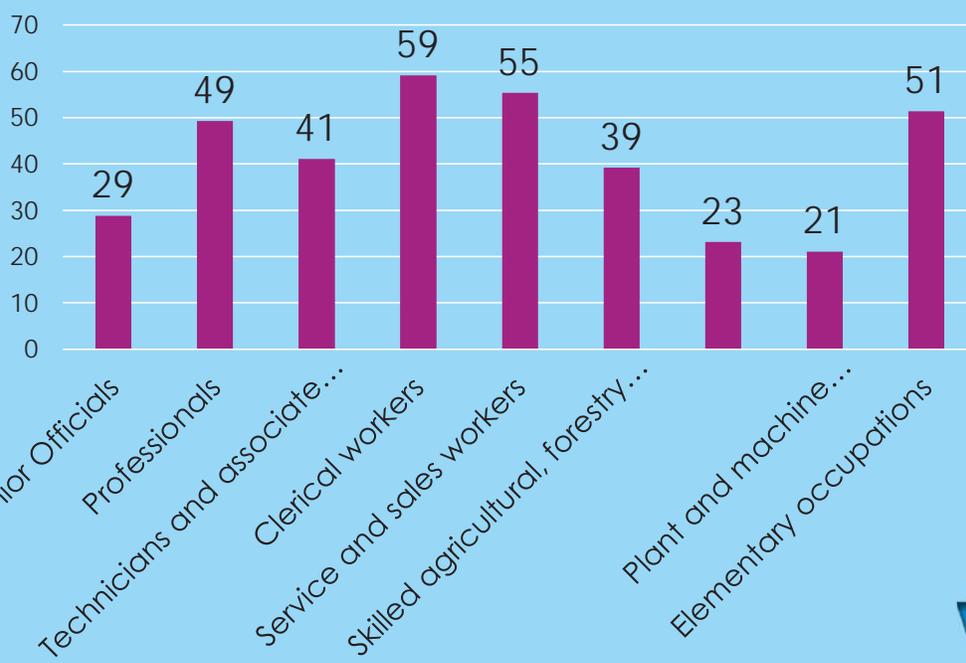


# UNPAID CARE WORK UNDERPINS ECONOMIC GROWTH, YET REMAINS LARGELY INVISIBLE

- ▶ **Women do the brunt of unpaid care work:** Married women in ASEAN do on average 3.5 hours more every day than married men
- ▶ The **unpaid care work** performed by women is **not incorporated into the calculation** of GDP or economic policymaking.
- ▶ Women's unpaid care work has tremendous economic value: In the Republic of Korea, for example, the total **value of time spent** on unpaid care and domestic work is estimated to be 18% of GDP.



# ADDRESSING GENDER SEGMENTATION IN ASEAN LABOUR MARKET



# ENSURING ASEAN ECONOMIC INTEGRATION WORKS FOR WOMEN

- ▶ **Close the education and skills gap** – especially in STEM – and support women to **participate in high-growth and trade-oriented sectors**
- ▶ **Promote women’s entrepreneurship**, including by ensuring equal access to markets and finance; and of course
- ▶ **Ensure availability of social protection** — including equitable family leave policies, child allowances, and old-age pensions, to address women’s poverty and reduce income inequality.
- ▶ **Expand quality and access of social services**, such as health care, child- and eldercare, and water and sanitation, to reduce the drudgery of unpaid care and domestic work and support women’s economic participation.
- ▶ **Review trade and migration policies** from a gender perspective

## NEXT STEPS: REGIONAL CATALYSTS FOR WOMEN’S ECONOMIC EMPOWERMENT

1. **Identify priority areas / catalysts at national and regional level** to enhance women’s economic empowerment in ASEAN – with a focus on key priority sectors – mid-2017
2. Cooperation between key ASEAN bodies (including ACW, ACWC and AWEN) and UN Women to **take forward the recommendations in implementing concrete follow-up projects** on women’s economic empowerment
3. Support **mainstreaming of gender equality and women’s empowerment** into the ASEAN community-building process and in the attainment of the SDGs

