



# ASEAN and ICT

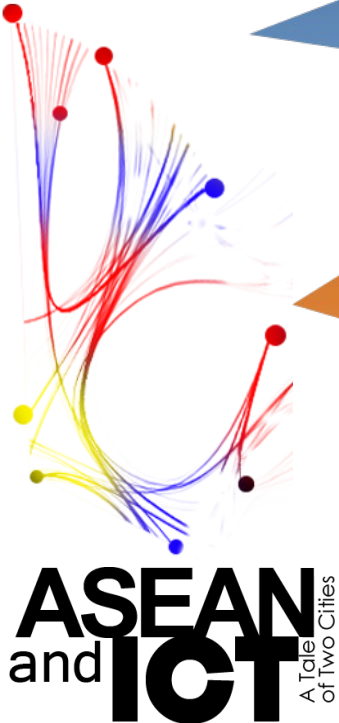
A Tale  
of Two Cities

Emmanuel C. Lallana, PhD  
Chief Executive, [ideacorp](#)

# Two ASEANS

**Young ASEAN - “digital natives” tech-savvy, digitally-nimble, and multi-tasking individuals who are fluent in digital devices and the Internet.**

**Official ASEAN - “digital immigrants” who are learning to adapt to their new environment but still “*retain, to some degree, their “accent,” that is, their foot in the past*”**



# TOP 5 Asian Countries



# Young ASEAN FACEBOOK

Philippines has the highest FB penetration rate across the globe -- making Filipinos "*the world's heaviest users of social media*".

**Asia is FB's fastest-growing region.**

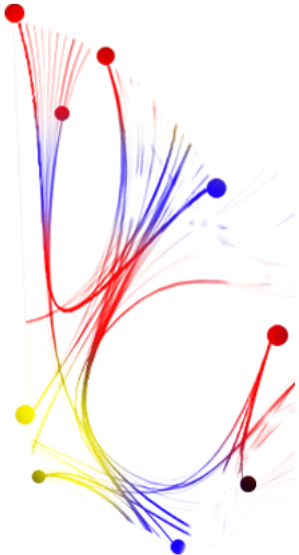
India (23 M)

Taiwan (9.1 M)

Philippines (22.4 M)

Malaysia (10.1 M)

Indonesia (35.2 M)

