

# What does ASEAN Mean to ASEAN Peoples? (The Philippine Case)

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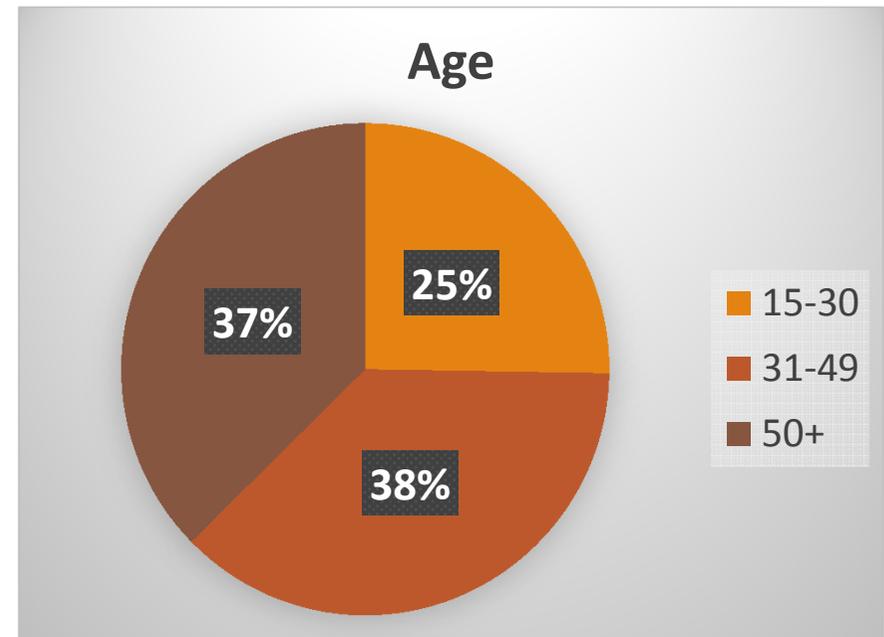
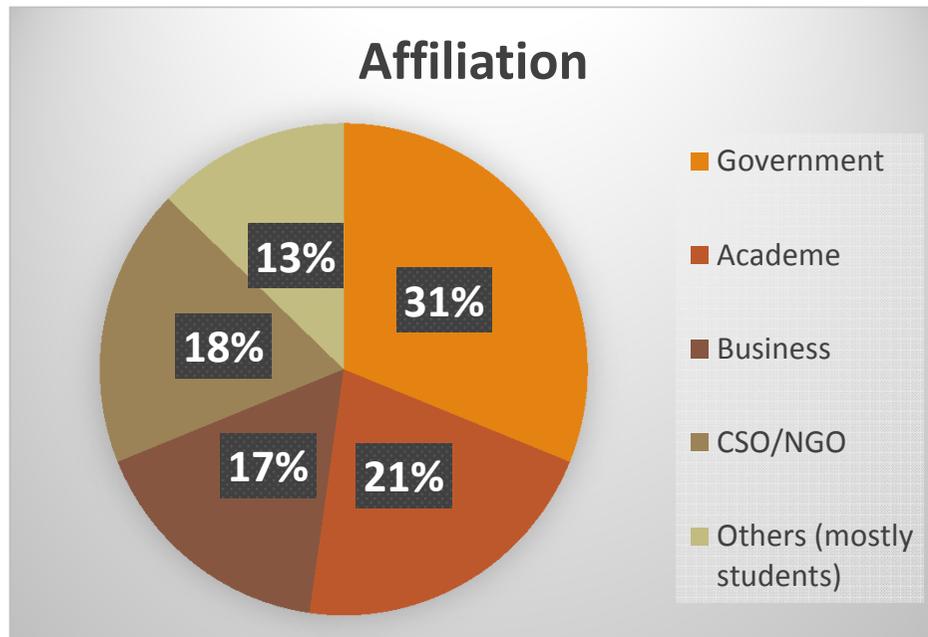
Philippine Institute for Development Studies  
*Surian sa mga Pag-aaral Pangkaunlaran ng Pilipinas*

# Introduction

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- Public perception study conducted in 2016
- Funded by ERIA and part of a bigger study comprising all 10 ASEAN member-states (AMS)
- The aim of the study is to make inferences about the level of awareness of the Filipino people of ASEAN as well as their aspirations, concerns, and hopes for the Association.
- Online and paper-based survey using a questionnaire provided by the Economic Research Institute for ASEAN and East Asia (ERIA)
- Three focus group discussions (youth – Butuan City; business sector – Cebu City; mixed – Quezon City)

