

KEY ELEMENT 1: Promote awareness of ASEAN through sporting activities that bring the ASEAN peoples together and engages and benefits the community.

Characteristics: Engages and Benefit, Dynamic

Strategic measures¹: A.1.i., A.1.ii., A.2.iii., A.2.iv., A.2.vi., B.1.i., B.2.i., B.2.iii., B.2.ix., B.2.xii., B.3.v., B.3.vi., B.3.vii., E.1.ii., E.1.iii., E.1.iv., E.1.v., E.1.vi., E.1.viii., E.1.ix., E.1.x., E.1.xi., E.2.iii., E.2.iv., E.2.x.

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Suggested Timeline				
					2016	2017	2018	2019	2020
1. Inclusion of ASEAN traditional sports and games (TSG) and existing sports events to further instill values of mutual understanding, friendship and sportsmanship among ASEAN nationals	i. Increased number of ASEAN TSG and existing sports events and number of participants	1. Support the regular conduct as well as new initiatives which showcase ASEAN TSG in ASEAN and beyond Lead country: Malaysia	<u>Brunei Darussalam</u> : Traditional Silat, TOP Spinning and Boat Race <u>Cambodia</u> : Traditional Boat Races (yearly); Khun Khmer <u>Indonesia</u> : TAFISA World Games 6-12 October 2016 <u>Lao PDR</u> : Traditional Dragon Boat Race <u>Malaysia</u> : 5 th Malaysia Gasing Championship; 31 st Malaysia International Open Masters Championship (athletics) <u>Philippines</u> : Arnis Open 2016 <u>Singapore</u> : Marina Regatta annually and ASEAN School Games 2017 <u>Thailand</u> : ASEAN Goodwill Games, ASEAN Senior Games 2020, ASEAN Masters Sports Games 2020, ASEAN School Games 2016	ASEAN Committee for Culture and Information (COCI), ASEAN National Tourism Organization (NTO), ASEAN Foundation, SOMED, SOMY, ASEAN Virtual Learning Resource Centre (AVLRC), SEA Games Federation, UNESCO TSG Network, International/ Regional/ National Federation of Each Sport	x	x	x	x	x

¹ See ASCC Blueprint 2025 Section II Characteristics and Elements of ASEAN Socio-cultural Community Blueprint 2025 105-118

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Suggested Timeline				
					2016	2017	2018	2019	2020
		2. Conduct relevant clinics and courses for coaches/ technical officials (judges, umpires, referees, and others) on ASEAN traditional sports (e.g. martial arts, sepak takraw, traditional rowing, lion dance) to promote the rich and diverse heritage of ASEAN, especially in traditional sports to broader audience Lead country: Malaysia	<u>Viet Nam</u> : Asian Beach Games and Conference on Sports Management 23 September – 4 October 2016 <u>Myanmar</u> : Myanmar Traditional boxing (Ledwhay) and Traditional Boat Race (Yolahlay) <u>Thailand</u> : Muay Thai <u>Indonesia</u> : Pencak Silat coaching clinics <u>Malaysia</u> : ASTAF International Course (sepak takraw)	COCI, ASEAN National Tourism Organization (NTO), ASEAN Foundation, SOMED, SOMY, AVLRC, SEA Games Federation, UNESCO TSG Network, International/ Regional/ National Sports Federation		x	x	x	
	ii. Provision of publicity channels to disseminate information to support wide spread promotion of ASEAN TSG throughout ASEAN regions and beyond	3. Create promotional video on the Inventory of ASEAN Traditional Games and Sports to be shared widely on ASEAN publication tools and by related stakeholders Lead country: Malaysia				x	x		

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Suggested Timeline				
					2016	2017	2018	2019	2020
	iii. ASEAN TSG is promoted in publication materials and channels disseminated throughout the region	4. Dissemination of information / regular updates on ASEAN TSG by existing and newly created ASEAN-related publication tools (Dissemination of booklet on ASEAN TSG in conjunction with Visit ASEAN Year 2017) Lead country: Malaysia				x	x		
	iv. Increased promotion of ASEAN awareness in sporting events in the region	5. Further promote the Inventory of ASEAN Traditional Games and Sports Book in ASEAN cultural/educational festivals and seminar events, especially on TSG Lead country: Malaysia		Worldwide media partners, International/ Regional/National Tourism Boards				x	x