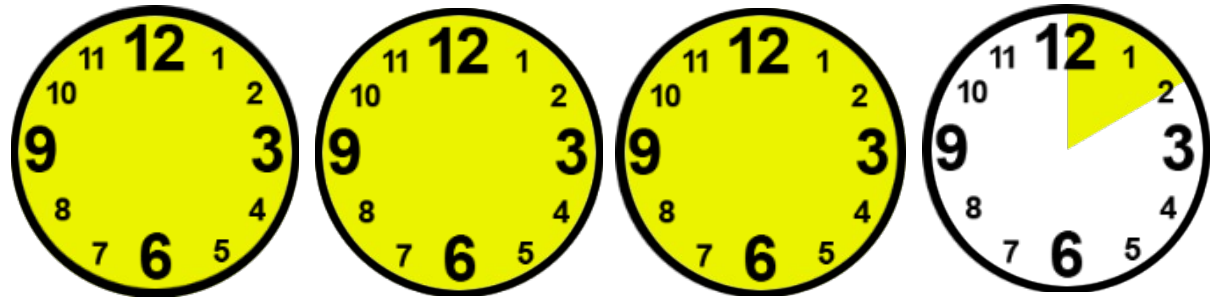


# Young ASEAN MULTITASKING

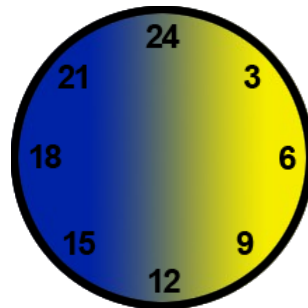


8–24 year olds in Asia

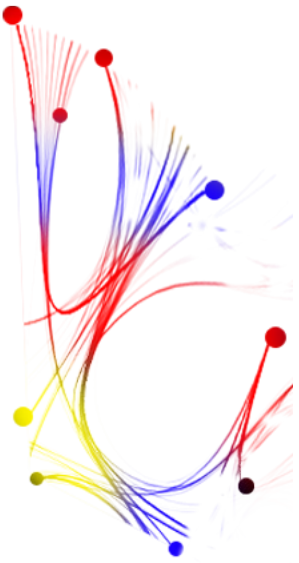
fit



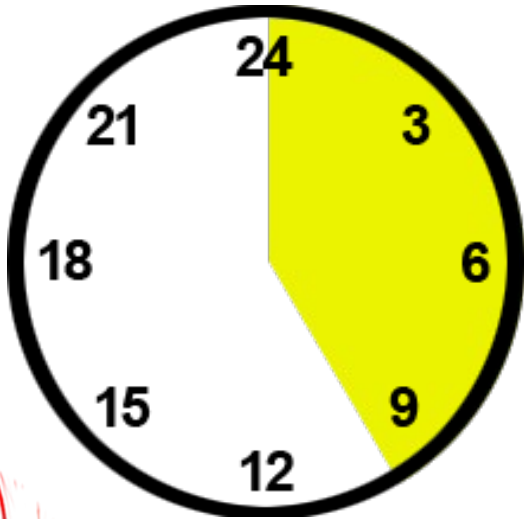
38 hours worth of activities



in a 24 hour period



# Young ASEAN MULTITASKING



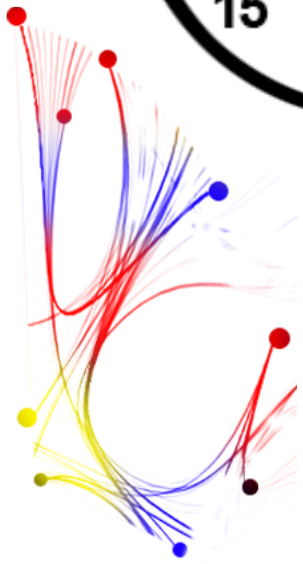
**10 hours are spent on media\***



**Malaysians**



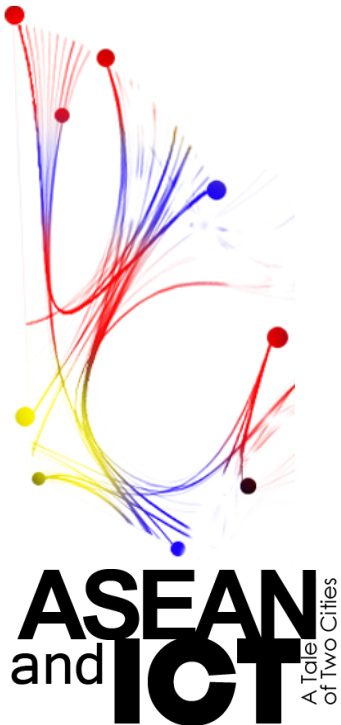
**Thais**



\*Internet, watching TV or DVD/VCD/videos, reading newspapers or magazines and listening to the radio

# Young ASEAN INTERNET AND MOBILES

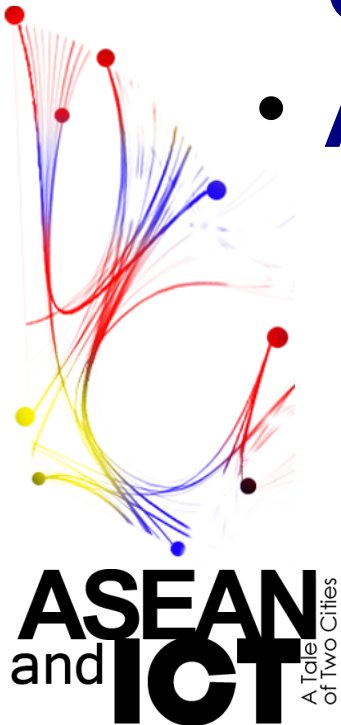
- **37% of the youth in the region said they could not live without the Internet and**
- **29% would be unable to function without their mobile phones.**



# Official ASEAN Documents

- eASEAN Framework Agreement
- Master Plan on ASEAN Connectivity
- ASEAN ICT Master Plan 2010-15.

