

What does ASEAN Mean to ASEAN Peoples? (The Philippine Case)

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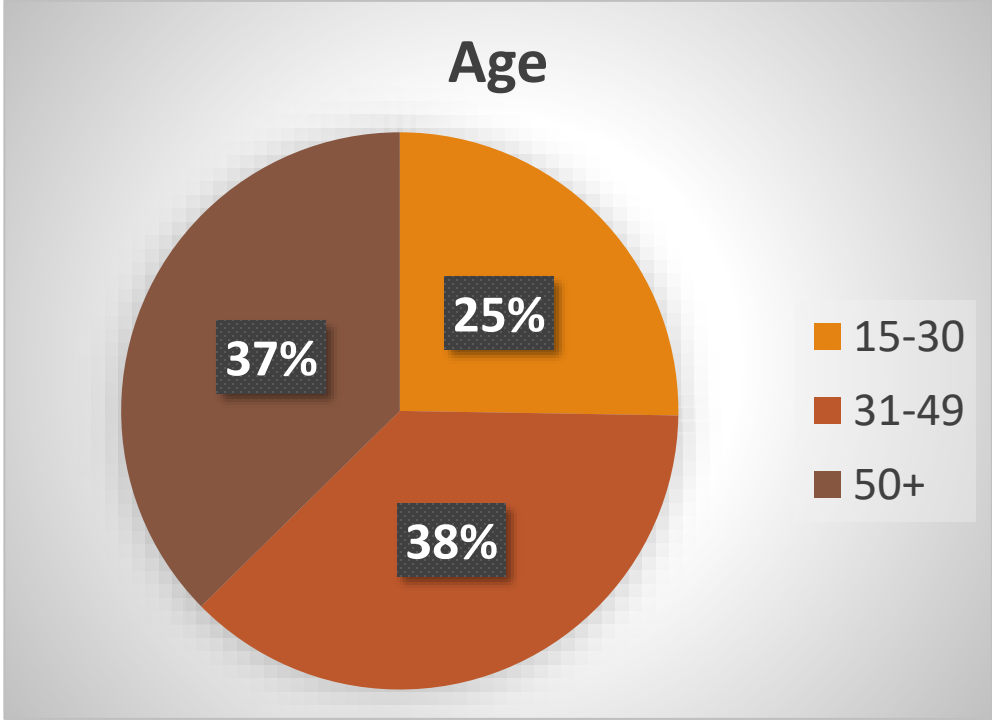
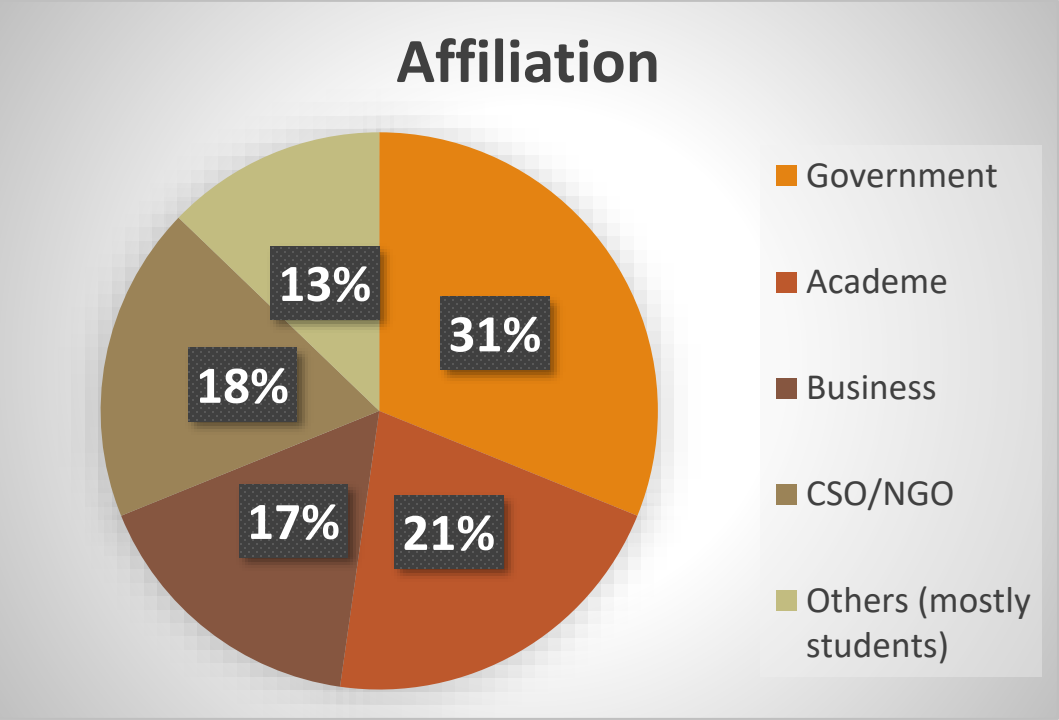
Surian sa mga Pag-aaral Pangkaunlaran ng Pilipinas

Background

- Public perception study conducted in 2016.
- Funded by the Economic Research Institute for ASEAN and East Asia (ERIA) and part of a bigger study comprising all 10 ASEAN member-states (AMS).
- Study aims to determine the level of awareness of the Filipino people of ASEAN as well as their aspirations, concerns, and hopes for the Association.
- Conducted through an online and paper-based survey and three focus group discussions (youth – Butuan City; business sector – Cebu City; mixed group – Quezon City) using a questionnaire supplied by ERIA.