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Suggested Timeline				
					2016	2017	2018	2019	2020
2. Established mechanism as a venue to further initiate policy dialogues and discussions on the preservation of ASEAN TSG across ASEAN and beyond	i. ASEAN TSG forum established that consists of relevant sectoral bodies and stakeholders and work towards the preservation of ASEAN TSG and its relevance with today's lives of ASEAN Community	6. Conduct Working Group Meeting on ASEAN TSG to discuss possible mechanism to apply within the cross-sectoral efforts on TSG as well as its roles in the preservation and development of the issue in the region and beyond Lead country: Malaysia		COCI, ASEAN National Tourism Organization (NTO), ASEAN Foundation, SOMED, SOMY, AVLRC, SEA Games Federation, UNESCO TSG Network, International/ Regional/ National Sports Federation		x			
		7. ASEAN TSG explores possibilities joining UNESCO Network of TSG and initiate collaborative programmes with UNESCO Network of TSG Lead country: Indonesia and Myanmar	<u>Indonesia</u> will advocate for further recognition on Pencak Silat only. <u>Myanmar</u> will advocate for Chinlone.			x	x		

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Suggested Timeline				
					2016	2017	2018	2019	2020
3. Utilization of sports as a key aspect in community development programmes that engage and benefit ASEAN communities from different backgrounds	i. Raised ASEAN Awareness by engaging youths and volunteers from AMS	8. Support the conduct of sporting activities and events in ASEAN targeting specifically the young audience Lead country: TBD	<u>Brunei Darussalam</u> : Hassanah Bolkiah Youth Football Tournament <u>Singapore</u> : SEA Age Group Swimming Federation Championships to be held annually <u>Malaysia</u> : 29 th SEA Games 2017; 9 th ASEAN Para Games <u>Thailand</u> : Muay Thai <u>Cambodia</u> : Angkor Wat International Half Marathon	Dialogue Partners (DPs), International Organizations (IOs), ASEAN Youth Volunteer Program (AYVP), Voluntary Services Overseas (VSO), AFS Intercultural Programs, United Nations Volunteer (UNV), ASEAN Foundation, ASEAN sports schools, International/Regional/National Sports Federation		x	x	x	x
		9. Utilization of ASEAN Day as a means to bring ASEAN communities together through sporting activities Lead country: TBD				x	x	x	x

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Suggested Timeline				
					2016	2017	2018	2019	2020
		10. Volunteer programmes involving ASEAN student athletes with intersecting themes on community development and sports. Lead country will be in line with respective host of ASEAN University Games	<u>Singapore</u> will host ASEAN University Games 2016			x	x	x	x
		11. Conduct ASEAN National Sports Games Lead country: TBD	<u>Malaysia</u> to lead ASEAN Sports Day <u>Thailand</u> to lead Asian Sports Day			x	x	x	x

KEY ELEMENT 2: Foster the sense of an ASEAN Community through mutually beneficial sports exchange programs

Characteristics: Engages and Benefits, Dynamic

Strategic measures²: A.1.ii., A.2.iii., A.2.vi., B.1.i., B.2.i., B.2.ix., B.2.xii., B.3.v., B.3.vi., B.3.vii., E.1.iv., E.1.v., E.1.v., E.1.ix., E.1.x., E.1.xi.

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Timeline				
					2016	2017	2018	2019	2020
1. Engagement of ASEAN athletes through sport exchanges/ friendly competitions to foster the sense of ASEAN communities as well as to help increase the amount of training hours overseas	i. Increased number of ASEAN athletes that engage in sports exchange programs in ASEAN regions and beyond	12. Conduct regional and national initiatives that allow ASEAN athletes to participate in: a) Regional-initiated activities b) National-initiated activities by conducting coaching clinics assisted by SEA Games athletes, and conducting friendly matches, etc. Lead country: Malaysia for 2017	Malaysia: ASEAN Coaching Symposium 2018			x	x	x	x
		13. Outreach projects to school communities or communities in need involving ASEAN athletes Lead country: TBD						x	x
		14. Encourage formation of regional sports federations to conduct regular regional level				x	x		

² Ibid., p.1.