# Profile of survey respondents



### Sex

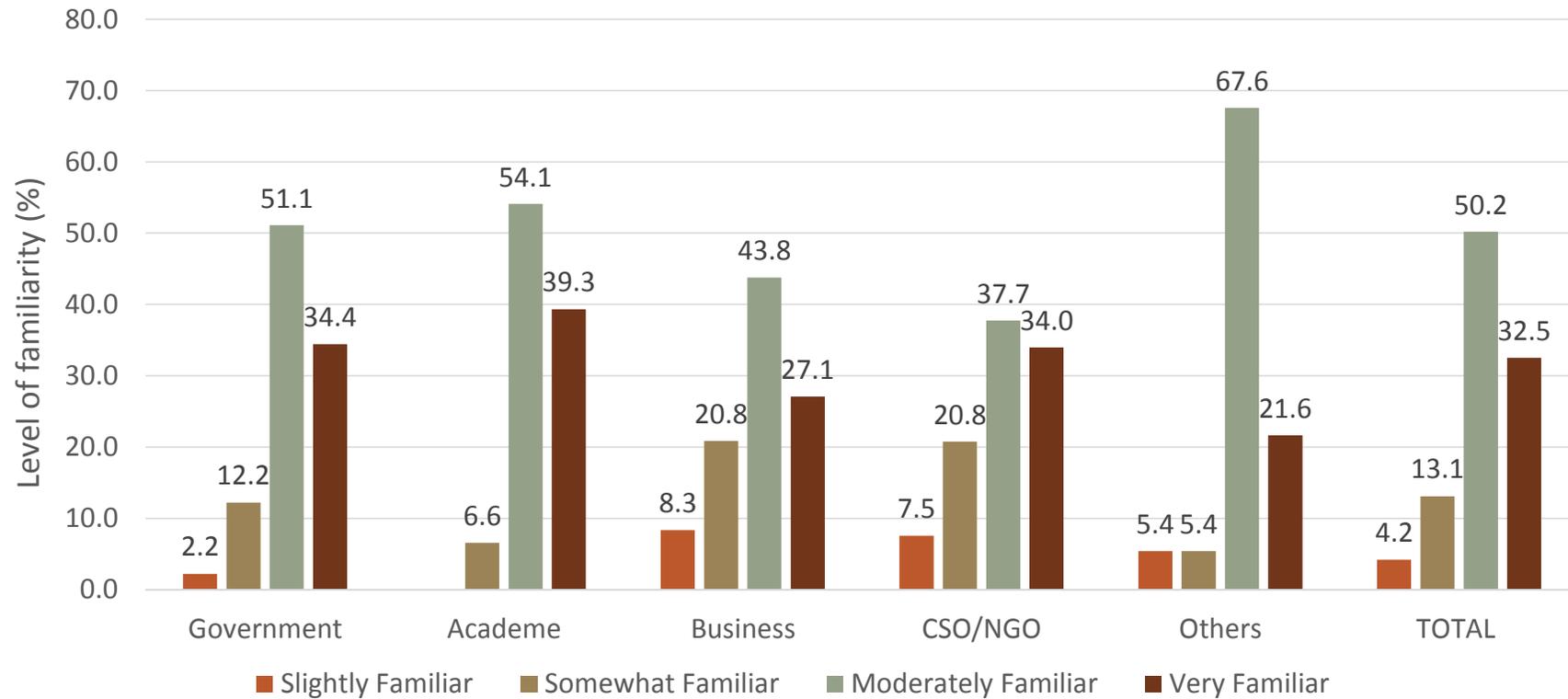
Male – 52%; Female – 48%

# Key findings

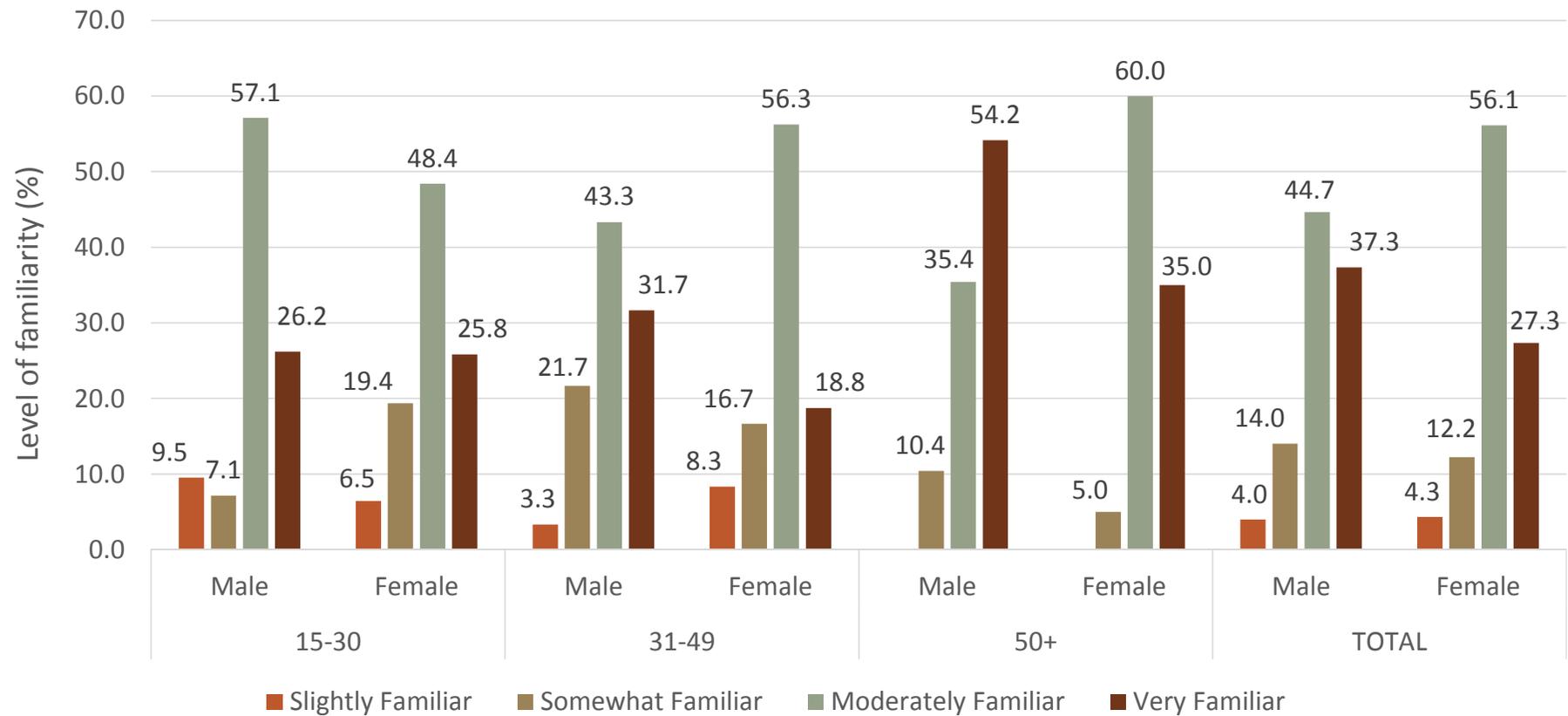
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- Moderate awareness of ASEAN which grows with age
- A general sentiment that Philippine membership of ASEAN is beneficial for the country, albeit only moderate
- Concordance on the pressing problems facing individual countries and ASEAN identified by the Philippine respondents and those in other member-states
- A general agreement that the media has low coverage of ASEAN and that school textbooks should be used more to educate young people about the Association
- A general agreement that the ASEAN Secretariat should beef up its capacity

