



***11th ASEM FOREIGN MINISTERS' MEETING (ASEM FMM11)
Delhi-NCR, India, November 11-12, 2013***

"ASEM: Bridge to Partnership for Growth and Development"

CHAIR'S STATEMENT

1. The 11th ASEM Foreign Ministers' Meeting (ASEM FMM11) was held in Delhi-NCR, India from November 11-12, 2013. It was attended by 34 Foreign Ministers from Asia and Europe, including the High Representative of the European Union for Foreign Affairs and Security Policy and Vice President of the European Commission, Mrs. Catherine Ashton and the Secretary General of the Association of South East Asian Nations (ASEAN), Mr. Le Luong Minh. 11 countries were represented by Deputy Foreign Ministers. The meeting was Chaired by the External Affairs Minister of India, Mr. Salman Khurshid.
2. The theme of the 11th ASEM Foreign Ministers' Meeting: ***"ASEM: Bridge to Partnership for Growth and Development"*** provided opportunity for the Ministers to exchange views on a number of economic and financial issues and sustainable development as also non-traditional security challenges and regional and global issues. They also assessed the achievements of ASEM in the past 17 years and its future orientation. Ministers agreed to intensify efforts to bring about greater synergy between Asian and European partners of the Asia-Europe Meeting (ASEM) across the three pillars of political dialogue, economic cooperation and socio-cultural exchanges.
3. Ministers commenced their deliberations with expression of solidarity and support for the victims of the typhoon Haiyan in the Philippines and Viet Nam. They felt that ASEM should develop capacity to deliver immediate support for relief and rehabilitation in such instances of natural disasters. Many ASEM members committed support in response to the specific requirements conveyed by the Philippines and also indicated their readiness to do likewise for Viet Nam.
4. Ministers underlined that ASEM provides a strong foundation for a more dynamic partnership between Asia and Europe for addressing regional and global challenges. Dialogue, consensus, flexibility and informality continue to define the strength of deliberations in ASEM. There was



consensus that the dynamism of the ASEM partners should find expression in tangible result-oriented initiatives amongst ASEM partners. These initiatives could define joint responses by Asia and Europe to global and regional challenges and also catalyze opportunities for growth and development in Asia and Europe. Ministers underscored the need to strengthen public support for ASEM in Asia and Europe.

5. Recalling ASEM guiding principles, including the 2006 Helsinki Declaration, Ministers endorsed recommendations of ASEM Senior Officials for further optimization of ASEM working methods to strengthen ASEM's substance, efficiency and coherence. In this regard, Ministers welcomed the Yangzhou Initiative as an important contribution to improve ASEM working methods. It was felt that ASEM processes must continue to be responsive to the evolving international situation.

Economic Growth, Sustainable Development and Future Direction of Partnerships for Development

6. Ministers reaffirmed ASEM's utility for finding synergies to mitigate the global financial crisis and address concerns relating to weak demand and high unemployment in member economies. They noted the importance of implementing nationally defined social protection floors at the development pace of respective countries. Ministers underscored that a sustainable model for growth could be found by matching technological innovations and capacities available in many ASEM members to markets and human resource requirements in others. Such bridging of intellectual, scientific and economic capacities between Asia and Europe as well as ensuring inclusiveness of Small and Medium Enterprises (SMEs) could act as a force multiplier to facilitate economic growth and sustainable development. ASEM should fully reflect the strong economic and financial interdependence between Asia and Europe. Ministers encouraged early resumption of the ASEM Economic Ministers' Meeting.
7. Recognizing the importance of an open rule-based multilateral trading system for global growth, Ministers expressed their deep concern about protectionism, endorsed rolling back of protectionist measures and reiterated that barriers to trade and investment, imposition of export restrictions or implementation of WTO-inconsistent measures must be avoided. Ministers strongly supported efforts for the 9th WTO Ministerial Conference in Bali in December 2013 to deliver substantial outcomes towards the successful conclusion of the Doha Development



Round.

8. Ministers recognized that global financial regulatory reform is an ongoing process. They reaffirmed the importance of the call for continuing reforms of international financial institutions to reflect structural changes in the world economy, including, *inter alia*, the priority of early ratification of the 2010 IMF quota and governance reforms. Ministers acknowledged the need for adequate protection of intellectual property rights, including genetic resources and traditional knowledge and folklore, as well as for efforts to fight counterfeiting and piracy.
9. Ministers urged intensification of efforts to utilize technological and financial capacities in Asia and Europe as well as promotion of Public-Private Partnership to meet the growing need of infrastructure in the emerging economies. This was seen as critical for sustained economic growth, poverty reduction and job creation, in particular, for tackling youth unemployment. Ministers expressed strong political will to restore sustainable and inclusive growth to the global economy.
10. Ministers welcomed the G20's efforts to coordinate common approaches to global economy and finance, including the outcome of the G20 Summit in St. Petersburg in September 2013. Australia provided a briefing on priorities for their G20 Presidency.
11. Ministers noted that ASEM is at a significant crossroads. The depth and maturity of political dialogue in ASEM over the past 17 years must lead to further strengthening of the inter-continental bridging. This would add to the vitality of ASEM. Greater balance in the three pillars of cooperation would strengthen the relevance of ASEM.
12. Ministers emphasized the need to strengthen regional and inter-regional connectivity for more efficient flow of goods, services, capital and people, especially for narrowing developmental gaps.
13. Ministers underscored the need to transform jointly the challenges related to food, water and energy security into opportunities for growth and sustainable development.
14. Ministers acknowledged the potential for human resource development through institutes of technological excellence in ASEM partner countries. It was felt that ASEM's biennial Rectors'



