

NOTIONAL CALENDAR OF ASEAN AWARENESS ACTIVITIES 2021

Date	Activity / Event	Lead Agency/ Organization	Link/Venue
14 June-03 August	ASEAN Philippines Digital Art Contest 2021	NCCA	https://ncca.gov.ph/2021/06/07/the-asean-philippines-digital-art-contest-2021-we-care-we-prepare-we-prosper/
18 June	Launching of International Local and International Help Desk	PNP	PNP Multi-Purpose Center
25 June	Grand Launching and Oath taking of International and National Coalition of Lingkod Bayan Advocacy Support Groups and Force Multipliers	PNP	PNP Multi-Purpose Center
July	ASEAN 101 Series of Infographics	DFA	DFA Facebook, Twitter, Instagram
July	AVP on Philippine Culture and Heritage	NCCA	
12-13 July	6th Ad Hoc Working Group Meeting on the ASEAN Direct Communications Infrastructure (ADI)	DND, MinDef	CISCO Webex
31 July	#OnThisDay Post	DFA	DFA Facebook, Twitter, Instagram
01 August	54th ASEAN Anniversary ASEAN Facebook Frame and Viber/WhatsApp Sticker Pack	DFA	DFA Facebook, Twitter, Instagram
01 August	54th ASEAN Anniversary ASEAN Viber/WhatsApp Sticker Pack	DFA (ASEAN-PH and Nairobi PE)	DFA Facebook, Twitter, Instagram
03 August	ASEAN Cultural and Tourism Showcase from Brunei Darussalam	DFA, Embassy of Brunei Darussalam	DFA Facebook, Twitter, Instagram
04-11 August	Online Throwback ASEAN	DFA	DFA Facebook, Twitter,

	Photo Competition		Instagram
05 August	ASEAN Cultural and Tourism Showcase from Cambodia	DFA, Royal Embassy of Cambodia	DFA Facebook, Twitter, Instagram
06 August 2:00 - 5:30 PM	<i>Launch of the ASEAN Green Initiative</i>	ACB	ACB's Facebook Page
07 August	(1st of 5) ASEAN Webinar Series on Women in Pre-Colonial Southeast Asian Society	DFA	DFA YouTube and Facebook Livestream
08 August	ASEAN Day Greeting Card	DFA	DFA Facebook, Twitter, Instagram
08 August	Display of ASEAN Emblem on MOA LED Globe	DFA	DFA Facebook, Twitter, Instagram
9 August	DFA Virtual 54th ASEAN Anniversary Special Flag Raising Ceremony	DFA	DFA YouTube and Facebook Livestream
9-27 August	Woven Identities: Clothing Traditions of ASEAN	NCCA	
10 August	ASEAN Cultural and Tourism Showcase from Indonesia	DFA, Embassy of the Republic of Indonesia	DFA Facebook, Twitter, Instagram
11 August	Online ASEAN Thought Bubble	DFA	DFA Facebook, Twitter
11 August	Online Know Your ASEAN Quiz	DFA	DFA Facebook, Twitter, Instagram
12 August	ASEAN Cultural and Tourism Showcase from Lao PDR	DFA, Embassy of the Lao PDR	DFA Facebook, Twitter, Instagram
14 August	(2nd of 5) ASEAN Webinar Series on Spiritual Beliefs in Pre-Colonial Southeast Asian Society	DFA	DFA YouTube and Facebook Livestream
17 August	ASEAN Cultural and Tourism Showcase from Malaysia	DFA, Embassy of Malaysia	DFA Facebook, Twitter, Instagram
18 August	Online Know Your ASEAN	DFA	DFA Facebook, Twitter,