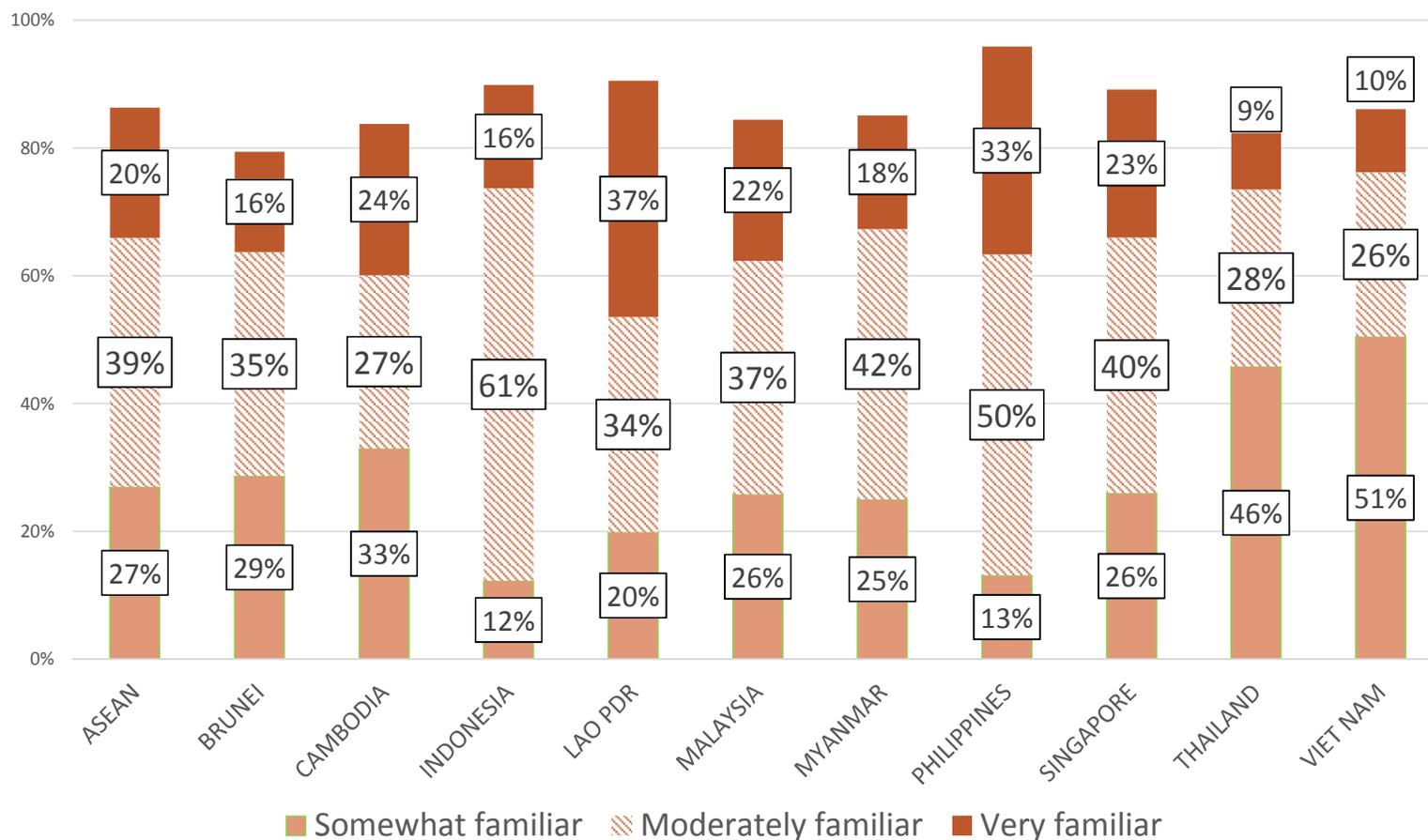
# Awareness of ASEAN, by affiliation



# Awareness of ASEAN, by age and sex

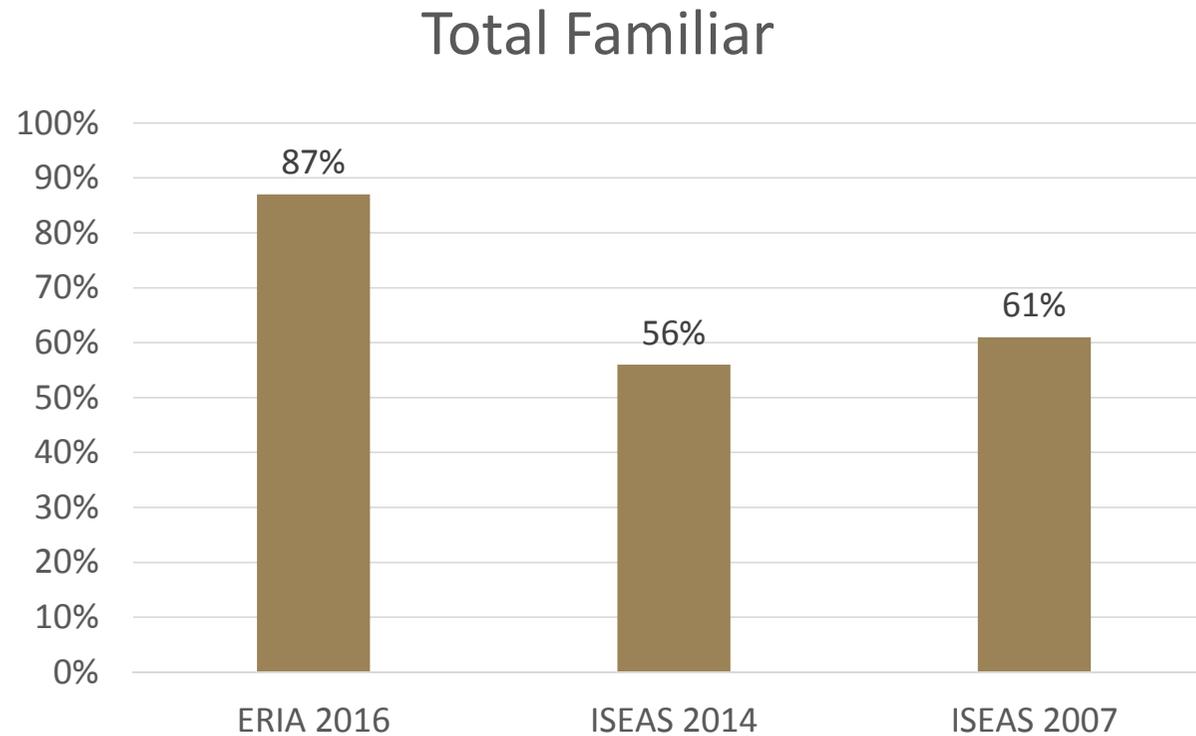


# Awareness of ASEAN (Philippines vs. Other AMS)



Source:  
ERIA

# Student familiarity of ASEAN over time (all AMS)



Source: ERIA

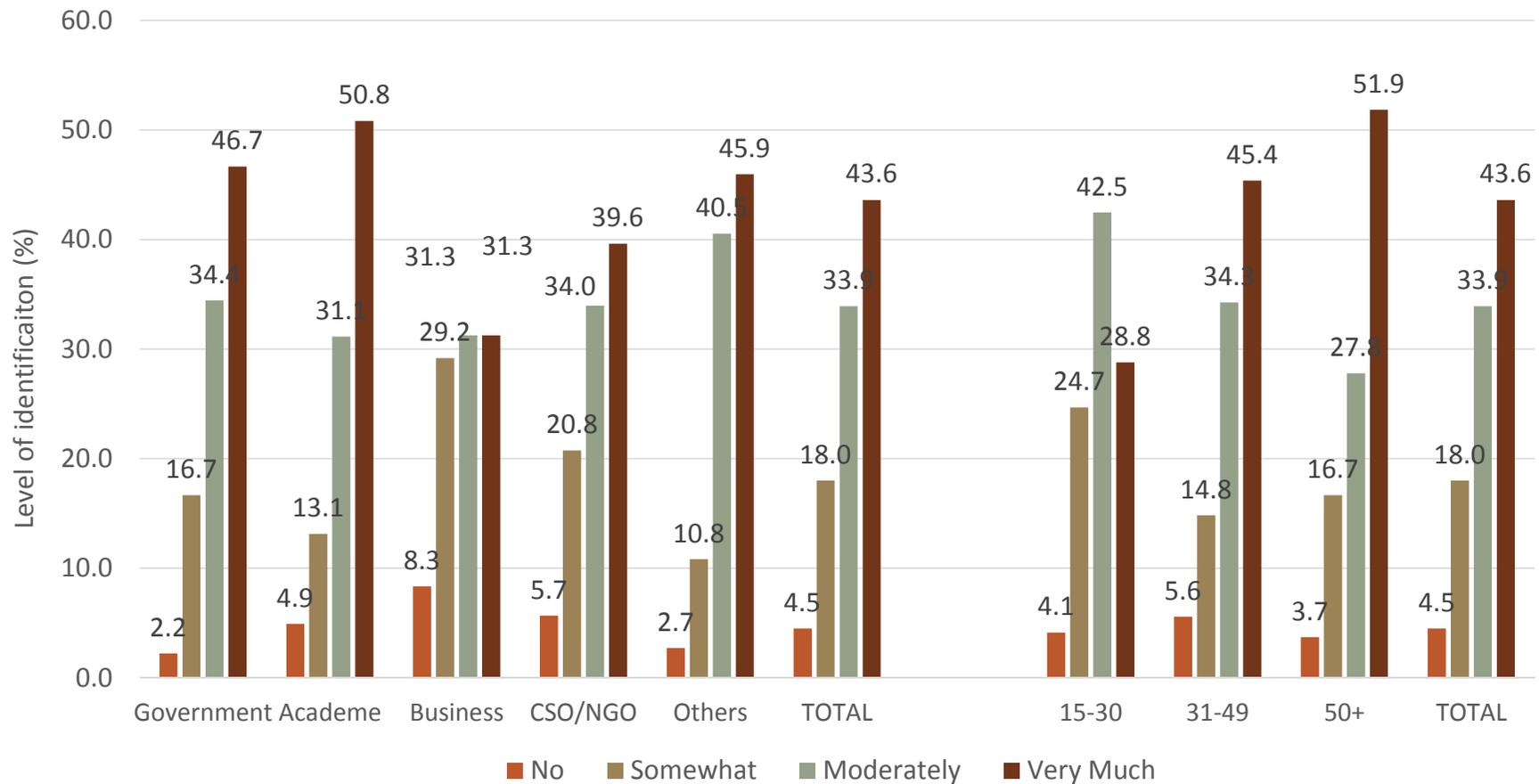
# Filipino students' basic knowledge of ASEAN

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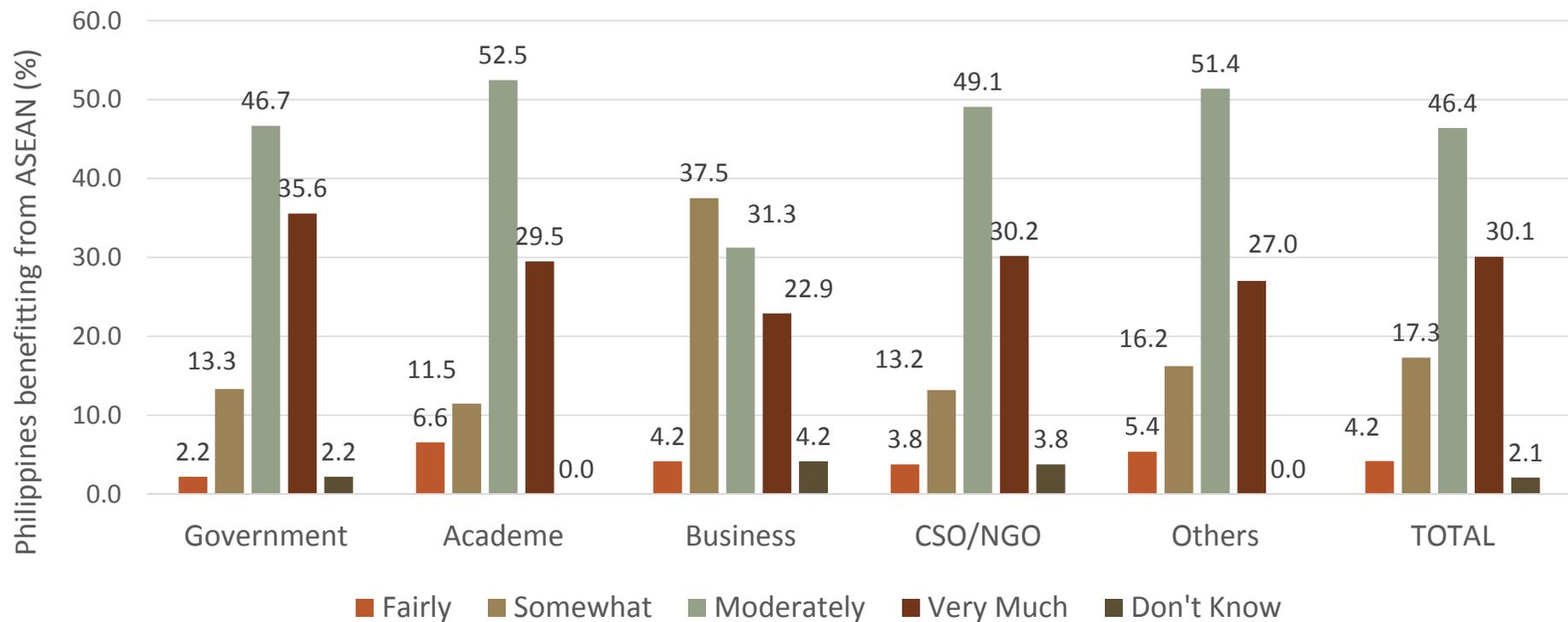
2007 survey	2014 survey
<u>Highest</u> : Viet Nam, Laos, Brunei, Indonesia	<u>Highest</u> : Viet Nam, Thailand, Brunei, Indonesia
<u>Lowest</u> : Singapore, <b>Philippines</b> , Myanmar	<u>Lowest</u> : <b>Philippines</b> , Singapore
Note: Countries not mentioned fell in between the overall.	

Source: Thompson et al. 2014. Do Young People Know ASEAN? Singapore: ISEAS.

# Identification as ASEAN citizens, by affiliation and age



# Benefits of ASEAN membership, by affiliation



# Benefits of ASEAN membership (from FGDs)

Youth	Business sector	Mixed group
<ul style="list-style-type: none"> <li>• Good for tourism</li> <li>• Good for trade especially in the export of fruits</li> <li>• Will help the Philippine in rice importation</li> <li>• Useful for resolving conflicts related to sovereignty (ASEAN can serve as a “moderator”)</li> <li>• ASEAN can help in peace-building and in resolving problems related to food security, hunger, and technology.</li> </ul> <p>On territorial/maritime disputes: ASEAN is doing nothing to help the Philippines in its geopolitical tension with China on the West Philippine Sea. It is USA helping the country not ASEAN.</p>	<ul style="list-style-type: none"> <li>• Good for keeping trade barriers low</li> <li>• Beneficial for private firms as ASEAN policies have eased importation and exportation activities</li> <li>• Good for travelling to other ASEAN member-states and finding work for high-skilled workers</li> <li>• ASEAN can serve as “an arena wherein member-states are able to be in sync with one another”, economically and politically</li> </ul> <p>ASEAN should help the Philippines gain more ground in the issue of territorial disputes.</p>	<ul style="list-style-type: none"> <li>• Sense of pride</li> <li>• Good for the Philippines especially in resolving conflict (e.g., Myanmar)</li> </ul>

## Why the Philippines should keep its ASEAN membership – Reasons given by the youth in the FGD

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- Important in trade
- The Philippines has poor capacity to create jobs; being a member of ASEAN will give Filipinos access to jobs in other ASEAN countries.
- Leaving ASEAN will weaken the Philippines as it will be alone in solving its problems particularly conflicts and calamities. [Used the analogy of not having friends if the Philippines is not part of ASEAN.]