Conference and ASEF's Higher Education Programme could be further dovetailed to take this forward. They recognized the importance of encouraging the private sector to look at joint ventures in this sector, with transfer of technology as an element to bring about qualitative improvement in education, create jobs and foster economic development.

Non-Traditional Security Challenges

15. Ministers exchanged views on strategies to meet non-traditional security challenges such as all aspects of terrorism, drug trafficking, money laundering and cyber crime. These issues were seen as having serious repercussions for regional and global security, particularly because of their tendency to come together to compound the challenge from terrorism. They underlined the need for a comprehensive global approach to counter terrorism. Ministers also called for greater cooperation to meet other emerging threats such as piracy, smuggling, transnational crimes, human trafficking, illegal migration, arms trafficking and trafficking in plant and animal products, particularly in endangered species. Ministers also emphasized the importance of collective attention to deal with the growing challenge from pandemics.
16. Ministers underscored the need to exchange information on activities of cyber crime and where cyber space is used by terrorists for financing, recruitment, communication and radicalization. They emphasized the need for ensuring cyber security, while underlining that the security of the Internet should not be achieved at the expense of freedom of expression. They noted the work of the UN Group of Government Experts and underlined that the governance of the Internet needs to be democratic, transparent and representative of all stakeholders. Ministers also noted the outcome of the 2013 Conference on Cyber Space held in Seoul on October 17-18, 2013.
17. Ministers underlined that climate change continues to be an important challenge. ASEM partners underscored their commitment to work together to address climate change and environment protection in accordance with all the principles and provisions of UNFCCC, on the basis of equity and in accordance with their common but differentiated responsibilities and respective capabilities. They reiterated their commitment to implementation of the outcomes of previous conferences, including most recently, the Doha Conference, and developing a protocol, another legal instrument or an agreed outcome with legal force under the UNFCCC applicable to all parties. ASEM partners looked forward to working with Poland as the incoming COP-Presidency towards achieving a successful outcome at COP 19. Recognising the



importance of climate finance, Ministers emphasized the need to work together for the early and successful operationalisation and timely resource mobilization of the Green Climate Fund.

18. Ministers supported greater collaboration and coordination in disaster risk reduction and management and mitigation, including, *inter alia*, through awareness programmes, early warning systems, use of innovations in technology, search, rescue and relief operations and post-disaster rehabilitation. They agreed to mainstream disaster risk reduction and management in the ASEM agenda. They welcomed the ASEM Conference on Technology and Innovation for Disaster Risk Reduction and Management and Climate Change Adaptation to be held in the Philippines in September 2014 and the Third UN World Conference on Disaster Risk Reduction to be held in Sendai, Japan in 2015.
19. Ministers supported greater collaboration in ASEM for ensuring food, water and energy security for future generations. They suggested attention to the use of R&D in agricultural productivity, farm practices, conservation of agro-biodiversity and the use of advanced technologies to mitigate the effects of climate change. Ministers emphasized collective interest of members in examining measures to address the volatility of food and agricultural commodity prices, while recognizing national measures to support food security objectives and protect livelihood of farmers.
20. Ministers emphasized the importance of open, competitive and globally integrated energy markets in enhancing energy security. They underlined the importance of ensuring the full engagement of both producers and consumers in global energy governance structures. The need to attain a sustainable energy mix according to national priorities and circumstances was recognized. Ministers also reaffirmed their commitments to promote energy access and energy diversification through exchange of information and best practices and research on new, alternative and renewable energy development. They supported energy efficiency and conservation and the use of affordable environmentally friendly technologies, particularly for developing countries.
21. Ministers supported sustainable usage and integrated management of water resources. They noted that water is a promising area of cooperation with complementarity of capacity within ASEM members, and supported collaboration between ASEM partners, especially through transfer of technology and expertise in this sector. In this context, they took note of the outcome



of the ASEM Dialogue on Sustainable Development in June 2012.

22. Ministers encouraged ASEM partners to strengthen collaborations in the above sectors for joint research, development and demonstration, sharing information and knowledge, expanding technology hubs and creating networks for capacity building.