	Quiz		Instagram
19 August	ASEAN Cultural and Tourism Showcase from Myanmar	DFA, Embassy of the Republic of the Union of Myanmar	DFA Facebook, Twitter, Instagram
20 August, 10:00am-12:00 nn	SAMA-SAMA ASEAN Webinar	PCOO, PIA, PTV, NCCA, CCP, DFA	Facebook
21 August	(3rd of 5) ASEAN Webinar Series on Seabourn Trade in Pre-Colonial Southeast Asian Society	DFA	DFA YouTube and Facebook Livestream
22 August	(4th of 5) ASEAN Webinar Series on Culinary Traditions in Pre-Colonial Southeast Asian Society	DFA	DFA YouTube and Facebook Livestream
24 August	ASEAN Cultural and Tourism Showcase from the Philippines	DFA, NCCA, CCP	DFA Facebook, Twitter, Instagram
25 August	Online Know Your ASEAN Quiz	DFA	DFA Facebook, Twitter, Instagram
26 August	ASEAN Cultural and Tourism Showcase from Singapore	DFA, Embassy of the Republic of Singapore	DFA Facebook, Twitter, Instagram
27 August	Online ASEAN Thought Bubble	DFA	DFA Facebook, Twitter
28 August	(5th of 5) ASEAN Webinar Series on Musical Traditions in Pre-Colonial Southeast Asian Society	DFA	DFA YouTube and Facebook Livestream
30 August	ASEAN Cultural and Tourism Showcase from Thailand	DFA, The Royal Thai Embassy	DFA Facebook, Twitter, Instagram
30 August	Conference on ASEAN Tourism Recovery	DOT	Hybrid Format (Manila)
31 August	ASEAN Cultural and Tourism Showcase from Viet Nam	DFA, Embassy of the Socialist Republic of Viet	DFA Facebook, Twitter, Instagram

		Nam	
September	Tingin ASEAN Film Festival	NCCA	
15 September	ASEAN Research Forum on Substance Use Prevention Interventions and Policies	ATCPDE in partnership with DDB	Microsoft Teams
6, 13, 20, and 27 October	ASEAN Virtual Training on Effective Delivery Skills for Preventive Drug Education	ATCPDE in partnership with DDB	Microsoft Teams
TBA	ASEAN Gender and Development and Tourism: Special meeting of ASEAN on Gender and Development RE Implementation of the ASEAN GAD Tourism Work Plan 2020-2030 and conduct of study on the impact of COVID-19 in women and vulnerable groups in the tourism industry.	DOT	
	Southeast Asia Feel the Warmth Marketing Logo of the ASEAN Member States	DOT	

ASEAN PROMOTIONAL MATERIAL LINKS

A. 54TH ASEAN Anniversary Promotional Materials (by DFA)

ASEAN Month 2021:	Facebook: https://www.facebook.com/dfaphl/posts/2016693401818817 Twitter: https://twitter.com/DFAPHL/status/1421349313435688966 Instagram: https://instagram.com/stories/dfaphl/2629767257061650791?utm_medium=share_sheet Youtube: 54th ASEAN Anniv Virtual flag raising ceremony https://youtu.be/g8AkWLF8b4M
ASEAN 101	IG: https://drive.google.com/drive/folders/1qhRUDz2rL1TXhPzohamLQZCXpdf-MKyE?usp=sharing Twitter: https://twitter.com/DFAPHL/status/1415974520616153090?s=20 FB Album: https://www.facebook.com/media/set/?vanity=dfaphl&set=a.2005249132963244
Narrative of ASEAN Identity	1. Twitter - https://twitter.com/dfaphl/status/1418790671884820481?s=21 2. IG - https://www.instagram.com/p/CRsIEFVjQEZ/?utm_medium=copy_link 3. FB - https://www.facebook.com/138743156280527/posts/2011307059024118/?d=n

ASEAN Identity and Shared Cultural Heritage	FB: https://www.facebook.com/dfaphl/posts/2016914651796692 Twitter: https://twitter.com/DFAPHL/status/1421459962027413511 IG: https://www.instagram.com/p/CR_xgXyh1tq/?utm_medium=copy_link
On This Day: Proclamation 282	FB - https://www.facebook.com/138743156280527/posts/2016759495145541/?d=n IG: https://www.instagram.com/p/CR--EA5nrbz/?utm_medium=copy_link TW: https://twitter.com/dfaphl/status/1421378849820925956?s=21
54th ASEAN Anniversary Facebook Frame	FB: https://www.facebook.com/dfaphl/photos/a.2005249132963244/2017367138418110
54TH ASEAN Anniversary Viber Stickers	FB: https://www.facebook.com/dfaphl/photos/a.2005249132963244/2017367185084772 Twitter: https://twitter.com/DFAPHL/status/1421689869542182916
ASEAN Cultural and Tourism Showcase	Main Site: https://tinyurl.com/DFAASEAN-Showcase (Brunei) FB: https://www.facebook.com/dfaphl/photos/a.189736351181207/2019850971503060/ Twitter: https://twitter.com/DFAPHL/status/1422808297376157698 (Cambodia) FB: https://www.facebook.com/dfaphl/photos/a.2005249132963244/2020748141413343/ Twitter: https://twitter.com/DFAPHL/status/1423234998383960075
Throwback ASEAN photo competition	FB: https://www.facebook.com/dfaphl/photos/a.2005249132963244/2020746534746837/ Twitter: https://twitter.com/DFAPHL/status/1423233841003520001/photo/1