# Pressing problems of the Philippines today and until 2025 (from survey)



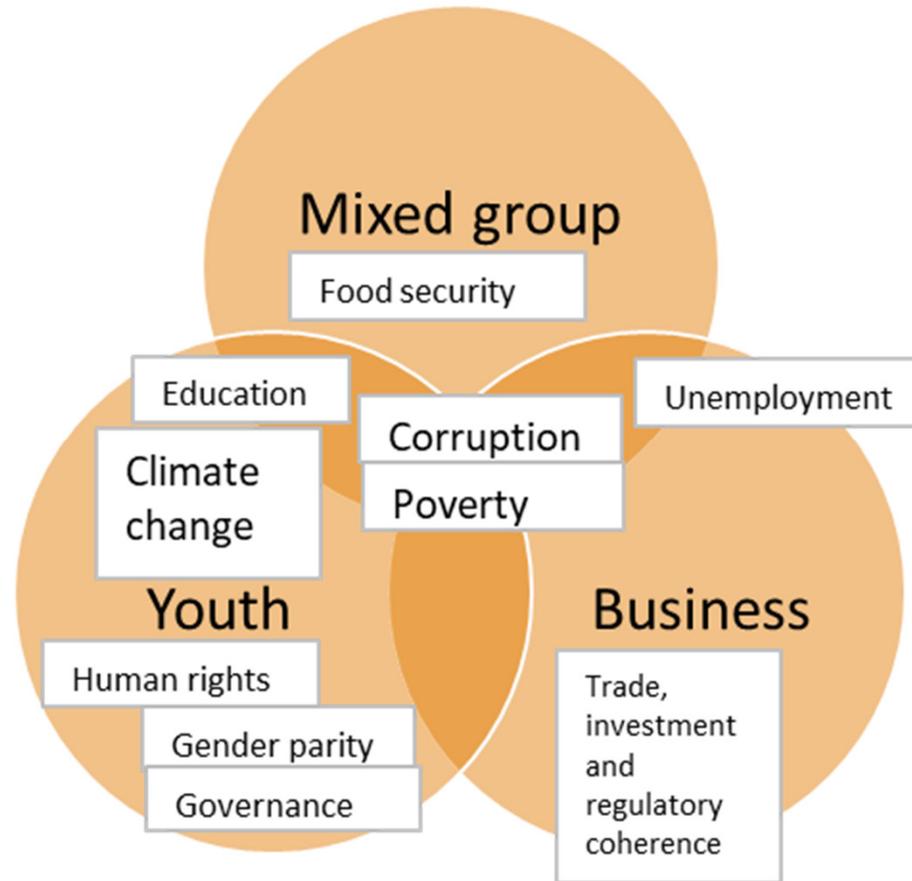
## NATIONAL LEVEL

- (1) Corruption;
- (2) Income disparity and social inequality;
- (3) Agriculture and food security;
- 4) Unemployment
- 5) Climate change and natural disasters, infrastructure availability and quality, and quality education and access

Source: ERIA

# Pressing problems of the Philippines today and until 2025 (from FGDs)

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# Pressing problems of ASEAN today and until 2025 (from survey)



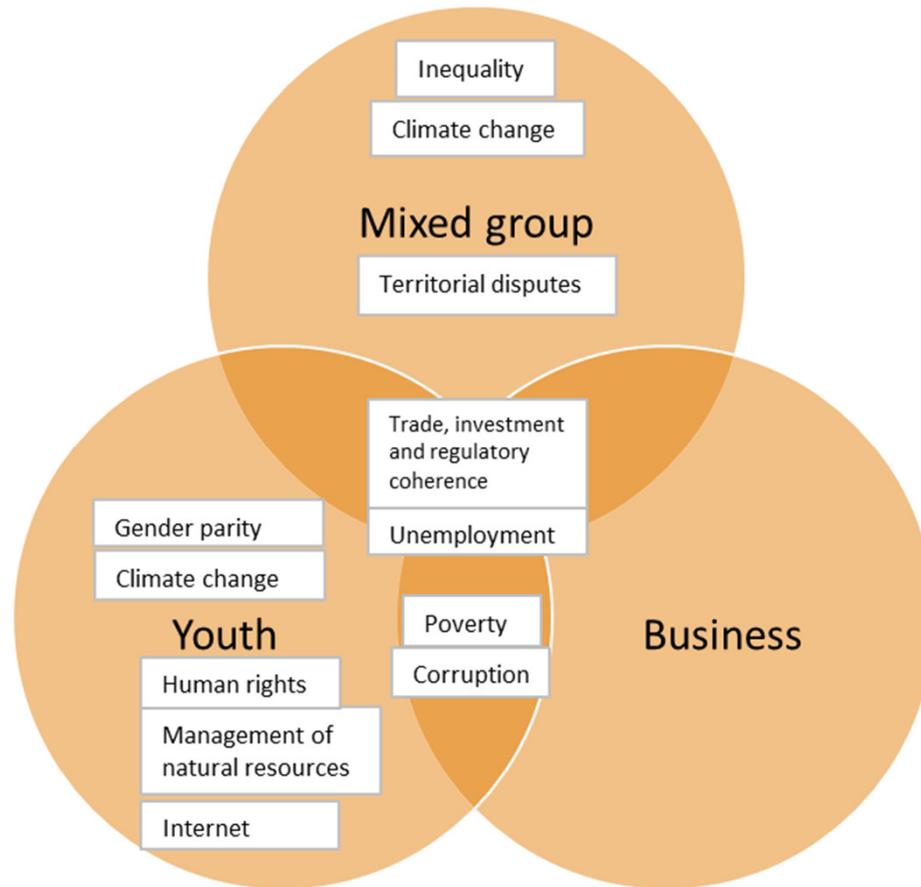
## ASEAN LEVEL

- (1) Corruption;
  - (2) Climate change and natural disasters;
  - (3) Income disparity and social inequality;
  - (4) Trade, investment and regulatory coherence;
- and
- (5) Agriculture and food security

Source: ERIA

# Pressing problems of ASEAN today and until 2025 (from FGDs)

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# Measuring expectations for ASEAN (Situation by 2025)

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- **Economic pillar**

- ASEAN is a region where goods, services, and businesses can move easily among countries in the region.
- ASEAN is a region where regulations and procedures make it easy for skilled workers and professionals to find work in other countries in ASEAN.
- ASEAN is a region where it is easy to physically move around through roads, railways, air, and shipping.
- ASEAN Community is a region where people and businesses can digitally interact and communicate easily with one another.