Regional and International Issues

23. Ministers had a candid and constructive discussion on a number of international and regional issues of common interest and concern in the Retreat. They exchanged views and assessments on issues such as Asia-Europe cooperation, including as a net contributor to international peace, security and development; situation in Afghanistan; Iran's nuclear programme; developments in Middle East and North Africa, including Syria, Middle East Peace Process, Libya and Egypt; situation in the Horn of Africa; threat of piracy; problem of illegal migration and increasing flows of internally displaced persons and refugees; protection of vulnerable sections in conflict situations; developments in North East Asia, including the nuclear programme of DPRK and situation in the Korean Peninsula; freedom of navigation and maritime security; the objective of a world free from nuclear weapons and issues of proliferation of WMD and their means of delivery; enhancement of efficacy of multilateral institutions, including UNSC reform; expectations from ongoing COP19 negotiations in Warsaw and the forthcoming 9th WTO Ministerial Conference in Bali; and cooperation under the Arctic Council. Ministers agreed that ASEM is a valuable forum for political dialogue and cooperation among members in Asia and Europe with diverse and complementing capacities, perspectives and approaches.
24. Ministers commended the successful outcomes from the 23rd ASEAN Summit and related Summits held in Bandar Seri Begawan on October 9-10, 2013, including the development of the ASEAN Community's Post-2015 Vision. Ministers also commended the successful outcome of the European Council meetings in 2013. Ministers took note, with appreciation, of the successful conclusion of the APEC Economic Leaders' Meeting in Bali on October 8, 2013.

ASEM Initiatives for Tangible Cooperation and Future Meetings

25. Ministers welcomed the initiative of the Chair to encourage ASEM members to achieve result-oriented tangible outcomes under ASEM and the Annex I to the Chair's Statement, which would



allow countries to continue work on this agenda with like-minded members. They took note of the numerous meetings to be held in 2013-14, listed in Annex II to the Chair's Statement. Ministers supported the trend to incorporate a wider stakeholding amongst business, civil society, media and academia. They suggested that the implementation reports of such initiatives feed into subsequent ASEM meetings and documents, including the SOM meetings.

ASEM Press/ Public Awareness Management Strategy

26. Ministers called for greater effort to promote public awareness and visibility of the ASEM processes for the general public, business, media, executive and parliamentary representatives in ASEM partners. They endorsed the recommendation of the Senior Officials to set up a Working Group, comprising ASEM members and ASEF, to devise a Press and Public Awareness Management Strategy to be discussed further at the ASEM SOM in April 2014 in Brussels. The Ministers noted that the suggestions and topics contained in Annex IV to the Chair's Statement would provide the starting point for discussions in the Working Group. They commended use of modern technologies and social media to strengthen the public interface of ASEM. They supported strengthening of ASEM InfoBoard maintained by ASEF and welcomed the ASEM Dialogue Facility developed by the EU as an additional tool for ASEM to enhance dialogue and cooperation.
27. In this context, Ministers took note of the convening of the 9th ASEF Journalists' Colloquium in Delhi-NCR from November 10-12, 2013, organised by ASEF in collaboration with India, to take forward the on-going debate on sustainable development.

Asia-Europe Foundation (ASEF)

28. Ministers recognised ASEF's contributions to the ASEM process, particularly in enhancing awareness of ASEM in civil societies and promoting people-to-people exchanges between Asia and Europe. They recalled ASEF's important mandate as laid down in the Dublin Principles 1996 and mentioned in the Asia-Europe Cooperation Framework (AECF) 2000, i.e. "to continue strong support and encouragement for ASEF which is an important vehicle to promote and catalyze cultural, intellectual and people-to-people exchanges". Ministers welcomed ASEF's result-oriented projects planned for 2014 (Annex-III) and encouraged ASEF to optimize its capacity to attract more annual financial contributions. Ministers endorsed the



recommendation of Senior Officials that the Board of Governors and Executive Director of ASEF be requested to offer suggestions for closer synergy between ASEF activities and ASEM, for discussion at the ASEM SOM in April 2014.

Celebrations of the 20th Anniversary of ASEM in 2016

29. On the recommendation of Senior Officials, Ministers decided to set up a Working Group from amongst ASEM members and ASEF to devise a detailed strategy and roadmap for the 20th Anniversary celebrations of ASEM in 2016 and took note of suggestions that were made in this regard as a starting point.

ASEM Enlargement

30. Ministers noted Croatia's request for joining ASEM following its accession to the EU as its 28th member on July 1, 2013. In keeping with the two-key approach of ASEM Enlargement, the Ministers welcomed Croatia as “Guest of Chair” for all ASEM meetings in 2014 till a decision on its membership status at the ASEM10 Summit in Milan, Italy in the second half of 2014.