# RECOGNIZING THE CHANGING WORLD OF WORK

- ▶ **The Fourth Industrial Revolution and its effects on Women's Economic Empowerment**
  - ▶ Changes in work patterns and opportunities for new and different jobs offered by ICT
  - ▶ Addressing time-use and unpaid work
  - ▶ Health and Education benefits of ICT, will also benefit Women's economic empowerment
- ▶ **Need to ensure that positive developments in ICT support inclusivity:** majority of women are located in the lower end of the value chain, where technology will substitute labour (ie manufacturing jobs)
- ▶ **Need to ensure that women are equally involved in "green and agri-businesses"**



# POSSIBLE ENTRY POINTS FOR WOMEN'S ECONOMIC EMPOWERMENT



Strengthen the enabling environment for WEE at national and regional levels

Support more private sector engagement to advance WEE

Promote the participation and leadership of women's groups and associations in economic planning and programming



**Appendix 4: Presentation by the World Bank on  
Addressing Malnutrition and Stunting**



# COMPLEMENTARITIES FOR SUSTAINABLE GROWTH AND PROSPERITY FOR ASEAN



March 31, 2017

## Proposals for Sustainable Development and Boosting Shared Prosperity in ASEAN



### Unlocking the potential of [Services in ASEAN](#):

- In an environment of sluggish global growth, faltering trade, ASEAN Member States can unlock a source of growth and jobs ([SDG 1 & 8](#)) that has not yet been fully tapped that would reduce inequalities ([SDG 10](#))

Still, looking at sources of long-term growth, a few issues have received less attention than they deserve:

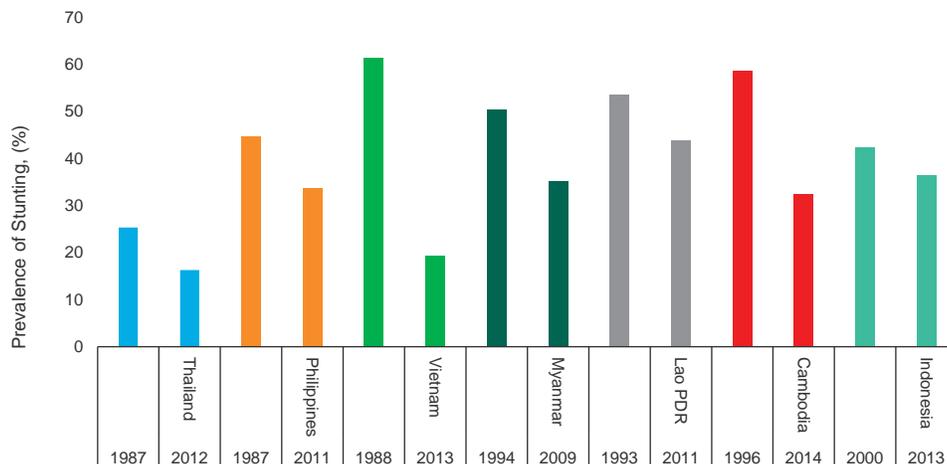
- Adopting more environmentally-friendly policies can help the transition of ASEAN towards [Sustainable and Resilient “Green Growth”](#) ([SDG 13](#)).
- [Improving Nutrition and Reducing Stunting](#) ([SDG 2, 3 & 6](#)) can help all children get an equal opportunity and improve ASEAN’s human capital.