Profile of survey respondents

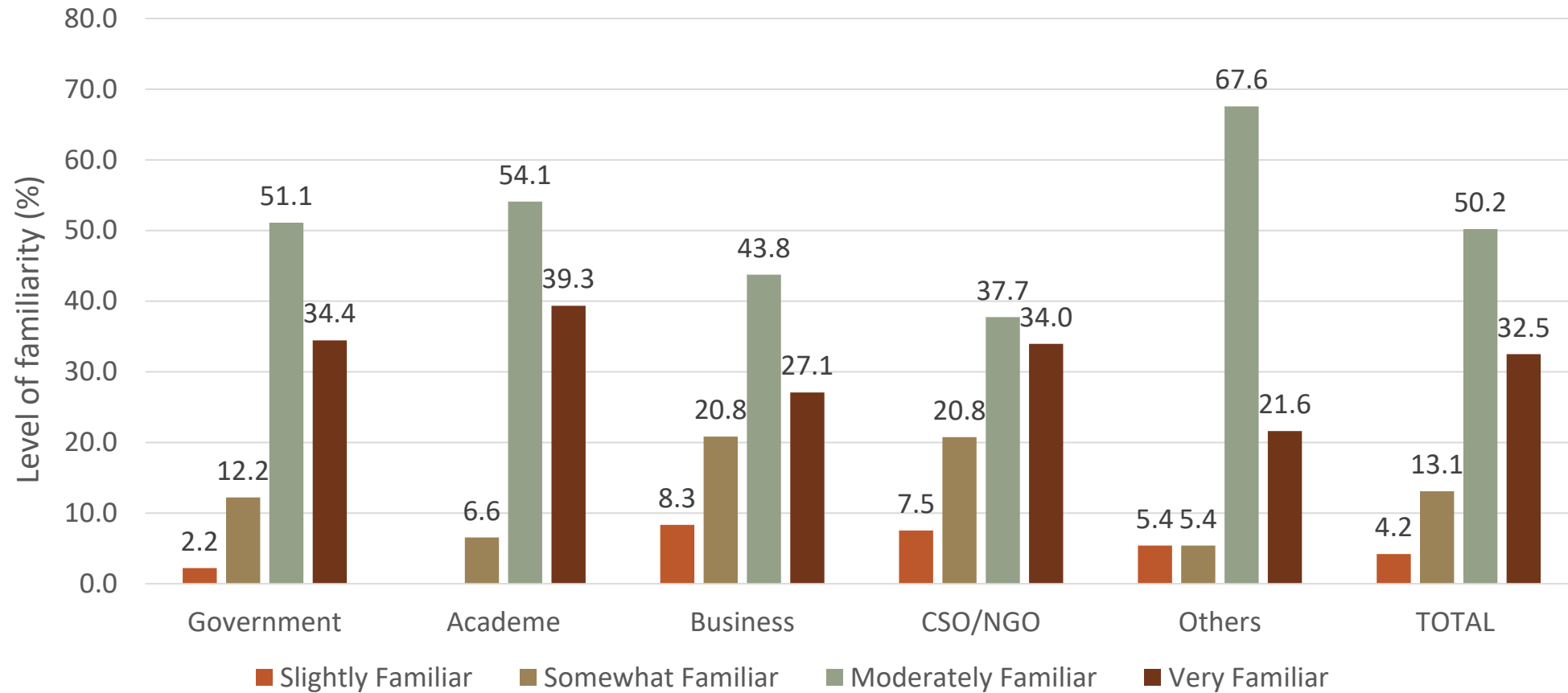
Total sample: 289 respondents



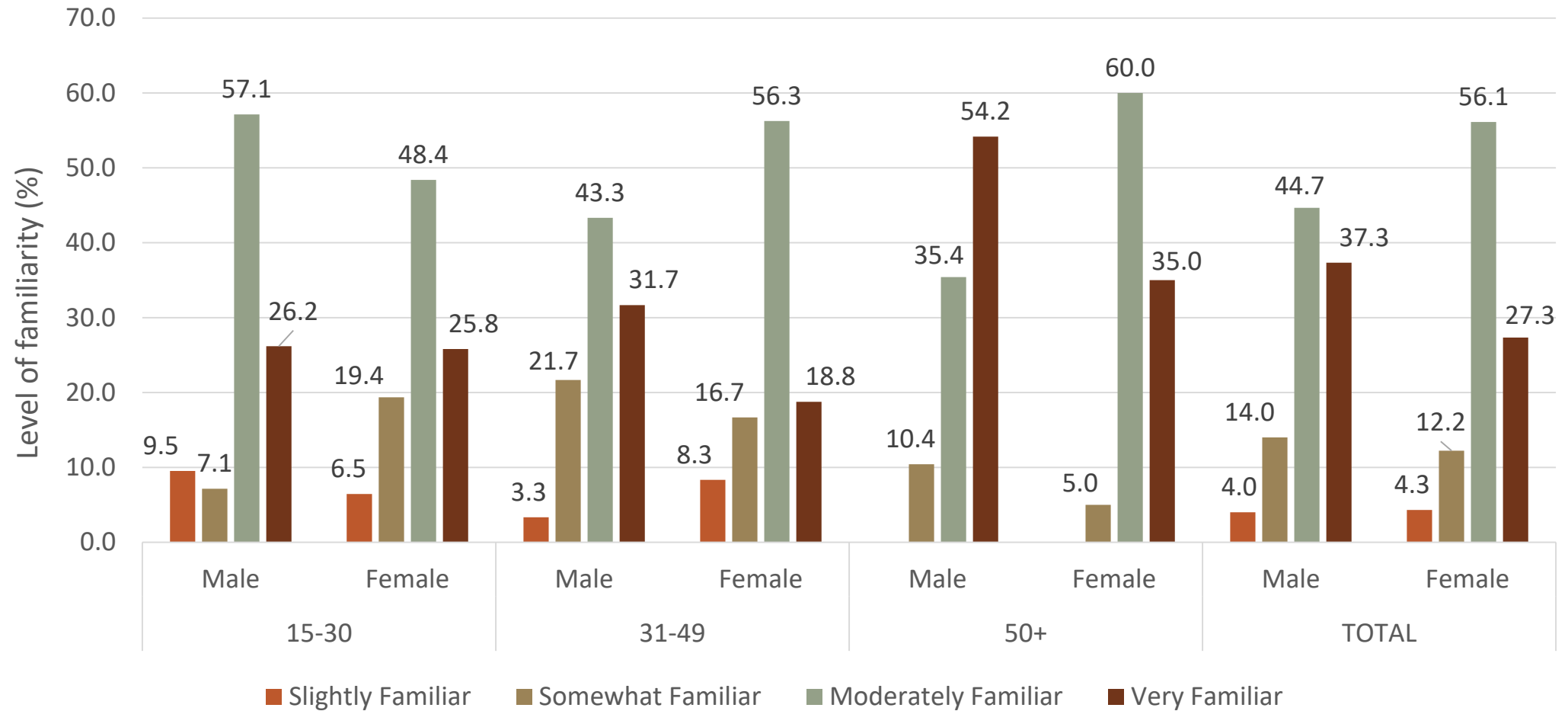
Sex

Male – 52%; Female – 48%

Awareness of ASEAN, by affiliation



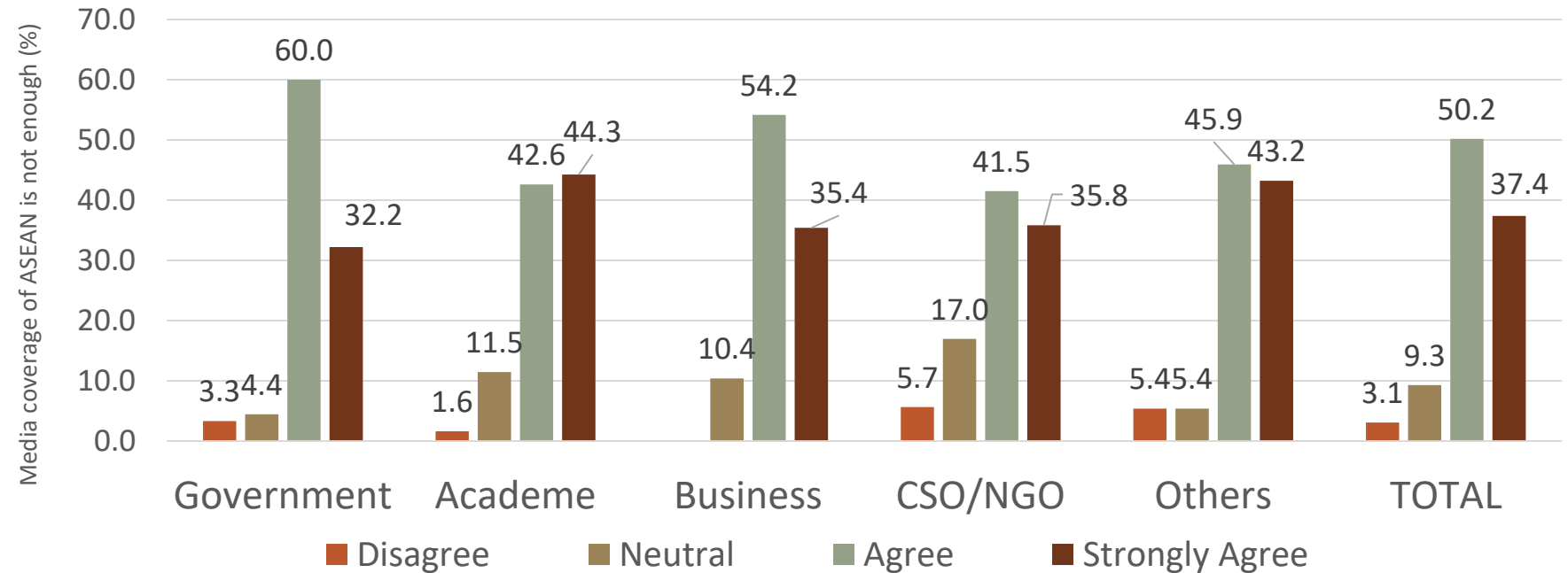
Awareness of ASEAN, by age and sex



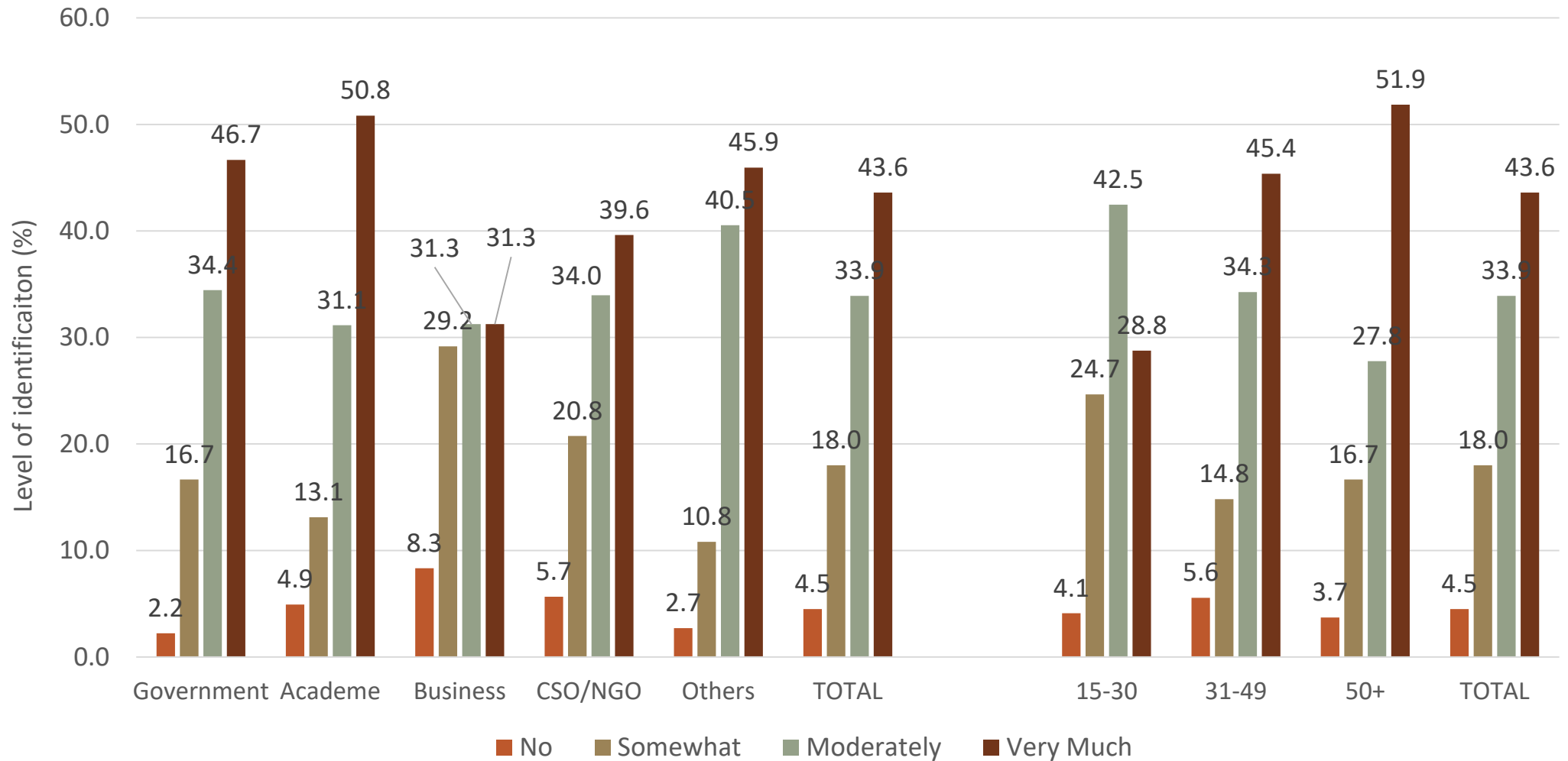
Sources of information about ASEAN

- School
- Work/profession
- TV and/or radio

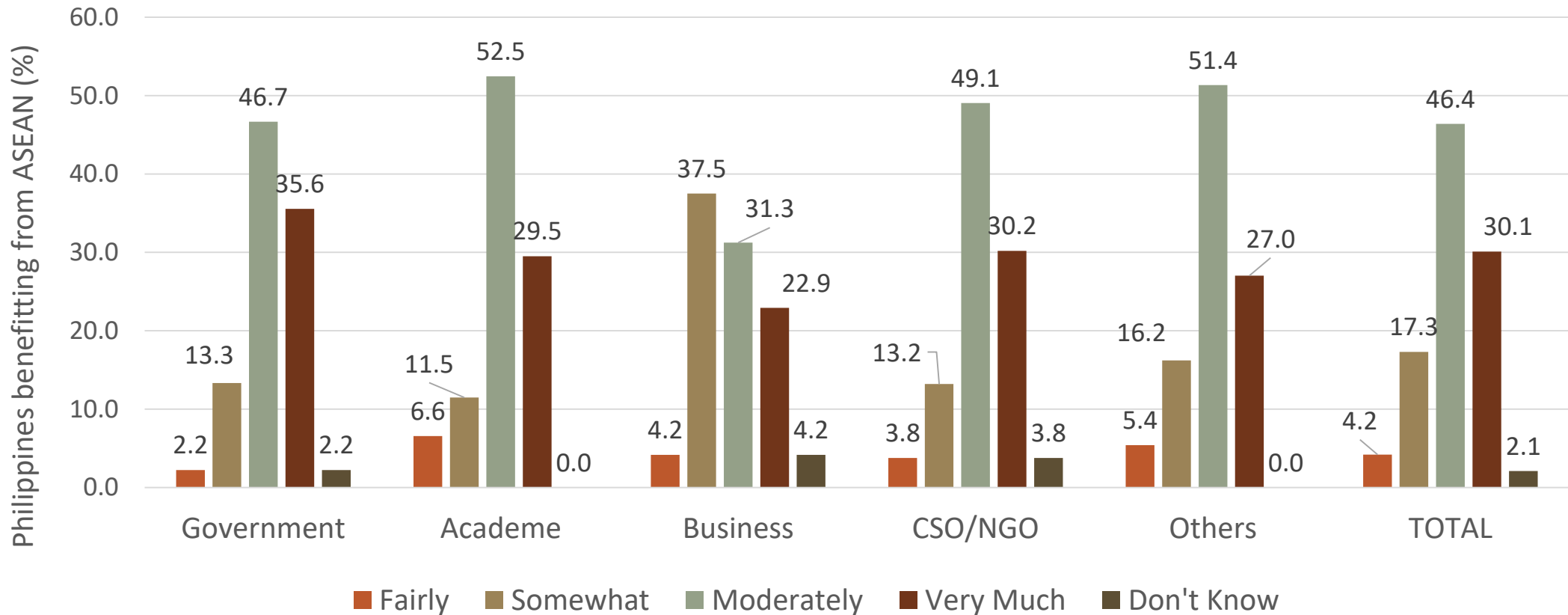
Media coverage of ASEAN is not enough



Identification as ASEAN citizens, by affiliation and age



Benefits of ASEAN membership, by affiliation



Benefits of ASEAN membership (from FGDs)

Youth	Business sector	Mixed group