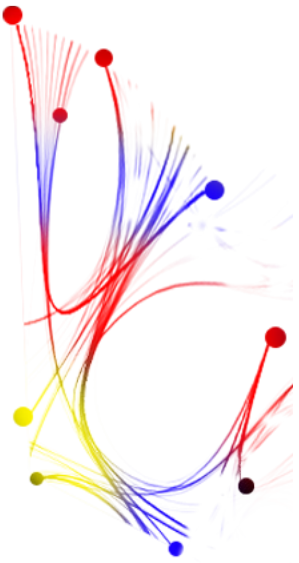
*“Towards an Empowering and Transformational ICT: Creating an Inclusive, Vibrant and Integrated ASEAN”.*



# Official ASEAN eASEAN

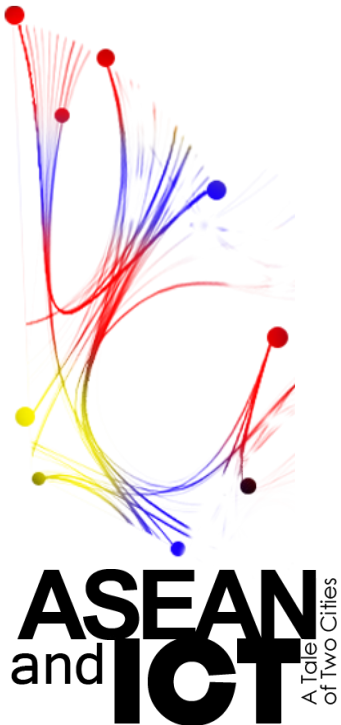
- **eASEAN Framework Agreement**

“digital readiness” through activities in the areas of (1) connectivity; (2) local content; (3) providing a seamless environment for electronic commerce; (4) providing a common marketplace for ICT goods and services; (5) human resource development; and (6) e-governance.



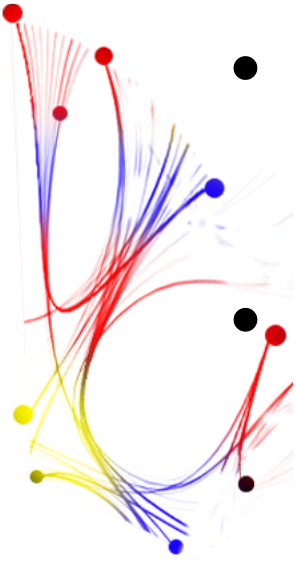
# Official ASEAN MPAC

- **ICT is discussed under 'physical connectivity'**
  - with transport and energy.
  - **ICT infrastructure is seen as fundamental to supporting trade, facilitating investment and enlarging markets**



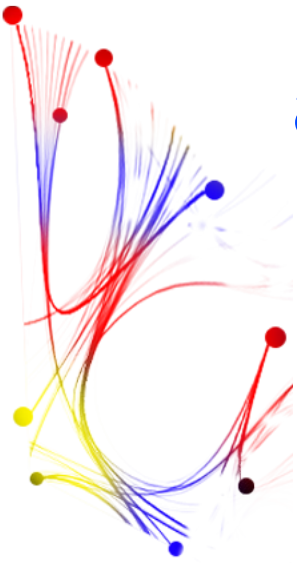
# Official ASEAN MPAC

- **ICT is not critical infrastructure**
  - Only 1 of 7 Key Strategies to Enhance Physical Connectivity
- **ICT has no role in enhancing institutional connectivity.**
- **ICT has limited role in building people-to-people connectivity**