## Nutrition and Stunting

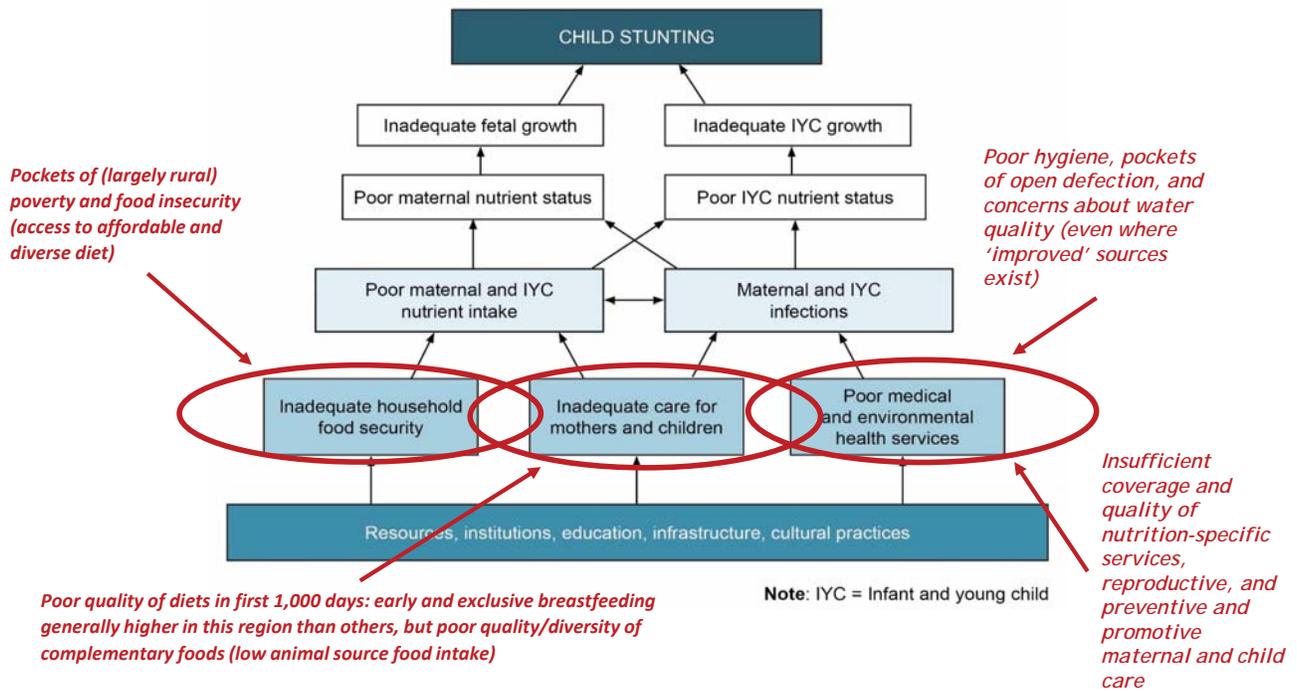


### Stunting Remains a Global Challenge, Especially so in ASEAN

UNDERNUTRITION IS PARTICULARLY PRONOUNCED IN SOME ASEAN COUNTRIES, AND  
PROGRESS IS SLOW



# Some Common Causes of Stunting Across ASEAN Countries



## What Can be Done: More Money for Nutrition and More Nutrition for the Money



Source: multiple sectors, and at multiple levels to implement 4 key processes and achieve nutrition results. Modified from SUN Movement Strategy. Myanmar, Cambodia, Lao PDR, Indonesia, Philippines are among 56 countries globally which have joined the Scaling Up Nutrition (SUN) Movement. SUN countries commit to setting national nutrition goals and working with multiple stakeholders, across