# Measuring expectations for ASEAN (Situation by 2025)

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## ◦ **Socio-cultural pillar**

- ASEAN peoples are deeply aware of ASEAN Community and its programs.
- ASEAN Community deeply engages and benefits its peoples.
- ASEAN and its member-countries effectively protect human rights and minorities in the region.
- ASEAN and its member-countries provide basic social protection and health services to migrant and temporary workers from other countries in ASEAN.
- ASEAN pushes for equitable access to opportunities for ASEAN peoples.
- ASEAN and its member-countries effectively conserve and sustainably manage the region's biodiversity and natural resources.
- ASEAN major cities are less polluted and more liveable than they are today.
- ASEAN and its member-countries are very much able to anticipate, respond and recover faster and concertedly together from natural disasters and health hazards in the region.

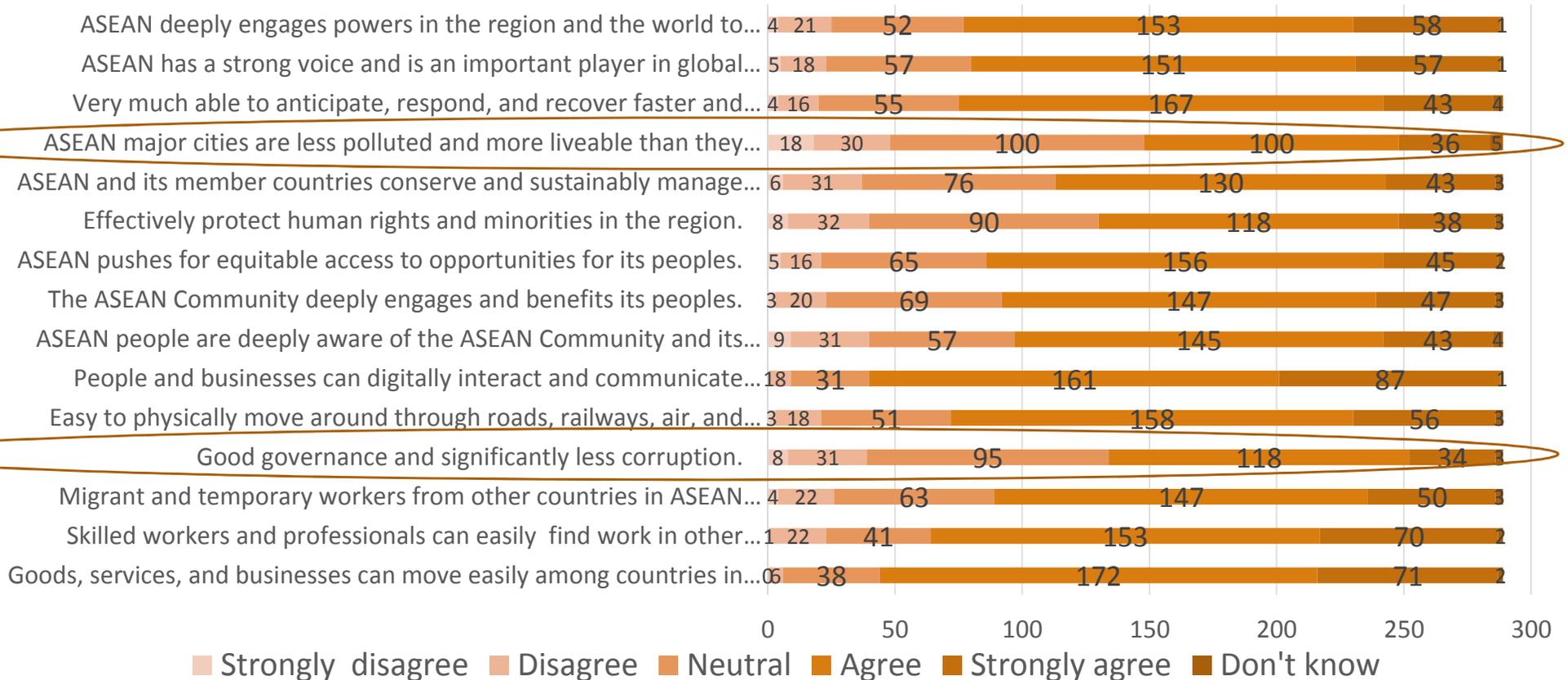
# Measuring expectations for ASEAN (Situation by 2025)

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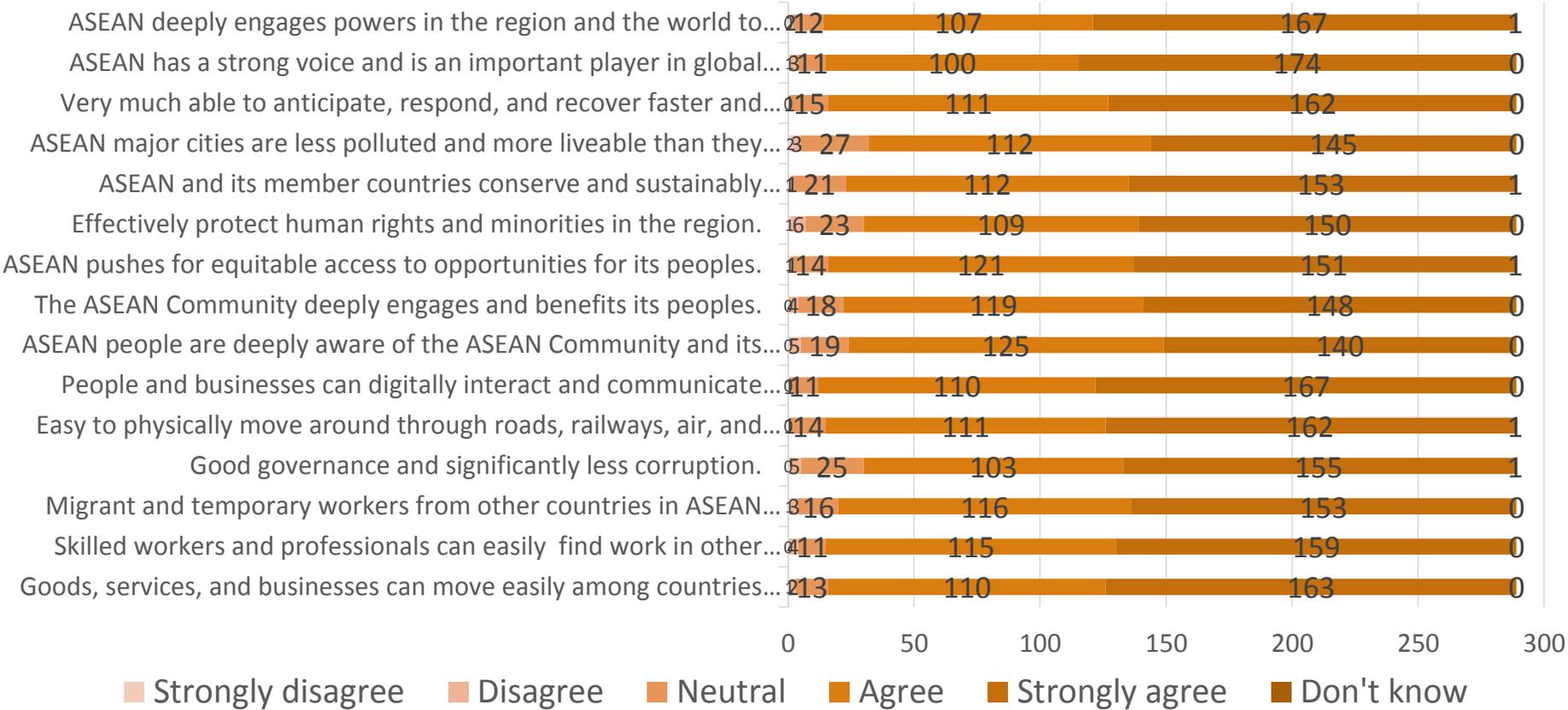
- **Political pillar**