Preparations for ASEM10 Summit

31. Ministers were informed by the EU and Italy about the preparations for the ASEM10 Summit to be held in Milan, Italy in the second half of 2014. They also discussed events that could be organized in conjunction with the Summit. Ministers assured the EU and Italy that ASEM partners would actively support the successful organization of the ASEM10 Summit.
32. The Ministers welcomed Luxembourg’s offer to host the 12th ASEM Foreign Ministers’ Meeting (ASEM FMM12) in 2015.

Annex I – Collated List of Interested ASEM Members for Tangible Cooperation.

Annex II – ASEM Initiatives in 2013-2014.

Annex III – ASEF Projects in 2013 and 2014.

Annex IV – List of Topics for Discussion on ASEM’s Press/ Public Awareness Management Strategy.

***Collated List of Interested ASEM Members
for Tangible Cooperation***

S.No.	Areas of Tangible Cooperation	Names of Interested ASEM Members
1.	Disaster Management and Mitigation, Building Rescue and Relief Capacities, Technologies and Innovation in Rescue Equipments & Techniques	India, Philippines, Greece, Netherlands, Malaysia, Viet Nam, Belgium, Japan, Pakistan, Switzerland, Luxembourg, Bangladesh, Mongolia, Australia, New Zealand, China
2.	Efficient and Sustainable Water Management, Innovations in Water & Waste Management	India, Denmark, Slovakia, Indonesia, Hungary, Spain, Viet Nam, Malta, Mongolia, Pakistan, China, Romania, Bulgaria, Bangladesh, Singapore
3.	SME Cooperation	India, Greece, Brunei Darussalam, Lao PDR, Hungary, Malaysia, Pakistan, Malta, Bangladesh, Mongolia, Myanmar, Indonesia, China
4.	Renewable Energy: mitigation, adaptation, financing and technological innovations	India, Philippines, Greece, Lithuania, Brunei Darussalam, Hungary, Spain, Pakistan, Malta, Poland, Mongolia, New Zealand
5.	Energy Efficiency Technologies	India, Denmark, Lithuania, Brunei Darussalam, Hungary, Spain, Poland, Mongolia, Pakistan, China
6.	Higher Education	Philippines, Latvia, Brunei Darussalam, Indonesia, Ireland, India, Poland, Thailand, United Kingdom
7.	Vocational Training & Skills Development	India, Netherlands, Malaysia, Viet Nam, Ireland, Latvia, United Kingdom, China
8.	Food Safety Issues, including training of Farmers	China, Slovakia, Netherlands, Pakistan, Thailand, Mongolia, New Zealand
9.	Education and Human Resources Development	Greece, Hungary, Malaysia, Myanmar, India, Pakistan
10.	Waste Management: More efficient use of material resources, the waste sector as a central	India, Denmark, Lithuania, Singapore,

	player in the economy with waste to energy and more efficient reuse and recycling models	Netherlands
11.	Promote Trade and Investment/Involve Private Sectors	Lao PDR, Poland, India, Myanmar
12.	Poverty Reduction	Lao PDR, Ireland, Poland, Myanmar

ASEM Initiatives in 2013-2014

1. ASEM Seminar on Water and River Basin Management – A Green Growth Approach, in Can Tho, Viet Nam, from March 21-22, 2013.
2. Challenges to Biodiversity Conservation in Tropical Ecosystems, in Bander Seri Begawan, Brunei Darussalam, from May 12-24, 2013.
3. 12th ASEM Conference of Directors-General of Immigration and Management of Migratory Flows held in Tokyo, Japan from October 9-10, 2013.
4. 10th ASEM Customs Directors-General/Commissioners Meeting in Vienna, Austria from October 17-18, 2013.
5. 13th Informal ASEM Seminar on Human Rights in Copenhagen, Denmark from October 21-23, 2013.
6. ASEM Seminar on Capacity Building on Air Pollution Prevention and Control, Beijing, China, October 22-23, 2013.
7. ASEM Seminar on Nuclear Safety in Vilnius, Lithuania from November 4-5, 2013.
8. ASEM High-Level Meeting on Disaster Prevention and Relief in Response to Climate Change, in Vietnam from November 18-19, 2013.
9. ASEM Seminar on Youth Employment Promotion from November 20-21, 2013, in Chongqing, China.
10. ASEM Seminar on Social Dialogue to be organised in Brussels in March 2014, by Belgium and Indonesia with the support of European Commission.
11. Seminar on Urbanisation and Sustainable Management of Water Resources in Asia and Europe to be held in China, in April 2014.
12. ASEM Experience Sharing on Public Health Emergency Management to be held in China, in April/June 2014.
13. Conference on Inter-Cultural and Inter-Faith Dialogue to be held in St. Petersburg, Russia, in July 2014.
14. 3rd ASEM Sustainable Development Seminar on Water Management – “Fostering Prosperity and Stability Through (Inter) Regional Cooperation”, to be hosted by Romania, in June 2014.
15. 3rd ASEM Meeting for Governors and Mayors to be held in Bangkok, Thailand, in August 2014.