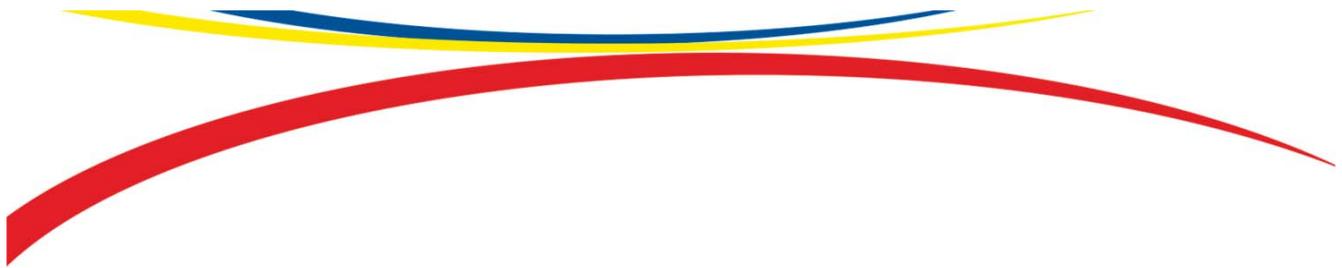




**Appendix 5: Presentation by UNDP on Regional Urban  
Climate Resilience Initiative (RUCRI)**



# ASEAN Complementarities: UNDP-supported Initiatives



## ASEAN Regional Urban Climate Resilience Initiative



# Building Resilient Cities

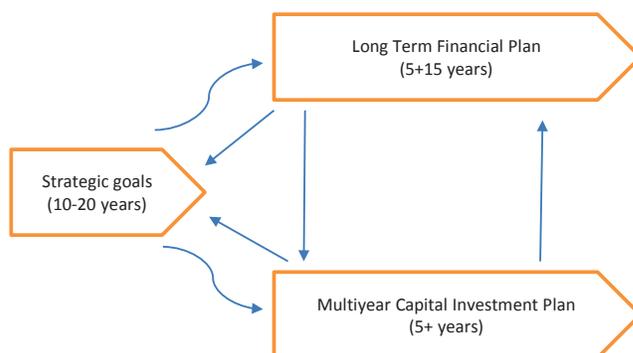
“Designing a dream city is easy. Rebuilding a living one takes imagination.”

Jane Jacobs

American-Canadian journalist, author, and activist best known for her influence on urban studies.



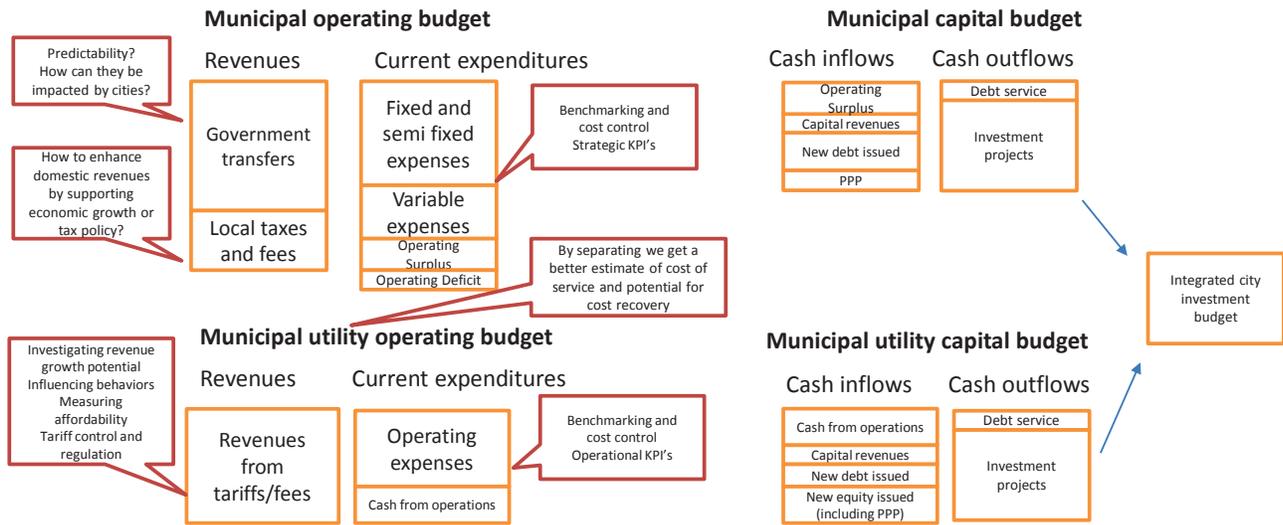
## Integrated approach and long term planning changes the perspective