<ul style="list-style-type: none"> • Good for tourism • Good for trade especially in the export of fruits • Will help the Philippine in rice importation • Useful for resolving conflicts related to sovereignty (ASEAN can serve as a “moderator”) • ASEAN can help in peace-building and in resolving problems related to food security, hunger, and technology. <p>On territorial/maritime disputes: ASEAN is doing nothing to help the Philippines in its geopolitical tension with China on the West Philippine Sea. It is USA helping the country not ASEAN.</p>	<ul style="list-style-type: none"> • Good for keeping trade barriers low • Beneficial for private firms as ASEAN policies have eased importation and exportation activities • Good for travelling to other ASEAN member-states and finding work for high-skilled workers • ASEAN can serve as “an arena wherein member-states are able to be in sync with one another”, economically and politically <p>ASEAN should help the Philippines gain more ground in the issue of territorial disputes.</p>	<ul style="list-style-type: none"> • Sense of pride • Good for the Philippines especially in resolving conflict (e.g., Myanmar)

Why the Philippines should keep its ASEAN membership – Reasons given by the youth in the FGD

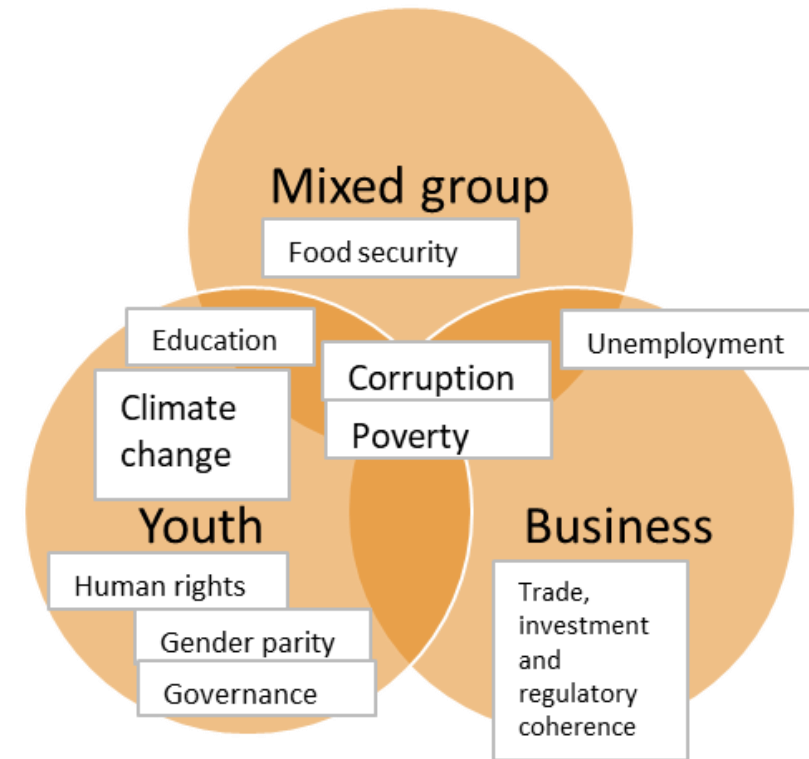
- Important for trade
- The Philippines has poor capacity to create jobs; being a member of ASEAN will give Filipinos access to jobs in other ASEAN countries.
- Leaving ASEAN will weaken the Philippines as it will be alone in solving its problems particularly conflicts and calamities. [Used the analogy of not having friends if the Philippines is not part of ASEAN.]