16. 4th ASEM Rectors' Conference and Students' Forum to be held in Thailand, in September 2014.
17. ASEM Conference on Technology and Innovation for Disaster Risk Reduction and Management and Climate Change Adaptation to be held in Philippines in September 2014.
18. 6th ASEM Cultural Ministers Meeting, to be held in Rotterdam, Netherlands in October 2014.
19. ASEM Food Safety Week: Promoting Cooperation and Coordination between Asia & Europe to be held in China in October 2014.
20. ASEM Workshop to Foster Green Business of SMEs to be held in Indonesia in 2014.
21. ASEM Forum on Training of Professional Farmers to be held in China, in 2014.
22. 14th Informal ASEM Seminar on Human Rights to be held in Viet Nam, in 2014.
23. ASEM International Experts' Workshop on the Restitution of Hidden Wealth and Prevention of Tax Evasion, to be held in the Philippines, in 2014.
24. ASEM Seminar on Waste-Water Management – Initiative proposed by Singapore.
25. Workshop on Managing Forests in a Sustainable Manner, organised by Slovenia.
26. Sustainable Water Management through partnerships among ASEM countries – Initiative proposed by India and Denmark for 2014.
27. Innovations in Technology for Disaster Rescue – Initiative proposed by India for 2014.

ASEF Projects in 2013 and 2014

Selected Projects in 2013

1) ASEF Visibility & Awareness Support in 2013 of the <u>Asia-Europe Meeting (ASEM) Process</u>				
#	Project	Date	Venue	ASEM Relevance
1	ASEM InfoBoard 2013 www.aseminfoboard.org	Throughout 2013	Online	The only official information platform of the ASEM Process; managed by ASEF.
2) Direct Support to & Participation in 2013 in the <u>ASEM Foreign Ministers' Meeting (FMM)</u>				
#	Project	Date	Venue	ASEM Relevance
1	ASEF's Participation and Support to the SOM and FMM11	2013	New Delhi, India	ASEF is invited to participate in the SOM and FMM11 to present its contributions to the ASEM Process.
2	9 th ASEF Journalists' Colloquium on "Media and the Green Agenda: Reporting on Sustainable Development in Asia and Europe"	9-12 Nov 2013	Gurgaon, India	Side-event at FMM11 to promote the FMM and the ASEM process.
3	13 th Informal ASEM Seminar on Human Rights "Human Rights and the Environment"	21-23 Oct 2013	Copenhagen, Denmark	ASEF is the co-ordinating body for the seminar series initiated by ASEM in 1997.
4	ASEM Outlook Series (distribution of publication and results)	Throughout 2013	Online	Reviews the current state of Asia-Europe relations. Contributes to ASEM priority issues with research-based analysis. Useful tool for ASEM Officials and researchers.
3) Direct Support to & Preparation in 2013 in the <u>ASEM Culture Ministers' Meeting (CMM)</u>				
#	Project	Date	Venue	ASEM Relevance
1	ASEF Cultural Policy Dialogue Series			

1.1	ASEF Experts' Meeting and Public Forum on “Investing in Heritage Cities – Stimulus for Sustainable Tourism and Livelihoods”	24-25 June 2013	Yangon, Myanmar	CMM5 stated the “need to promote greater knowledge exchange between Asian and European experts working on the management of heritage cities”. Results, incl. policy recommendations, will be presented at CMM6 in 2014.
1.2	ASEF Experts' Meeting and Public Forum on “Creative Economy in Asia and Europe – Emerging Pillar of Economic Growth and Development”	4-5 Dec 2013	Hanoi, Viet Nam	Addressing the political agenda of ASEM CMMs, this meeting focuses on creative industries and its impact on social and economic development. Outcomes will be presented with other research and mapping activities at CMM6.
2	ASEF's culture360.org Arts Portal www.culture360.org	Throughout 2013	Online	Tasked by the CMM in 2003 to create an “ASEM Cultural Portal”, culture360 is acknowledged by CMMs as a “concrete deliverable of the ASEM process”.