- Strategic goals can be ambitious, but need to be realistic;
- Investments must have a proper time frame for planning, preparation and execution;
- This should result in more comprehensive and better prepared projects;
- All projects must have financial backing (or at least financing plan);
- Municipality and its utilities may have separate financial plans, but those must be closely coordinated;
- Integrating investment planning in municipality and municipal utilities reduces overlaps;
- Utilizing financial potential of utilities may strongly increase financial capacity of municipalities;
- Municipality Increases capacity for reaching new / innovative financial instruments;
- And reduces risk of default



# Managing finance and raising new funds



## Udon Thani case



Graphics by Ignacio Ortinez

- [Engineering study performed by Guillermo Mendoza and Ignacio Ortinez:](#)
  - City is continuously exposed to flood risk – increasing risk due to CC
  - Source of flooding originates outside the city.
  - City has built flood protection canals – design and utility as green spaces could improve.
  - City is rapidly expanding into flood management areas.
  - Need long-term watershed management plan beyond new ring road ..
  - Political Economy
    - Provincial government
    - Neighboring municipalities
    - land management/land prices
  - City ambitions to be corridor city – China-Laos



# Udon Thani – challenges

- Long-term development planning
- Integration of climate factors into planning: water stress, underestimated flood risk, limited resilience
- Major infrastructure service delivery challenges: potential water stress and power stress, SWM, waste water management, traffic congestion and limited public transportation system
- Project identification only partially reflects climate-related concerns (potential droughts, floods, storms)
- Need to strengthen cross-border cooperation
- Limited scope to raise funding



## Strategic Partnerships

### Within municipal government:

- Common vision and priorities – LG unit and sectoral departments
- Resilience mainstreamed in all sectors
- Cross sector cooperation