# ASEAN 2.0

- **ICT as transformative**
    - Creative destruction/ disruptive innovation
  - **ICT is key in regional integration and community building**
    - Policy Coordination
    - Inclusive Regionalism
    - Creating a Regional Identity
- Empowering ASEAN Secretariat**



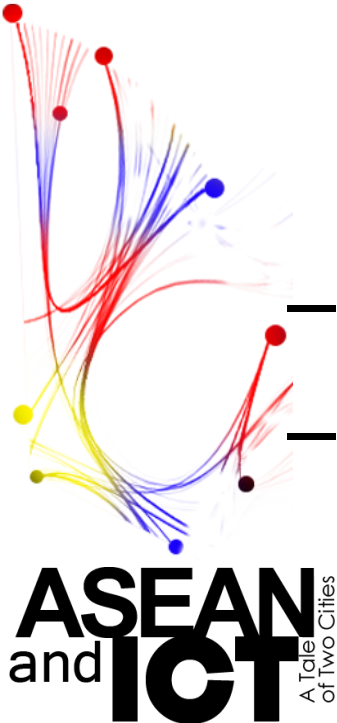
# ASEAN 2.0

- **Policy Coordination**  
*refers to voluntary (and unenforceable?) alignments of national policies and measures in particular fields.*

ASEAN Summit, ASEAN Coordinating Council, 3 ASEAN Community Councils, ASEAN Secretariat, Committee of Permanent Representatives to ASEAN.

# ASEAN 2.0

- **Recommendations**
  - **adopt appropriate, robust and cost efficient conferencing tools to be used by various ASEAN bodies or at meetings.**
  - **use collaborative software**
  - **Internal wikis, blogs**

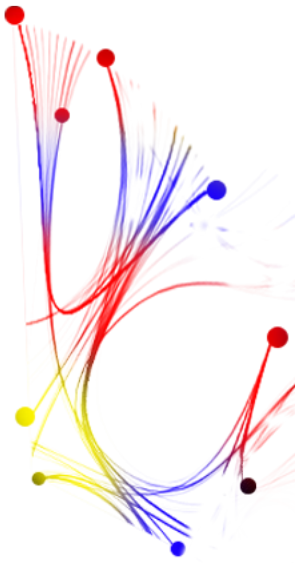


# ASEAN 2.0

## Inclusive Regionalism

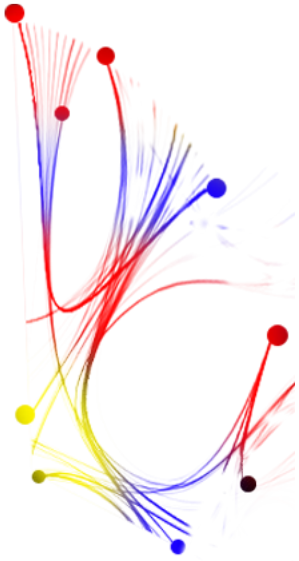
***“We can and should empower the people to become co-authors if not the principal authors of their own development.”***

*Pres Bambang Yudhoyono*



# ASEAN 2.0

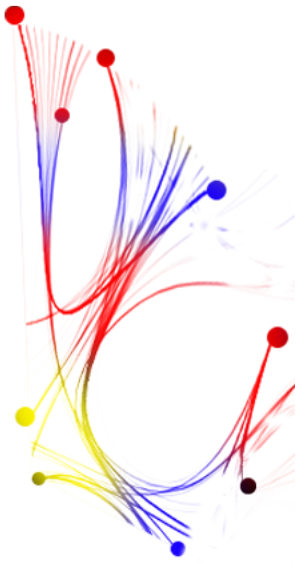
- **Recommendation**
  - **develop eParticipation strategy**
    - **e-rule making**
    - **“Peer to Patent”**