4) Direct Support to & Participation in 2013 in the Asia-Europe Meeting of Ministers for Education (ASEMME)

#	Project	Date	Venue	ASEM Relevance
1	ASEF Higher Education Programme (AHEP)			
1.1	ASEF's Participation and Support to the SOMs and ASEMME4	28-29 Jan 2013	Kuala Lumpur, Malaysia	Invited by the Ministry of Higher Education of Malaysia and the ASEM Education Secretariat (AES), ASEF participated in the SOMs and ASEMME4 and presented ASEF's contributions to the ASEM Education Process.
		12-14 May 2013	Kuala Lumpur, Malaysia	
1.2	4 th ASEM Rectors' Conference and Students' Forum (ARC4) on “Universities in Asia and Europe: Partners in Creating Sustainable Societies”, Preparatory Meeting	9-10 July 2013	Singapore	ASEMME4 asked “[ASEF] through the projects of its ASEM Education Hub (AEH), particularly the ASEM Rectors' Conference (ARC), to continue the stakeholders' dialogue [...] and [to] report on the progress made in the next Ministerial Meeting”. ARC is recognised as “Official Dialogue Partner” with ASEF as its permanent secretariat.
1.3	ASEF Higher Education Programme (AHEP)	Throughout 2013	Singapore	Established upon the endorsement of the leaders at ASEM2 to enable “more

	Advisory Committee Meeting (AC) and Secretariat	28-29 Nov 2013	Vilnius, Lithuania	academic exchanges”, AHEP contributes to the agenda of the ASEM Education Process on the topics 1) engaging business & industry in education, 2) balanced mobility, 3) lifelong learning.
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5) Direct Support to & Preparation in 2013 in the ASEM Environment Ministers’ Meeting (EnvMM)

#	Project	Date	Venue	ASEM Relevance
1	Asia-Europe Environment Forum (ENVforum)			
1.1	ENVforum Conference	4-5 Nov 2013	Seoul, Korea	In response to the ASEM leaders’ call for “the establishment of the inter-governmental open-ended working group on Sustainable Development Goals (SDGs)”, the ENVforum works with top partners and experts to promote dialogue to support a greater focus on SDGs.
1.2	Side Event at “MDGs to the UN Development Agenda beyond 2015”	25-28 Aug 2013	Bangkok, Thailand	
1.3	Side Event on “SDGs at Budapest Water Summit”	8-11 Oct 2013	Budapest, Hungary	

6) Direct Support to & Preparation in 2013 in the ASEM Finance Ministers’ Meeting (FinMM)

#	Project	Date	Venue	ASEM Relevance
1	Asia Europe Economic Forum (AEEF)			
1.1	AEEF: European Troubles, Asian Worries	21-23 Jan 2013	Brussels, Belgium	Since 2008 ASEM leaders have been calling for greater "economic integration" and "long-term sustainable and balanced growth". The AEEF focuses on these issues and its outcomes will contribute to the FinMM.
1.2	AEEF: Challenges and Prospects for Asian and European Economies	28-29 Oct 2013	Beijing, China	

For the full overview of ASEF’s 2013 activity portfolio in the fields of culture, education, sustainable development, economy, governance and public health, please refer to ASEF’s website www.asef.org.

Selected Projects in 2014

(Tentative Plan and Pending Approval by the ASEF Board of Governors)

1) ASEF Visibility & Awareness Support in 2014 of the Asia-Europe Meeting (ASEM) Process

#	Project	Date	Venue	ASEM Relevance
1	ASEM InfoBoard 2014 www.aseminfoboard.org	Throughout 2014	Online	The only official information platform of the ASEM Process; managed by ASEF.

2) Direct Support to & Participation in 2014 in the ASEM Summit

#	Project	Date	Venue	ASEM Relevance
1	ASEF's Participation and Support to the SOMs and ASEM10 Summit	2014	Asia and Europe; Milan, Italy	Upon invitation, ASEF will participate in the SOM and ASEM10 to present its contributions to the ASEM Process.
2	10 th ASEF Editors' Roundtable	November 2014	Milan, Italy	Side-event at ASEM10 to promote the Summit and the ASEM process.
3	14 th Informal ASEM Seminar on Human Rights "Human Rights and Business"	4 th quarter 2014	Viet Nam	ASEF is the co-ordinating body for the Seminar series initiated by ASEM in 1997.
4	ASEF Report: Asia-Europe Outlook (tbc)	Throughout 2014	Online	Reviews the current state of Asia-Europe relations. Contributes to ASEM priority issues with research-based analysis. Useful tool for ASEM Officials and researchers.
5	Model ASEM	October 2014	tbc	Simulation of ASEM, scheduled in conjunction with ASEM10.

3) Direct Support to & Preparation in 2014 in the ASEM Culture Ministers' Meeting (CMM)

#	Project	Date	Venue	ASEM Relevance
1	ASEF Participation and Support to the SOMs and CMM6	2 nd half 2014	The Netherlands	Upon invitation, ASEF will participate in the SOMs and CMM6 to present its contributions to the ASEM Culture

				Ministers Process.
2	ASEF Cultural Policy Dialogue Series			
2.1	ASEF Experts' Meeting and Public Forum on "The Emerging Significance of Creative Economy"	2 nd half 2014 (tbc)	The Netherlands	ASEF will host an experts' meeting/public forum in conjunction with CMM6.
3	ASEF's culture360.org Arts Portal www.culture360.org	Throughout 2014	Online	Tasked by the CMM in 2003 to create an "ASEM Cultural Portal", culture360 is acknowledged by CMMs as a "concrete deliverable of the ASEM process".
4	19 th ASEF University (AU19) on "Sustainable Urbanisation in Heritage Cities"	2 weeks in March 2014 (tbc)	New Delhi, India, tbc	CMM5 "recognised the potential of ASEF in translating some of the recommendations [...] into concrete activities such as setting up [...] heritage awareness programmes for youth."