Pressing problems of the Philippines today and until 2025

SURVEY



FGD

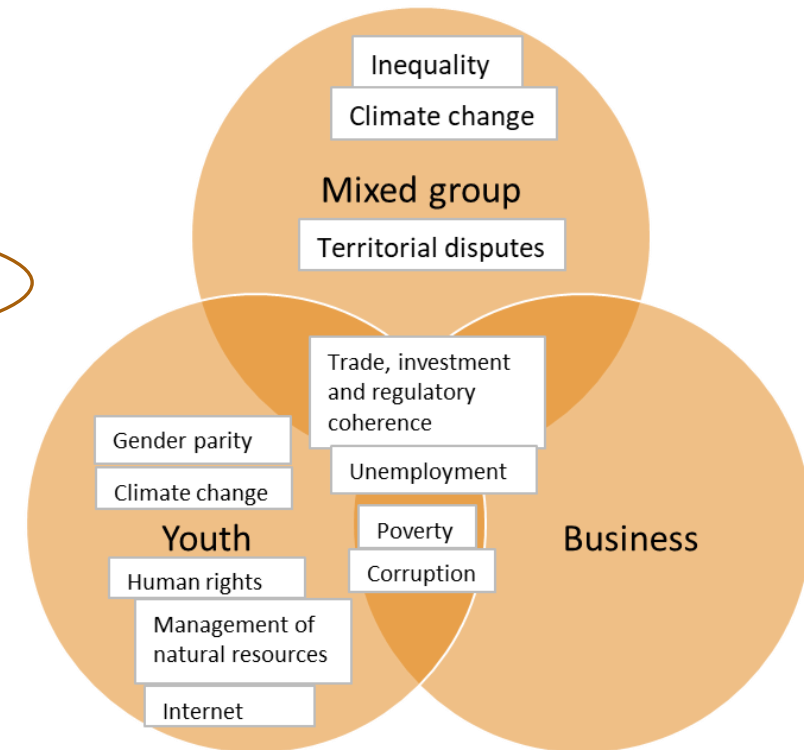


Pressing problems of ASEAN today and until 2025

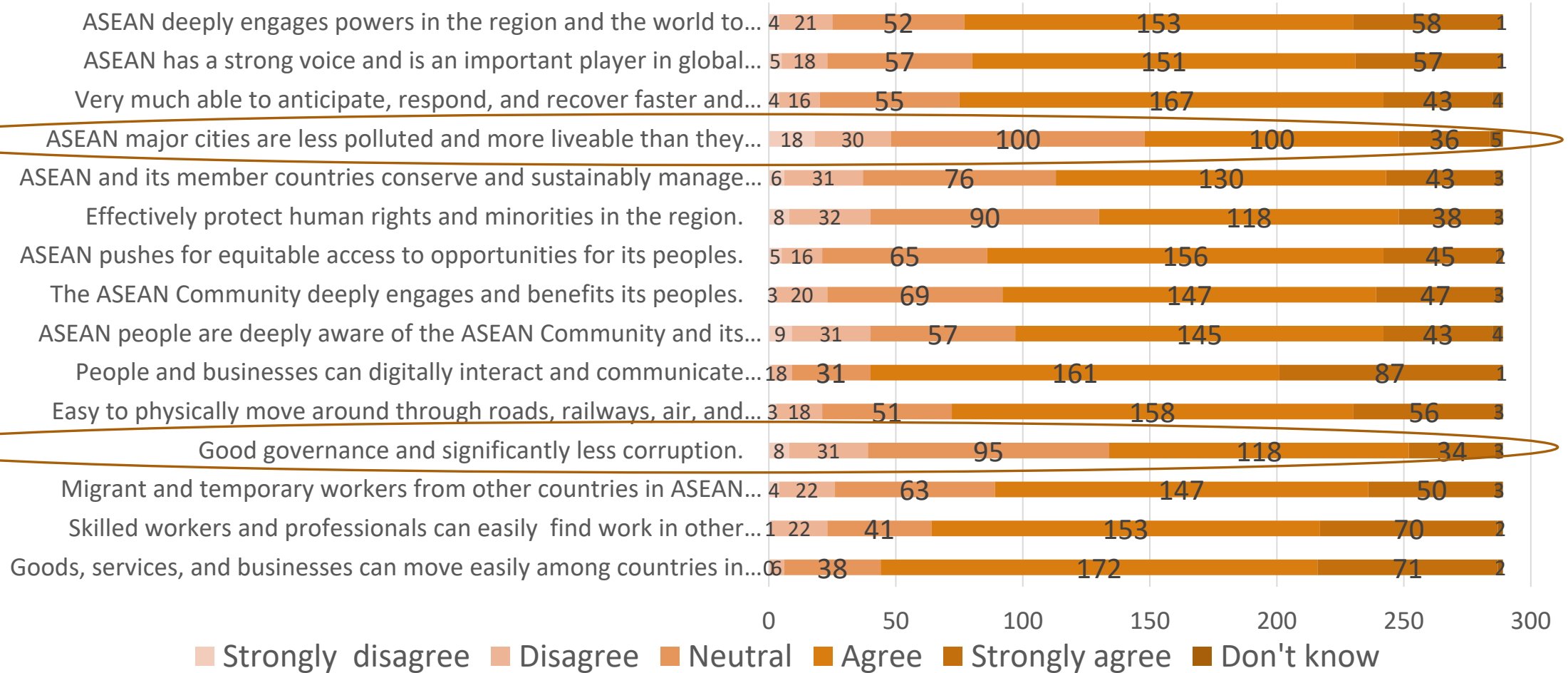
SURVEY



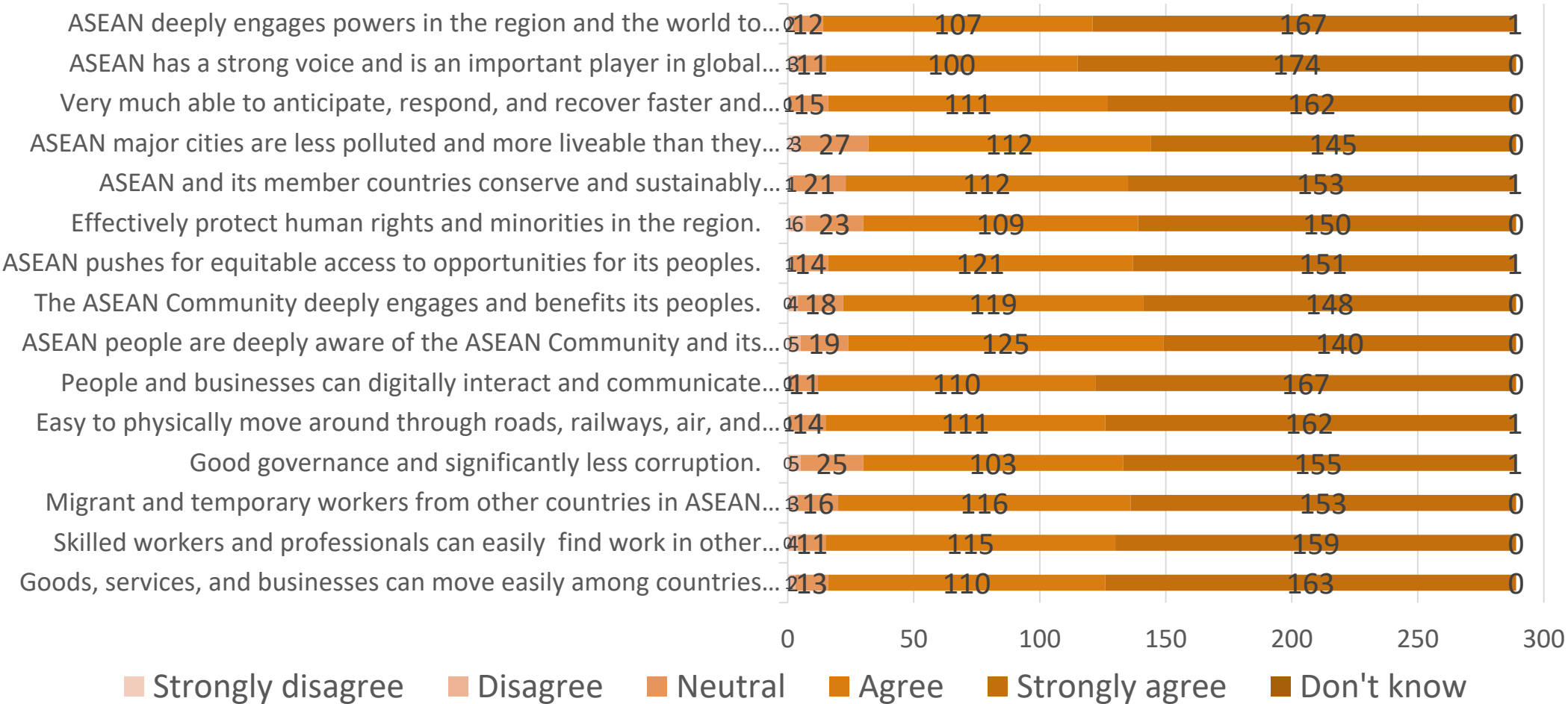
FGD



Expectations for ASEAN (Situation by 2025)



Aspirations and Hopes by 2025



Aspirations and Hopes by 2025 (from FGDs)

Common across groups: Economic growth

From the Business sector:

1. For the AMS to be able to rank with China, Korea, and Japan in terms of being economically stable. Singapore could lead ASEAN in this regard.
2. On territorial disputes, conflicts in geopolitical jurisdiction could be won over through a unified stand and support for the concerned AMS.
3. ASEAN integration is key for each AMS's growth and development. Through strategic alliances, competitive advantages could be attained when negotiating and trading with nations outside ASEAN. To achieve this, the AMS must be able to fortify their political powers through the integration agenda. That is, for the AMS to play an active role in global negotiations and forums that directly affect the ASEAN region.
4. ASEAN could be instrumental in building quality education through promoting scholarship grants and student and faculty exchanges.

Summary of findings

- Filipinos have moderate awareness of ASEAN and moderate identification as ASEAN citizens.
- For the respondents, Philippine membership of ASEAN is beneficial for the country, albeit only moderate as well. The business sector has a lukewarm attitude toward ASEAN. This is indicative of the urgency to address AEC-related issues affecting the business sector (e.g., nontariff barriers).
- Media has low coverage of ASEAN.