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Timeline				
					2016	2017	2018	2019	2020
		tournaments such as swimming federation. Lead country: Malaysia (pending confirmation)							
	ii. ASEAN School Games successfully conducted in all 10 ASEAN member states (currently 9 AMS, Myanmar to be included)	15. Support the conduct of ASEAN School Games for student athletes in high school and ASEAN University Games for student athletes in universities Lead country: TBD				x	x	x	x
2. Sports and culture exchange programme as potent element to strengthen people to people relations and nurture friendship and mutual understanding across citizens in ASEAN countries and beyond	i. Enhanced profile of sports and culture in youth exchange programmes to foster peace and development	16. Engage private sector and related stakeholders to explore opportunities of funding sports-cultural events in ASEAN Lead country: Indonesia	<u>Brunei Darussalam</u> : ASEAN Youth Programme Camp <u>Thailand</u> : International Sports School Games to be held yearly	SOMY, Japan			x	x	

KEY ELEMENT 3: Strengthen ASEAN people's sense of resilience with healthy lifestyles

Characteristics: Engages and Benefits, Resilient, Dynamics

Strategic measures³: A.1.i., A.1.ii., A.2.i., A.2.iii., A.2.iv., A.2.vi., B.1.i., B.2.i., B.2.ix., B.2.xii., B.3.v., B.3.vi., B.3.vii., D.6.ii., E.1.i., E.1.v., E.1.vi., E.1.viii., E.1.ix., E.2.1., E.2.ii., E.2.iii., E.2.iv., E.2.vii.,

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Timeline				
					2016	2017	2018	2019	2020
1. The establishment of mechanism that engage SOMS and relevant stakeholders to initiate joint-efforts in fighting against doping in sports	i. Increased capabilities of National Anti-Doping Organisations (NADO) and equivalent agency in charge of anti-doping in the region	17. Collaborative outreach programmes on anti-doping campaigns and policies in ASEAN Lead country: Singapore		SEARADO, WADA, SEA Games Federation, UNESCO, anti-doping promotional through all stakeholders involves coaches, athletes, sports federation/council during championships/ events/games at national level, Japan		x	x	x	x
		18. Training programmes and seminars to improve anti-doping capabilities. Lead country: Singapore		DPs, SEARADO, WADA, SEA Games Federation, UNESCO, universities majoring in doping studies, sports academies, IOs, volunteer agencies, Japan		x	x	x	x

³ Ibid., p.1.

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Timeline				
					2016	2017	2018	2019	2020
	ii. Progressive compliance of AMS with WADA code and have ratified UNESCO convention on anti-doping	19. Workshops/ seminars in doping prevention and policy dialogues in ASEAN Lead country: Singapore		DPs, SEARADO, WADA, SEA Games Federation, UNESCO, Japan		x	x	x	x
		20. Dissemination of updates and information on anti-doping policies and discussion on ASEAN publications Lead country: Singapore		DPs, SEARADO, WADA, SEA Games Federation, UNESCO, universities majoring in doping studies, sports academies, Japan		x	x	x	x
	iii. Increased awareness on clean and fair sport plays, especially in anti-use of doping substances by young ASEAN athletes and communities at large	21. Anti-doping campaigns through outreach activities e.g. during SEA Games, ASEAN School Games and ASEAN University Games Lead country: Singapore		DPs, SEARADO, WADA, SEA Games Federation, UNESCO, universities majoring in doping studies, sports academies, Japan		x	x	x	x
2. Promotion of healthy and active lifestyles to improve physical, mental and social wellbeing of ASEAN Community	i. Increased initiatives to raise awareness of healthy and active lifestyles in volunteer/ community-based programmes in ASEAN	22. Collaborate with relevant ASEAN sectoral bodies, university students of sports academies and nutrition studies in community outreach projects Lead country: TBD		DPs, SOM-ED, SOMHD, universities majoring in doping studies, sports academies, IOs, volunteer agencies, ASEAN Foundation		x	x	x	x

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Timeline				
					2016	2017	2018	2019	2020
		23. Support the implementation of community outreach projects focusing on the campaign of healthy and active lifestyles in ASEAN Community Lead country: Indonesia (through the Ministry of Education and Culture) (pending confirmation)	Malaysia : Fit ASEAN 2017 Indonesia : Gowes Touring Pesona Nusantara (Cycling Touring)	SOM-ED, SOMHD		x	x		
		24. Support the implementation of youth exchange programmes that include the themes of healthy and active lifestyles among key target beneficiaries Lead country: TBD						x	x
3. Introduction of ASEAN fitness indicators/reports as guideline to gather information about population health and/or health system performance and characteristics in ASEAN	i. The publication of ASEAN fitness indicators/reports on relevant ASEAN publications	25. Expand the ASEAN network to engage relevant stakeholders in the initiative and establish a working group to formulate the concept and identify sports indicators, and prepare the report Lead country: Thailand		SOM-HD, WHO, DPs		x	x	x	x

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Timeline				
					2016	2017	2018	2019	2020
		26. Publish and disseminate the report on sports indicators to relevant ASEAN sectoral bodies and relevant stakeholders, as well as to ensure the report is accessible online Lead country: Thailand				x	x	x	x