4) Direct Support to & Participation in 2014 in the Asia-Europe Meeting of Ministers for Education (ASEMME)

#	Project	Date	Venue	ASEM Relevance
1	ASEF Higher Education Programme			
1.1	ASEF's Participation and Support to the SOMs and ASEMME5	2014	Beijing, China	Upon invitation, ASEF will participate in the SOM to present its contributions to ASEMME5 and the ASEM Education Process.
1.2	4 th ASEM Rectors' Conference and Students' Forum (ARC4) on "Universities in Asia and Europe: Partners in Creating Sustainable Societies"	23–24 & 25–26 Sept 2014	Bangkok, Thailand	ASEMME4 asked "[ASEF] through the projects of its ASEM Education Hub (AEH), particularly the ASEM Rectors' Conference (ARC), to continue the stakeholders' dialogue [...] and [to] report on the progress made in the next Ministerial Meeting". ARC is recognised as "Official Dialogue Partner" with ASEF as its permanent secretariat.
1.3	ASEF Higher Education Programme (AHEP) Advisory Committee Meeting (AC) and	Throughout 2014	Singapore	Established upon the endorsement of the leaders at ASEM2 to enable "more academic exchanges", AHEP contributes to the agenda of the ASEM

	Secretariat			Education Process on the topics 1) engaging business & industry in education, 2) balanced mobility, 3) lifelong learning.
5) Direct Support to & Preparation in 2014 in the <u>ASEM Environment Ministers' Meeting (EnvMM)</u>				
#	Project	Date	Venue	ASEM Relevance
1	Asia-Europe Environment Forum (ENVforum)			
1.1	ENVforum Conference	2014	Europe	In response to the ASEM leaders' call for "the establishment of the inter-governmental open-ended working group on Sustainable Development Goals (SDGs)", the ENVforum works with top partners and experts to promote dialogue to support a greater focus on SDGs.
6) Direct Support to & Preparation in 2014 of the <u>ASEM Finance Ministers' Meeting (FinMM)</u>				
#	Project	Date	Venue	ASEM Relevance
1	ASEF's Participation and Support to the SOM and FinMM11	2014	Asia and Europe	Upon invitation, ASEF will participate in the SOM and FinMM to present its contributions to the ASEM Finance Ministers' Process.
2	Asia Europe Economic Forum (AEEF)	April/May 2014	Berlin, Germany	Since 2008 ASEM leaders have been calling for greater "economic integration" and "long-term sustainable and balanced growth". The AEEF focuses on these issues and its outcomes will contribute to the FinMM.

For the full overview of ASEF's 2014 activity portfolio in the fields of culture, education, sustainable development, economy, governance and public health, please refer to ASEF's website www.asef.org.

*List of Topics for Discussion on
ASEM's Press/ Public Awareness Management Strategy*

1. Scoping study on the enhancement of the image of ASEM

At the September 2006 ASEM 6 Summit in Helsinki, ASEM leaders adopted the **Helsinki Declaration on the Future of ASEM**, in which they agreed that “in order to achieve greater visibility and promote general awareness of the ASEM process, a public communication strategy to disseminate the result of ASEM Summits, other meetings and initiatives should be developed and implemented as a matter of priority.”

ASEM partners seem fully supportive of the open, high-level, but non-bureaucratic concept, and with its expansion, ASEM has a high potential of increased importance on the international stage. However as ASEM grows, it needs **strategic communications** and feedback for success to eliminate the possibility of dissipating efforts.

It would be valuable if ASEM partners **agree that they are committed to raising the visibility** of the ASEM process, because without their commitment and involvement, any potential strategy will not be successful

2. Visibility workshop and communication strategy

A visibility workshop was held in November 2007 and, following this, a communication strategy was prepared (EU-funded project). This strategy was sent to ASEM partners for consultation and their remarks included in the appendices. Much included in the strategy is still valid and can be built upon as a useful foundation.

3. Key issues for consideration

3.1 According to previous research (Visibility Workshop questionnaire 2007), ASEM's key strengths lay in:

- a) Its uniqueness as a forum of cooperation and enhanced understanding between Asian and European governments
- b) Its purpose as a strategic platform of exchange, building partnership and cooperation between the two “most dynamic regions”
- c) Its very breadth of activity and cross-sectoral connection targeting current and future global issues.