### Within the Municipality:

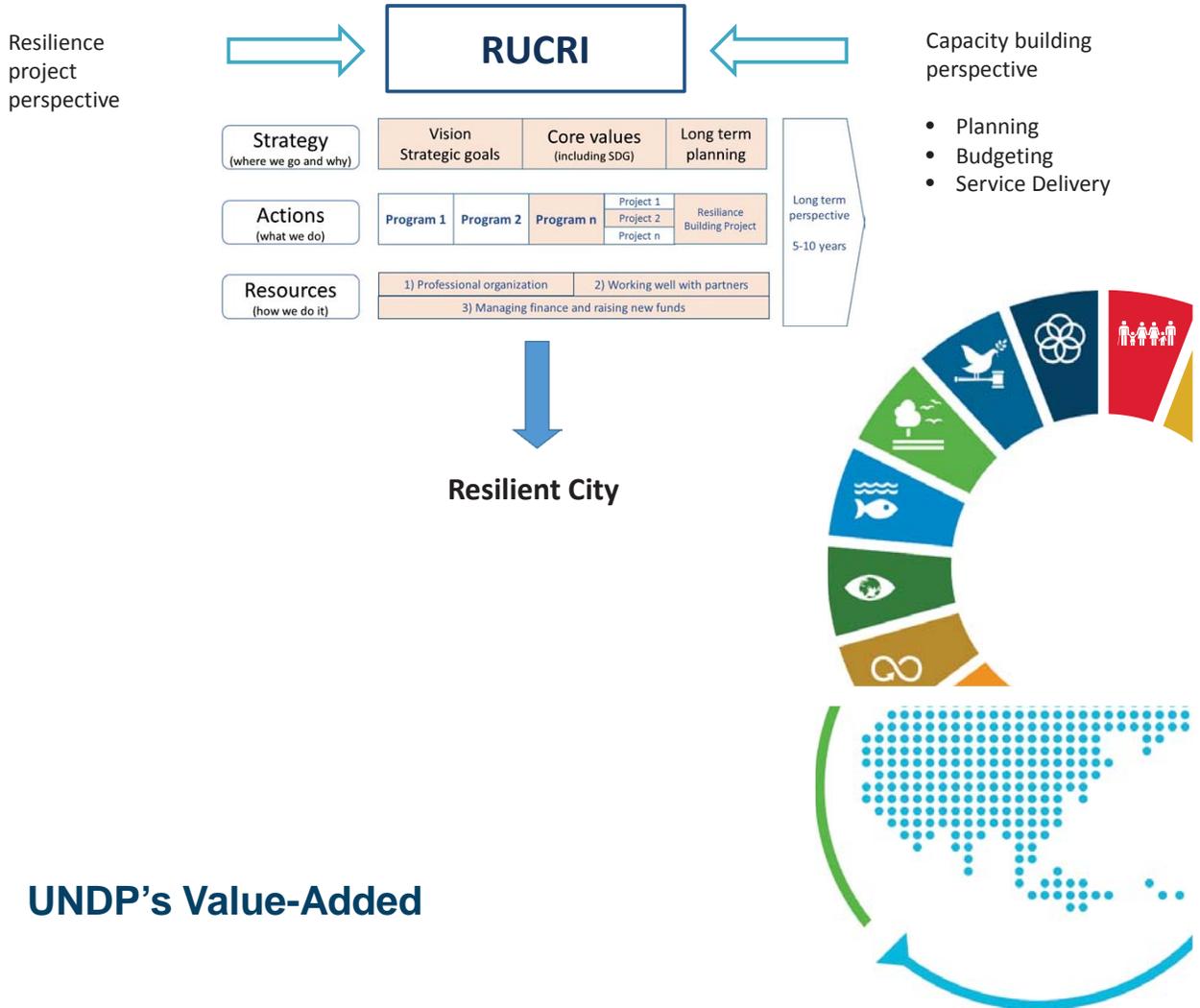
- Private sector
  - Civil society
  - City Dwellers
- Multi-stakeholder platforms

### External

- Central government
- Across sub-national levels
- International development partners
- International cooperation



# RUCRI – An integration platform



## • UNDP’s Value-Added

- Supporting cities with diagnostics and tools for understanding climate change impact, resilience, long term vision and holistic long term development planning
- Supporting cities with short term disaster management response (emergency action plans, projects, etc) - integrated into long term risk informed development strategy
- Project preparation/development and implementation (GEF)

UNDP excels in working on governance and SDGs, leveraging from a solid country anchoring combined with a regional convening power





**Appendix 6: Presentation by the World Bank on  
Integration of Service Sector**



# COMPLEMENTARITIES FOR SUSTAINABLE GROWTH AND PROSPERITY FOR ASEAN



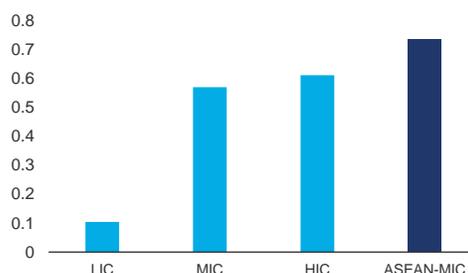
March 31, 2017

## Services Integration

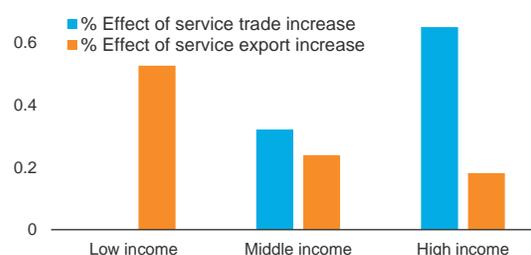
# Why Do Services and Trade in Services Matter? They Can Drive Productivity, Growth and Income



% per capita income increase associated with 1% increase in service productivity



% industrial productivity increase associated with 1% increase in services trade



Source: ASEAN Secretariat and the World Bank, *ASEAN Services Integration Report*, 2015. Estimated from World Development Indicators (WDI) Data.