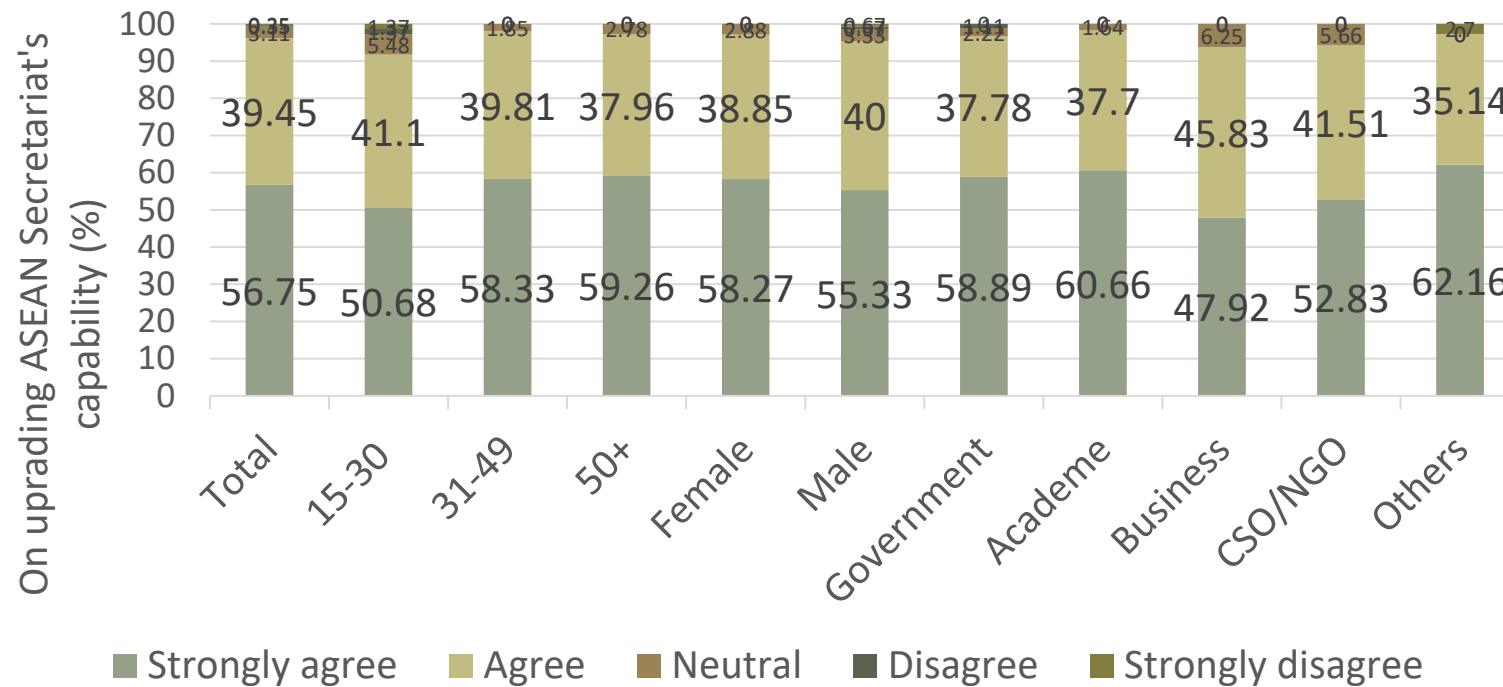
Summary of findings

- The most pressing concerns being faced by the Philippines today are Internet connection, poverty, corruption, agriculture and food security, and energy provision and prices.
- The most pressing regional (ASEAN)-level concerns are climate change and natural disasters, territorial and maritime disputes, trade and investment issues, agriculture and food security, and income disparity and social inequality.
- Having livable cities and eradicating corruptions are two scenarios which, to the minds of the survey respondents and FGD participants, are difficult to achieve.

Summary of findings

- ASEAN Secretariat should beef up its capacity.

Upgrading the Capability of the ASEAN Secretariat



Some recommendations

1. Have more dynamic and targeted communication and outreach activities

- Increase media coverage (TV, radio, and print) of ASEAN.
- Partner with professional media organizations.
- Maximize the use of social media to reach young people.
- Tap student organizations as channels to educate young people about ASEAN.
- Continue with activities for the youth like scholarships, exchange programs, and leadership programs.
- Celebrate the ASEAN Day in public schools every year (like the UN Day).
- Consider making it mandatory to have the ASEAN flag in schools (public and private) and government offices.
- Encourage the singing of the ASEAN anthem “The ASEAN Way” in schools and government offices.



Some recommendations

2. Maximize schools as avenues to promote deeper understanding of ASEAN among the youth, educators, and other stakeholders.

Filipino students' basic knowledge of ASEAN (2007 and 2014)

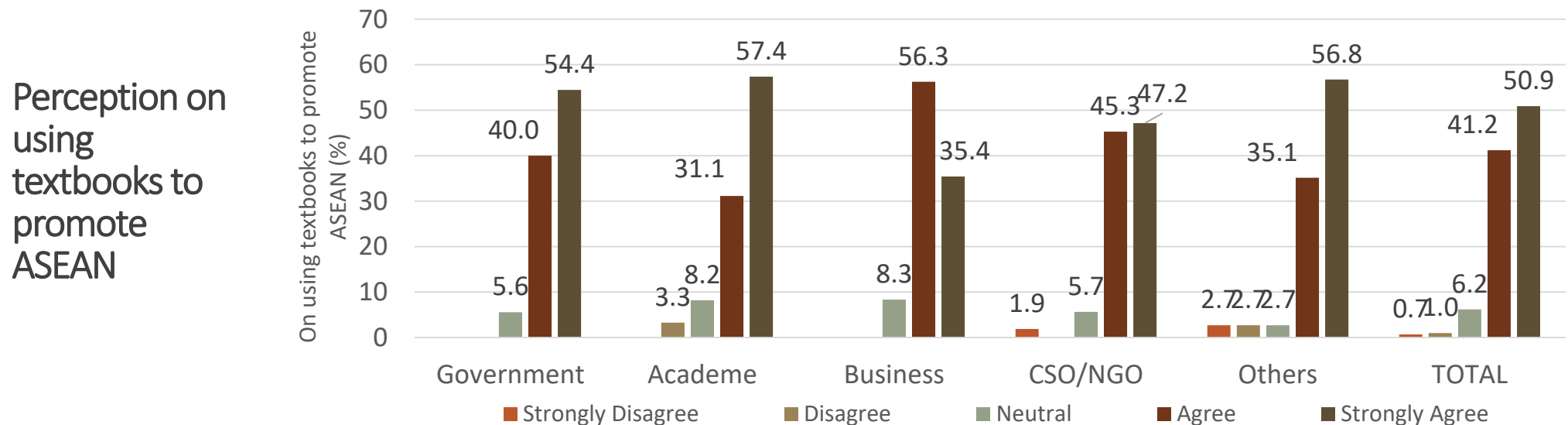
2007 survey	2014 survey
<u>Highest</u> : Viet Nam, Laos, Brunei, Indonesia	<u>Highest</u> : Viet Nam, Thailand, Brunei, Indonesia
<u>Lowest</u> : Singapore, Philippines , Myanmar	<u>Lowest</u> : Philippines , Singapore

Note: Countries not mentioned fell in between the overall.

Source: Thompson et al. 2014. *Do Young People Know ASEAN?* Singapore: ISEAS.

Some recommendations

- Use school textbooks to educate young people not just about ASEAN’s history but also about its programs, the integration agenda, and how the Association has impacted the lives of its peoples. (Highlight the gains from ASEAN)



- “Encourage use of the ASEAN Curriculum Sourcebook—not just in schools but as a resource for educators at any level—to discuss relevant aspects of ASEAN integration.” (Thompson et al. 2014).

Examples of current initiatives on ASEAN awareness raising (in line with the Philippines' chairmanship)



Home » Press Releases » DepEd, PCOO campaign for ASEAN community awareness

DepEd, PCOO campaign for ASEAN community awareness

March 6, 2017

PASIG CITY, March 6, 2017 – Around 1,800 elementary and high school students have participated in the recent Association of Southeast Asian Nations (ASEAN) information drive led by the Department of Education (DepEd) and the Presidential Communications Operations Office (PCOO) in Malay, Aklan.

This ASEAN information drive aims to raise the awareness of students about the ASEAN community and the Philippines' ASEAN Chairmanship in 2017.

Aside from the students, *Heyograpiya*, *Kasaysayan at Sibika* (HEKASI) and *Araling Panlipunan* (AP) teachers were also provided with new and additional knowledge on ASEAN, which they can use in the integration of the ASEAN lessons in their subjects.

After the interactive discussions, school supplies such as foldable bags, notebooks, and ballpens were given to students at the said activity.

Among the schools visited by the PCOO and DepEd in Boracay were Yapak Elementary School, Balabag Elementary School, and Manocmanoc Elementary School; and Lamberto H. Terol National High School, Boracay National High School, and Manocmanoc High School.

Meanwhile, the schools visited in mainland Aklan were Catlican Elementary School, Argao Elementary School, and Malay Elementary School; and Malay National High School.