3.2 Key messages were developed at that workshop which reflect these strengths:

- a) The Asia-Europe Meeting (ASEM) is a multi-cultural forum committed to promoting a fair, just and rules-based international order. Formed in 1996, ASEM currently has 51 partners.
- b) Representing half of the world's GDP, almost 60% of the world's population and 60% of global trade, ASEM embraces virtually the whole of Asia and Europe

- c) ASEM is an important forum for members to exchange views and to enhance cooperation within its three pillars of cooperation: Political Dialogue; Economic Cooperation and Social-Cultural exchanges.

4. Ideas for discussion

- a) The low general public awareness of ASEM is not conducive to the promotion of closer Asia-Europe relations. Fundamentally, there needs to be **a clear focus on a limited number of strategic priorities** where ASEM can make the difference, rather than dispersing efforts across the board.
- b) **A one year promotional campaign** with specific activities/topics and aimed at key target audiences could be developed. It would seem that next year, 2014, would form the **ideal ‘pilot’** for this as it is a ‘Summit’ year with a SOM in Brussels. The campaign could also form the basis for the development of an **overall communication strategy**.
- c) Consider integration of all electronic communications onto **one website** which would be accessible both to the media and general public, but which also has an **intranet** which is **confidential and secure** for partners for internal use in scheduling, passing consultation papers and so on. It can be debated whether there is a need to **develop a specific website for ASEM** but this also raised the question of the **funding/managing**.
- d) **ASEF** has over the past decade become more involved in managing the public communications of ASEM itself. However, this does mean that much of the website’s visibility is **ASEF-oriented rather than ASEM**.
- e) An **ASEM intranet** can be designed **linked to the ASEF InfoBoard** - a communication channel with which ASEM partners are already familiar.
- f) An intranet facility would enable, for example, **the ASEM coordinators and ACSG to easily ‘feed in’ information** on the themes above or, indeed, on interesting stories which arise either from an event or a meeting. A simple system can be established.
- g) **Social media** is the **fastest growing communication channel**. Many governments, senior officials, civil servants etc. have Facebook pages and use Twitter or the equivalent. In countries **where these services are not accessible, there are ‘local’ alternatives** which can be accessed. The professional network site, **Linked-in**, is also another opportunity to exchange information.
- h) As the Asia Europe People’s Forum (AEPF) is “the voice of civil society in the official ASEM Summit”, it could **consider forming a partnership with the global network of “communication for development” journalists** who specialize in bringing media representation from and to the so-called “grassroots level”.
- i) Identify **the ‘winning themes’**, e.g. global threats of common concern; globalization, competitiveness and structural changes in the global economy including finance, labour issues, education and human resource development; health; science and technology including Information and Communication Technology (ICT); sustainable development with special focus on the MDGs (SDGs); climate change, environment, and energy and intercultural and interfaith dialogue as a means to promote mutual understanding.

- j) Develop **templates for communication plans** for ASEM events which **can be downloaded** and could include: **fact sheets (general and thematic); news release structure; e-bulletin template; key messages and a short description of ‘What is ASEM?’**
- k) Member countries could observe a day in the Calendar as **ASEM Day**. This day would be celebrated in all ASEM countries, with Foreign Ministries taking a lead role. The celebrations could be in the form of organizing a meeting with the diplomatic Missions of the member countries in the respective capitals.
- l) In the run up to ASEM Day, state owned televisions of member countries could **telecast documentaries** on each member country/organization for consecutive days. This would also enrich the host citizens with knowledge of the culture, landscape etc. of all the ASEM member countries and organizations.
- m) At least one **article every six months** in a leading newspaper, where journalists, scholars, think tank experts etc. could be asked to write on ASEM. The SOM Leaders and ASEM Contact Points could provide inputs. This could start from 2014 and would be a continuous exercise.
- n) Similarly, regular use of **radio and television** to reach out and strengthen the communication strategy of ASEM.
- o) Each member country could organize an **interview** related to ASEM by their respective Foreign Minister and/ or SOM Leader for print/ AV/ social media. These interviews should be at least once in six months.
- p) A **media exchange programme** could be started, where one representative is financed by each ASEM country to visit two ASEM member countries in one tour per year. The two host countries per year for the group of 51 journalists could be decided on a voluntary basis. These journalists would be expected to file ASEM related stories on return.
- q) ASEM could be promoted by strengthening and **integrating the ASEM InfoBoard and ASEM Dialogue Facility** websites and also making its presence in the social media. This would help ASEM connect with the youth and next-generation, in particular.
- r) Regular **status reports and outcomes** of various events and projects should be posted on the ASEM InfoBoard and ADF websites.
- s) ASEM members could **link the ASEM InfoBoard and ADF websites to their official Foreign Ministry’s website** and vice-versa.

Note: The above list is dynamic and ASEM members will continue to send suggestions to be discussed further as part of the agenda of the ASEM SOM in April 2014 in Brussels.