## But, Services in ASEAN and their Trade are Performing Below Potential

### Services Value-Added and Trade are Relatively Low in ASEAN Countries:

- Share of value-added is lower than expected given countries' income levels
- So is share of services trade to GDP, particularly when compared with trade in goods
- Intra-ASEAN share of service exports remains at 19 percent

### Partly due to:

- ASEAN being among the regions with highest services trade restrictions (*STRI*)
- Differences in regulations and regulatory quality
- Limited mobility of skilled professionals



## Ideas for Trade and Service Integration (1)

- Increase transparency in investment regulations. Establish a comprehensive an ASEAN wide portal of tariff and Non-Tariff Measure. Pursue ASEAN wide approach to publishing NTMs, selection of NTMs for streamlining (private sector priorities).
- Enhance regulatory compliance with existing commitments (services, investment, national treatment, etc.)



## Ideas for Trade and Service Integration (2)

- Establish mutual recognition arrangements for free flow of skilled professionals (e.g. APEC professional engineers)
- Enhance regional transit system, including trade facilitation measures at border crossings
- Support Trade Facilitation Agreement implementation such as identification of priority reforms, improving coordination (Trade Facilitation Secretariats) and support to implementation of priority reforms
- Potential focus on regional tourism development by prioritizing business environment reforms and supporting coordination for destination management (regional approaches including for visa)





**Appendix 7: Presentation by the World Bank on Climate  
Change and Green Growth**



# COMPLEMENTARITIES FOR SUSTAINABLE GROWTH AND PROSPERITY FOR ASEAN

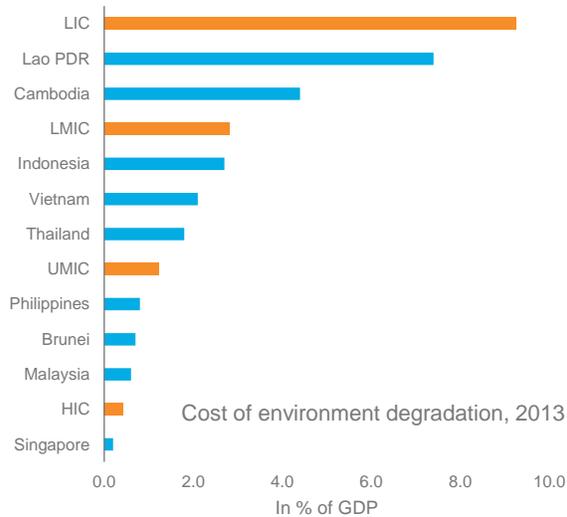


March 31, 2017

**Climate Action – Green Growth**

# There is Urgent Need for a Greener, More Resilient Growth

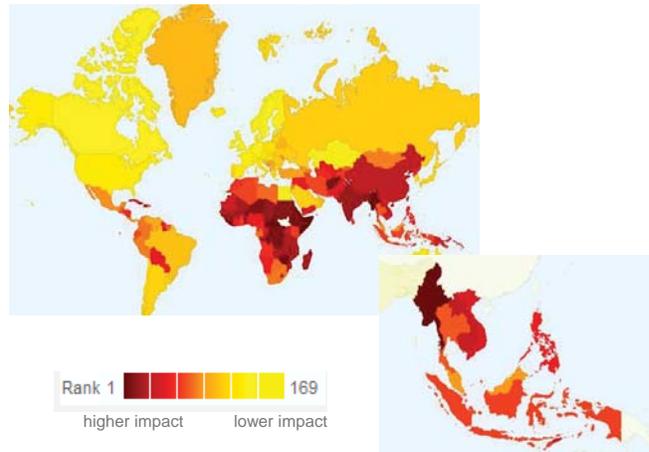
ENVIRONMENTAL DEGRADATION IS COSTLY,  
AND THE POOR ARE MORE AFFECTED



Source: World Bank Staff estimate

ASEAN WILL BE SIGNIFICANTLY AFFECTED BY  
ONGOING CLIMATE CHANGE

Direct risks from extreme weather, sea level rise and agricultural productivity loss adjusted for countries' ability to cope.