The PCOO and DepEd will also conduct an ASEAN information drive in Iloilo City on March 6-7, 2017.

ASEAN awareness campaign

In its Central Office, DepEd also campaigns for better ASEAN community awareness by displaying the flags of ASEAN member-countries and by playing a video, which discusses essential information about the works and advocacies of ASEAN.

Other activities of DepEd in line with the Civil Service Memorandum Circular No. 6, series 2016, or the Awareness Campaign in Support of ASEAN Community 2015 and the Philippines' Chairmanship of ASEAN 2017, include posting of ASEAN information materials on the DepEd website; singing of the ASEAN Anthem during the first flag ceremony of the month; sharing of ASEAN information/updates at different DepEd fora and gatherings; and other activities that will inculcate the importance of ASEAN in all DepEd employees.

The Education Department also enjoins all public and private schools nationwide to adopt similar activities in raising the awareness of teachers, students and other stakeholders.

These efforts are pursuant to the DepEd Memorandum No. 3, series of 2017 or the Dissemination of Civil Service Commission Memorandum Circular No. 6, s. 2016, which is available at <http://www.deped.gov.ph/memos/dm-3-s-2017>.



DepEd, CSC work hand in hand to intensify ASEAN 2017 awareness-raising campaign

March 24, 2017 | Lovén L. Dayola

Facebook | Google+ | Tweet | Email

MALAYBALAY CITY, Bukidnon (March 24) — As the country is hosting this year's ASEAN summit, Department of Education (DepEd) and Civil Service Commission (CSC) are now joining hands to encourage different government agencies and the academe to take part in promoting understanding about the Association of Southeast Asian Nations (ASEAN).

Based on Division Memorandum No. 134 series of 2017, DepEd Malaybalay City Schools Division Superintendent Edilberto L. Oplenaria urged both the public and private schools here to help in the government's ASEAN awareness campaign in support of the Philippines' hosting and chairmanship of ASEAN 2017.

"This Office enjoins private and public elementary and secondary schools here to help in advancing the ASEAN 2017 awareness campaign through display of ASEAN Community banners in school; inclusion of the singing of ASEAN Anthem in the first flag ceremony of the month; sharing of information on ASEAN and other ASEAN-related activities—especially during school programs and other events," Oplenaria said.

He added that this order was based on the DepEd and Civil Service Commission's memoranda enjoining the academe to support the government's information, education, and communication (IEC) campaign on the Philippines' Chairmanship of ASEAN 2017.

The CSC's directive, on the other hand, also urged that government officials and employees are also encouraged to wear ASEAN-inspired attire during the flag-raising ceremony. Information materials on ASEAN as well as specifications and protocols on the use of the ASEAN flag and recording/musical score of the Anthem may be downloaded from the ASEAN website <http://www.asean.org>.

It can be recalled that during the grand launch of the Philippines' Chairmanship of ASEAN early this year in Davao City, Philippine President Rodrigo Roa Duterte had called on all Filipinos "to take an active and constructive part during the Philippines' Chairmanship of ASEAN."

The President said "as the nations of Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Viet Nam (the ten ASEAN-member countries) converge in the Philippines this year—everyone ought to remember that it's their future that's at stake because the success of the ASEAN is the success of the Filipino people." (LLD, DepEd-Division of Malaybalay City/PIA-10, Bukidnon)

Home Category / Tech News / Social media vital in raising awareness on ASEAN initiatives

Social media vital in raising awareness on ASEAN initiatives

Updated March 22, 2017, 11:55 AM

By Philippine News Agency

Increasing engagement in social media can further strengthen awareness on the initiatives of the Association of Southeast Asian Nations (ASEAN) to further improve the welfare of people living in the region.

Presidential Communication Operations Office Undersecretary and chairperson of the 15th Meeting of the ASEAN Senior Officials Responsible for Information (SOMRI) Noel George Puyat said the ASEAN is pursuing to increase its online presence in various social media accounts such as Facebook, Twitter and Instagram to create awareness within the region.

5 SHARES



ASEAN Community Awareness Campaign



The Civil Service Commission (CSC), through Memorandum Circular (MC) No. 06 s.2016: *Awareness Campaign in support of ASEAN Community 2015 and the Philippines' Chairmanship of ASEAN 2017*, enjoins heads of agencies to help spread awareness on ASEAN by, among others, participating in the information campaign and the conduct of programs and activities towards this end, including the following:

1. Posting of the enclosed materials on ASEAN in their respective agency websites.
2. Display of ASEAN Community banners.
3. Inclusion of the singing of the ASEAN Anthem in the flag ceremony of the month. Agencies are further reminded to observe existing laws and rules on the hoisting and display of the national flag. Considering that most office buildings have only one flag pole which is used for the Philippine Flag, heads of offices are advised to use indoor Philippine and ASEAN flags attached to similar poles with a base for the flag ceremony. The ASEAN flag shall be displayed on the right side of the Philippine Flag (from the audience' perspective).
4. Sharing of information on ASEAN (e.g. updates on ASEAN-related activities, trivia, informative videos, etc.) during such flag-raising ceremony and other employee fora to help raise awareness among their officials and staff. Additional information materials on ASEAN may be secured from the ASEAN website. Department of Foreign Affairs (Office of ASEAN Affairs), the Presidential Communications Operations Office (PCOO) through its attached agencies the Philippine Information Agency (PIA) and the Philippine Broadcasting Service (PBS), and the People's Television Network (PTV).

In addition, government officials and employees are encouraged to wear ASEAN-inspired attire, coinciding with the conduct of the flag-raising ceremony mentioned above.



Some recommendations

3. For the Philippines: Continue ASEAN community awareness campaigns in schools and government offices beyond 2017. Make these a regular activity. Do the same for local governments and other entities all over the country.

- Close coordination and partnership among relevant government agencies, such as:
 - Department of Foreign Affairs – Office of ASEAN Affairs (lead agency)
 - Presidential Communications Operations Office – Philippine Information Agency
 - Department of Education
 - Commission on Higher Education
 - Civil Service Commission
 - Department of the Interior and Local Government
 - Union of Local Authorities of the Philippines (umbrella organization of all local government leagues and their elected officials)

Some recommendations

4. Maximize platforms for civil society engagement, business sector participation, and youth participation to promote greater interface between ASEAN and its stakeholders and to encourage broad-based support for the Association.

- E.g., CSOs: ASEAN People's Assembly, Regional Consultation on ASEAN and Human Rights, ASEAN Civil Society Conference/ASEAN Peoples Forum, and ASEAN Disability Forum; business: those spearheaded by the ASEAN Business Advisory Council and the Department of Trade and Industry



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Service through
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