B. PROMOTIONAL VIDEOS

musical performances by C ASEAN Consonant	https://www.youtube.com/channel/UCtc_FG-eh3-mrMyS5ubIkpw/videos
ASEAN Member States' videos on Break the Chain: The Arts respond to COVID-19, An Awareness Campaign (caption)	https://drive.google.com/drive/u/0/folders/1miuiOEulQqd9dXMckwuFTWZ90jEC_BIV
ASEAN videos produced by PTV (Ako at ang ASEAN):	https://drive.google.com/file/d/1w8qFgStK7ouhcKQIY3t7siJQIhanJpoY/view?usp=sharing https://drive.google.com/file/d/1mK5qu1T3cVGFztyevDLj0hoXrJOkwBzz/view?usp=sharing https://drive.google.com/file/d/1pxSMYSC1RJp84IM4g2W14ipCwAHju82d/view?usp=sharing https://drive.google.com/file/d/1DnUkyqrkXZEh1ef_3P7zipNFRippvrvU/view?usp=sharing https://drive.google.com/file/d/1VybnceqSjDmHPSc61_o79gmUXL2nsX5J/view?usp=sharing

C. ASEAN, AF, AIPR Information/Promotional Videos (from ASEC unless stated)

Video/Title		Date Posted
1. Connectivity 2021 deliverables	https://www.youtube.com/watch?v=reiKjPr2004	30 June 2021
2. #WeAreASEANBiodiversity-(ACB)	https://www.youtube.com/watch?v=oOjZC9QqEx0	24 June 2021
3. ASEAN Foundation	https://www.youtube.com/watch?v=eTfY7QGFEiM	23 June 2021

Corporate Video 'Empowering Youth with Future Ready Skills-(AF)		
4. Highlight Mid-Term Review AEC Blueprint 2025	https://www.youtube.com/watch?v=1FTsy6KYklY or full video: https://www.youtube.com/watch?v=4yH4HGKsmK0	25 May 2021
5. Insights on AIPR-Elizabeth Buensuceso (AIPR)	https://www.youtube.com/watch?v=HTyVaVMkSGM	18 May 2021
6. Roadmap to ASEAN Human Resources Development for the Changing World of Work	https://www.youtube.com/watch?v=5F4PYlcnbnE	16 September 2020
7. Introduction to ASEAN TVET	https://www.youtube.com/watch?v=5iQHz9ZFnDI	16 September 2020
8. ASEAN Way (ASEAN Anthem) by C-asean	https://www.youtube.com/watch?v=dJsadzbdslk&list=PLt2z0BXVB3p5ZMhE4z1LtjoLxCvB6ycGR&index=4	26 September 2020
9. ASEAN as ONE (m video by C-asean)	https://www.youtube.com/watch?v=Sn43inCLams&list=PLt2z0BXVB3p5ZMhE4z1LtjoLxCvB6ycGR&index=4	26 September 2020
10. Smart and Sustainable Urbanisation in ASEAN	https://www.youtube.com/watch?v=7Xbx92Alg5o	14 July 2020
11. ASEAN Customs System	https://www.youtube.com/watch?v=_e2WRfWm-wM	9 July 2020
12. Enhancing Supply Efficiency in ASEAN	https://www.youtube.com/watch?v=Y6Y7GQ8hkZc	24 June 2020
13. MSME Participation in Digital Economy in ASEAN	https://www.youtube.com/watch?v=ArLwo7ipAAk	24 June 2020

14. ASEAN Safe Migration Campaign	https://www.youtube.com/watch?v=KQXE0trrnGg	12 December 2018
15. ASEAN Founding Fathers	https://www.youtube.com/watch?v=l3EU3cw-CkU	24 August 2017
16. ASEAN Community	https://www.youtube.com/watch?v=QNFgvuTQfGM	7 December 2015
17. ASEAN Socio Cultural Community	https://www.youtube.com/watch?v=BGPTThskSqjM	7 December 2015
18. ASEAN Political Security Community	https://www.youtube.com/watch?v=KaFZ34bjMao	7 December 2015
19. ASEAN Economic Community	https://www.youtube.com/watch?v=zKTlqVeSPoU	7 December 2015