*As of 11 May 2013*

**ASEAN BLOGGER COMMUNITY**

**ON BUILDING ASEAN IDENTITY AND PROMOTING A SENSE OF COMMUNITY**

**PROGRAM FOR 2013-2015**

***Year 1 (2013)***

1. Year one would focus on developing program and identifying necessary communication strategy and mechanism reform options that would maximise coordination of existing regional communication.
2. The ASEAN Blogger Community would be established with responsibility for providing ASEAN Member States’ (AMSs’) bloggers option for the best possible coordination of existing communication arrangements.
3. Developing and strengthening online ASEAN Blogger CommunityCentre information-sharing portal to provide timely and reliable information
4. In developing options for AMSs, the ASEAN Blogger Community would consider appropriate arrangements to allow technical assistance, including the development and use of voluntary model arrangements to promote a sense of belonging, consolidate unity in diversity and enhance deeper mutual understanding among AMSs’ bloggers about their culture, history, religion and civilisation.
5. The ASEAN Blogger Community would also disseminate world’s best practice systems and share public information network and data base of ASEAN for a greater flow of useful information in the region.

***Year 2 (2014)***

1. Activities in year two should focus on inculcating an ASEAN identity and building a people-oriented ASEAN, through the participation of all sectors of society, including:
2. Convene the ASEAN Blogger Festival on a regular basis to explore the best means for effective dialogue, communications, consultations and cooperation between AMSs’ bloggers and ASEAN Civil Society
3. Identifying the full range of strengths and weaknesses of existing systems communication and gaps in regional communication capacity capabilities; and
4. Other year-two activities should include:
5. Developing a Standing Committee and resources (including human resources) and niche capabilities that countries in the region are able to make a good communication programme to keep all stakeholders including the social/cultural and people of ASEAN informed of the progress of this community building;
6. Exploring or facilitating an evaluation mechanism at the national/regional level to reach communities at large, where stakeholders can provide feedback and respond to the ASEAN Blogger Community.

***Year 3 (2015)***

1. The ASEAN Blogger Community would look to full operational of the new/appropriate communication arrangements put into place in years one and two in order to:
2. strengthen communication capacity through collaboration, exchange and outreach programmes; and
3. develop cooperation with the private sectors and other community both at the regional and national level to invove more participation towards ASEAN Community 2015
4. Following communication strategy aimed at achieving the objectives of ASEAN Community 2015, the ASEAN Blogger Community would look to finalise, if necessary, new mechanisms and operational arrangements.
5. To enhance existing communication arrangements, including the ASEAN Blogger Community in their respective ASEAN Member States, to a more coordinated and effective regional communication management.

Solo, 12 May 2013.