# ASEAN 2.0

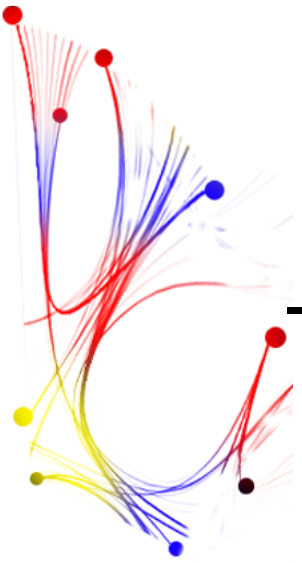
- **Creating an ASEAN Community**
  - ***Identity is what makes regional organizations constitutive, as opposed to merely regulative, communities***

- Archaya



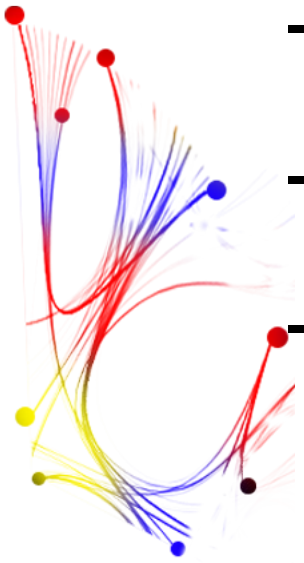
# ASEAN 2.0

- **Recommendations**
  - **develop a Social Networking Strategy aimed at the ASEAN youth in order to develop a sense of ASEAN identity;**
  - **use blogs and policy wikis as part of information dissemination strategy;**



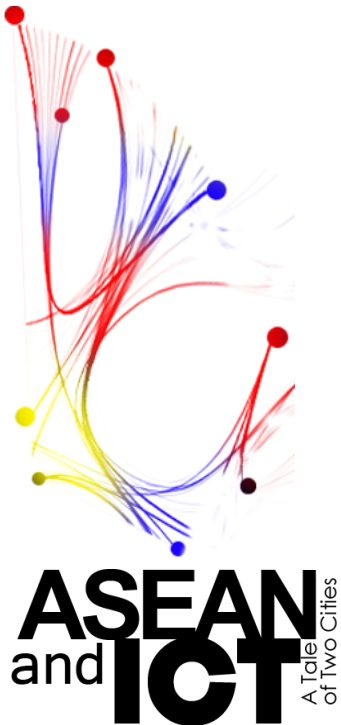
# ASEAN 2.0

- **Empowering ASEAN Secretariat**
  - reactive facilitator;
  - contingent coordinator;
  - active coordinator; and
  - hierarchical-based network administrator



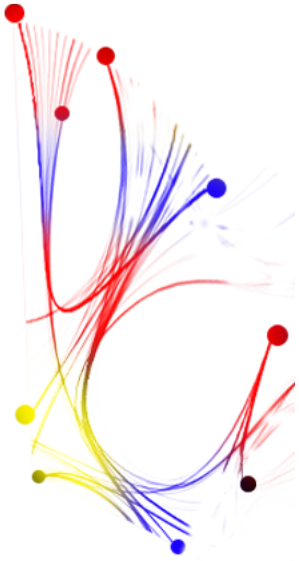
# ASEAN 2.0

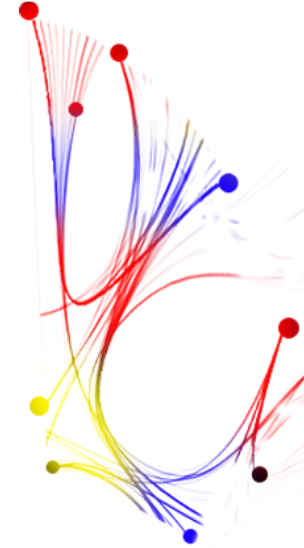
- **Recommendation**
  - **appoint an ASEAN Chief Information Officer (CIO)**
- **Initial activities:**
  - **ICT audit within the Secretariat;**
  - **ASEAN Enterprise Architecture &/or Interoperability Framework;**
  - **Information Security policy.**



# CONCLUSION

**ASEAN officials, particularly at the highest levels, must fully recognize ICT as a tool for enhanced governance, effective policy making, and intensified community building efforts in SEA.**





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and **ICT**  
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