Source: Center for Global Development, 2015

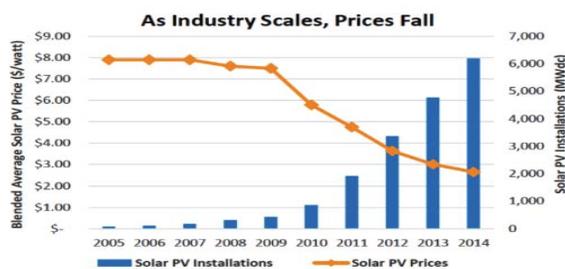


## Green Growth Brings New Opportunities

1. Green policies are good economic policies. For example, green taxes can help boost existing social safety nets

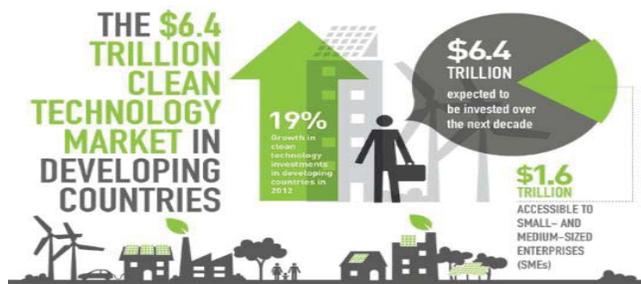


2. New technologies become more affordable over time ...



Source: Solar Energy Industries Association

3. Clean technologies provide huge market potentials



Source: infoDev, 2014



# Improving Access to Financing

## Recommendations:

- Providing a pipeline of bankable green projects;
- Developing risks mitigation instruments to address technology and political risks of green investments,
- Developing mechanisms to front-load revenues streams to cover the high investment costs,
- Issuing bonds and other debt instruments to raise capital for green projects,
- Improving access to concessional loans through development banks and global finance instruments.

ASEAN countries are already accessing multilateral climate finance

	Total, Approved	Fund accessed
Cambodia	106.4	PPCR, FCPF, SCCF, AF, UN-REDD, GCCA
Indonesia	369.7	CTF, FIP, FCPF, SCCF, AF, UN-REDD, PMR
Lao PDR	26.3	FIP, FCPF, GCCA
Myanmar	12.4	AF, GCCA
Philippines	210.5	CTF, SCCF, UN-REDD
Thailand	176.5	CTF, FCPF, SCCF, PMR
Vietnam	211.1	CTF, FCPF, SCCF, UN-REDD, PMR
Total	1,112.9	

*Note:* CTF: Clean Technology Fund; PPCR: Pilot Program for Climate Resilience; FIP: Forest Investment Program; FCPF: Forest Carbon Partnership Facility; SCCF: Special Climate Change Fund; AF: Adaptation Fund; UN-REDD: UN Program on Reducing Emissions from Deforestation and Forest Degradation; GCCA: Global Climate Change Alliance; PMR: Partnership for Market Readiness.



## Key messages

The agenda for strong, inclusive and sustainable ASEAN is also about:

- Prosperity – through greater service integration
- People – through eliminating malnutrition and stunting for our kids and future generations
- Planet – through greener more sustainable growth

Ministers of Finance have a key role to play by better using public resources, putting in place the appropriate framework and coordinating various sectors.







Ministry of Foreign Affairs, Kingdom of Thailand  
443 Sri Ayudhya Rd., Bangkok 10400

 ASEANThailand.MFA

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