KEY ELEMENT 4: Increase sports dynamism, competitiveness and competencies through capacity building and skills programs

Characteristics: Engages and Benefits, Resilient, Dynamics

Strategic measures⁴: A.1.i., A.1.ii., A.2.i., A.2.iii., A.2.iv., A.2.vi., A.2.vii., B.1.i., B.2.i., B.2.iii., B.2.ix., B.2.xii., B.3.v., B.3.vi., B.3.vii., D.6.ii., E.1.i., E.1.iii., E.1.iv., E.1.v., E.1.vi., E.1.viii., E.1.x., E.1.xi., E.2.i., E.2.ii., E.2.iii., E.2.iv., E.2.vii., E.2.ix.

(Lao PDR to lead Key Element 4 -TBC)

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Timeline				
					2016	2017	2018	2019	2020
1. Quality improvement programmes to enhance skills and competencies of referees to lead sports games, coaches, and sports officials to manage sports teams	i. Enhanced professionalism, skills and competencies of sports officials, coaches and referees	27. Conduct regular coordination meeting with SEA Games Federation, Olympic Council of Asia (OCA), and ASEAN Sports Federations to synchronize training programmes of sports officials, coaches, and referees in ASEAN Lead country to be in line with AMMS/SOMS Chair		SEA Games Federation, OCA, referee organizations in ASEAN, Dialogue Partners, universities and sports academies in ASEAN and beyond, Japan		x	x	x	x
		28. Support the conduct of referee trainings in specific sports, the training for sports personnels e.g referees, coaches and judges, training programmes (theoretical and practical) for sports officials Lead country: TBD	Indonesia: Evaluation of Junior Lifter Performance in Conjunction with International Junior Weightlifting Championships 2018	Japan		x	x	x	x

⁴ Ibid., p.1.

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Timeline				
					2016	2017	2018	2019	2020
		29. Expand network/ partnership to universities and sports academies in ASEAN for advanced technical and tactical trainings e.g. through scholarship programme Lead country: TBD		SOM-ED, DPs, universities and sports academies in ASEAN and beyond, sports organizations, Japan to support scholarship for ASEAN scholars		x	x	x	x
		30. Setting up of website / database/ information network on sports-related programmes and related content Lead country: TBD				x	x		
		31. Establish ASEAN Center of Excellence on Sports Management and Training Lead country: TBD						x	x
2. Quality enhancement in technical aspect of sports to enhance professionalism in managing sports events and facilities	i. Increased number of trained ASEAN professionals in managing sports events and facilities	32. Support the conduct of workshops/trainings in management of sports venues/ facilities and event management Lead country: Malaysia	Malaysia: ASEAN Venue Management Summit in 2017	SOM-ED, DPs, universities and sports academies in ASEAN and beyond, sports organizations, Japan		x	x		

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Timeline				
					2016	2017	2018	2019	2020
3. Engagement of ASEAN stakeholders on sports within policy dialogues, research development on sports, festivals/expos to support the sports sector growth in the region	i. Established/ increased number of engagement with broader stakeholders especially private sector to showcase national and international industries on sports products and services	33. Support the conduct of seminars and conferences on different disciplines of sports including TSG Lead country: Malaysia (exclude areas in TSG)	<u>Indonesia</u> : International Conference on Sports Science in 2017 <u>Lao PDR</u> : SEA Forum in 2018 <u>Malaysia</u> : The ASEAN Sports Science Conference in 2019 <u>Philippines</u> : ASEAN Sports Science 2017 <u>Singapore</u> : Sports Symposium by Singapore Sports Institute <u>Thailand</u> : International Conference of IPE (Institute of Physical Education) <u>Viet Nam</u> : Viet Nam ASEAN Sports Day, ASEAN Karate Friendship Programme December 2016 (TBC)	DPs, COCI, UNESCO, ICSSPE (International Council of Sport Science and Physical Education), AVLRC, SEA Games News, universities and sports academies, Japan			x	x	x
		34. Expand network with organizations and countries e.g. Japan which publish research journals on sports science Lead country: TBD					x	x	
		35. Support the conduct of sports industry festivals/expo of ASEAN Member States and sports tourism in ASEAN Lead country: Myanmar (SOMS/ AMMS Chair in 2017) (pending confirmation)		DPs, sports companies		x	x	x	x

Priority Area	Indicator	Programme	Project/Activity	Existing/ Potential Partners	Timeline				
					2016	2017	2018	2019	2020
		36. Nomination of ASEAN Sports Ambassadors/Idols Lead country: TBD				x	x		