- ASEAN is a region of good governance and very much less corruption.
- ASEAN has a strong voice and are important players in global negotiations and forums.
- ASEAN deeply engages powers in the region and the world to ensure peace in the region and Asia Pacific.

# Expectations for ASEAN (Situation by 2025)



# Aspirations and Hopes by 2025



# Aspirations and Hopes by 2025 (from FGDs)

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Common across groups: Economic growth

From the Business sector:

1. For the AMS to be able to rank with China, Korea, and Japan in terms of being economically stable. Singapore could lead ASEAN in this regard. To achieve this, the AMS must be able to fortify their political powers through the integration agenda. That is, for the AMS to play an active role in global negotiations and forums that directly affect the ASEAN region.
2. On territorial disputes, conflicts in geopolitical jurisdiction could be won over through a unified stand and support for the concerned AMS.

# Aspirations and Hopes by 2025 (from FGDs)

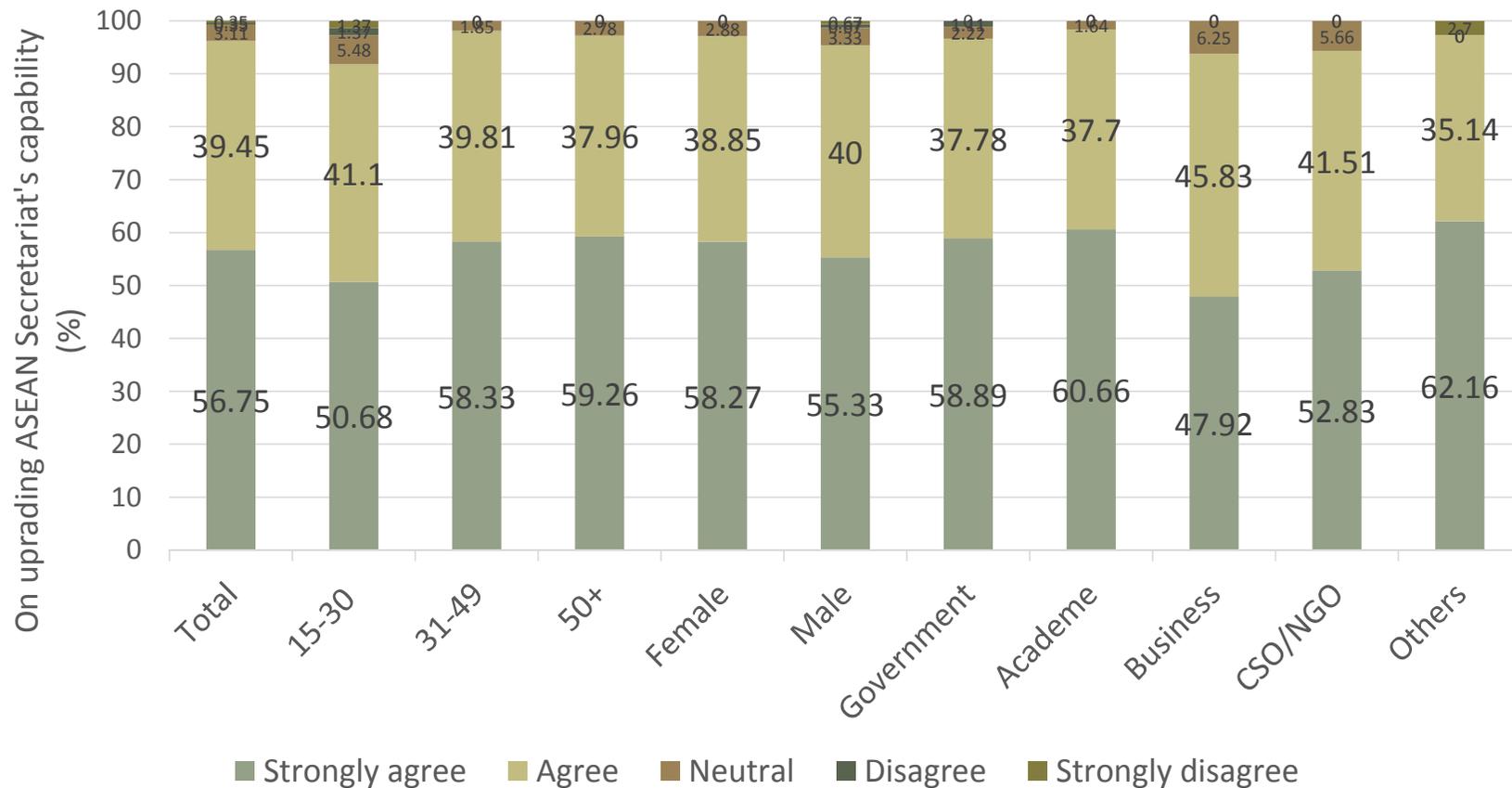
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## From the Business sector:

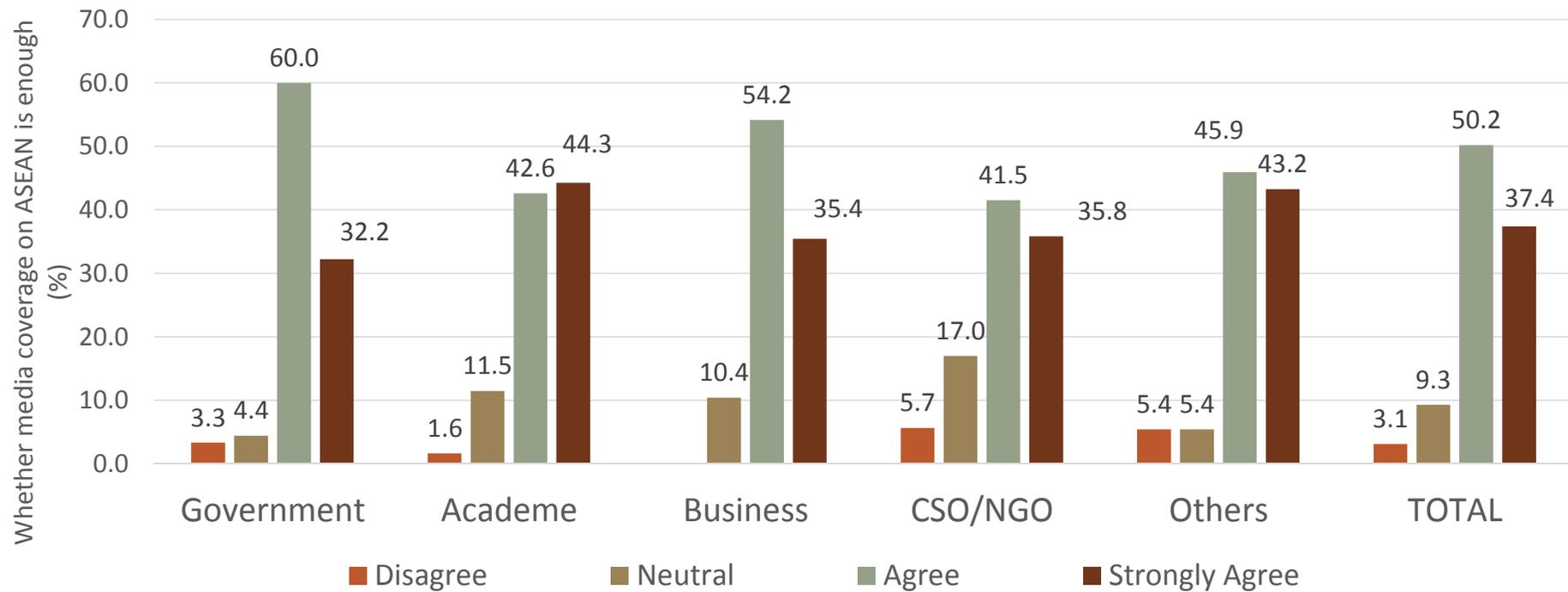
3. ASEAN integration is key for each AMS's growth and development. Through strategic alliances, competitive advantages could be attained when negotiating and trading with nations outside ASEAN. To achieve this, the AMS must be able to fortify their political powers through the integration agenda. That is, for the AMS to play an active role in global negotiations and forums that directly affect the ASEAN region.

4. ASEAN could be instrumental in building quality education through promoting scholarship grants and student and faculty exchanges.

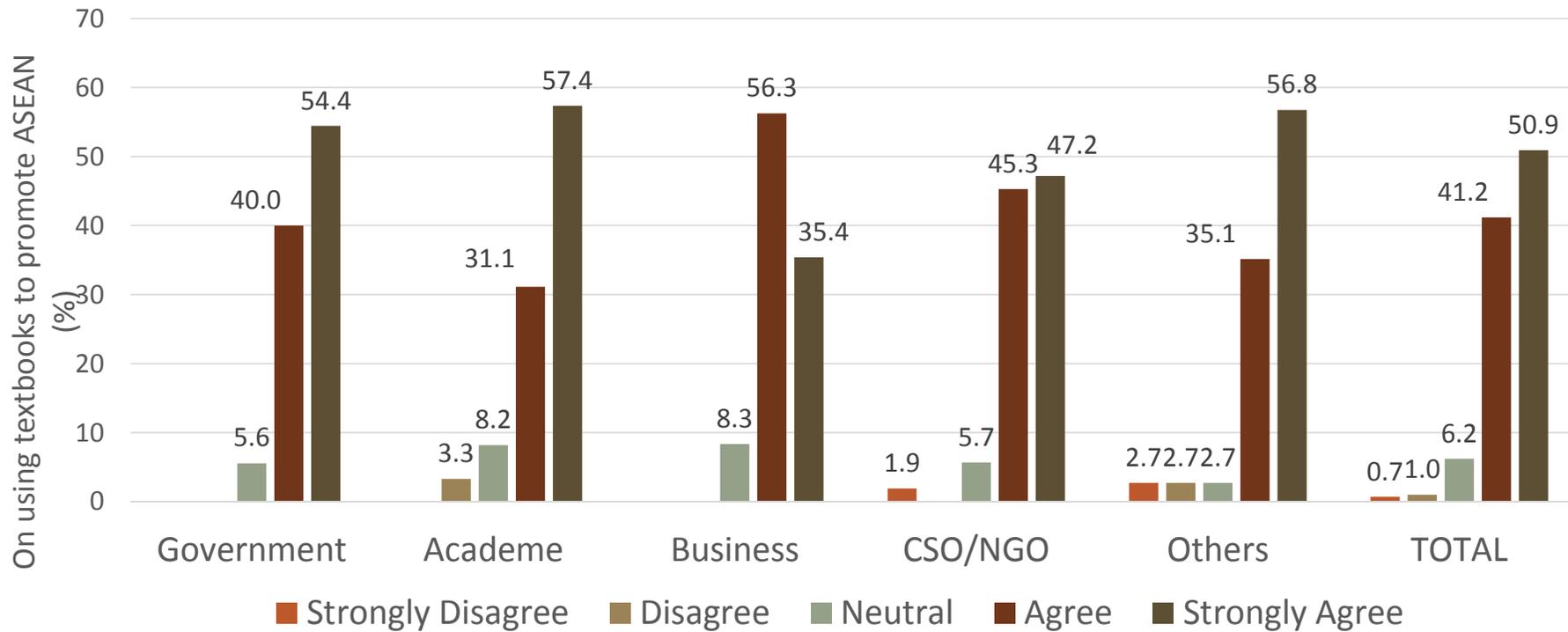
# Upgrading the Capability of the ASEAN Secretariat



# Media coverage on ASEAN is not enough



# Use of textbooks to promote ASEAN



# Some recommendations

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## 1. Have more dynamic and targeted communication and outreach activities

- Increase use of traditional channels like TV, radio, and print media.
- Have a radio program dedicated to ASEAN news and current affairs
  - Example, *DurianAsean* online radio program in Malaysia
- Partner with the media (TV, radio, print) to increase dissemination of ASEAN-related content
  - In 2016, more than 200 media practitioners from AMS attended the ASEAN Editor's Summit. The participants came up with a resolution on enhancing media cooperation to promote ASEAN identity, awareness, and integration.



# Some recommendations

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- Maximize the use of social media to reach young people.
- Tap student organizations as channels to educate young people about ASEAN.
- Consider making it mandatory to have the ASEAN flag in schools (public and private) and government offices.
- Encourage the singing of the ASEAN anthem “The ASEAN Way” in schools and government offices.
- Celebrate the ASEAN Day in public schools every year (like the UN Day).

# Some recommendations

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2. Promote deeper understanding of ASEAN, its programs and activities, gains being enjoyed by the member-states, and issues affecting the region and how the Association is responding.

- Use school textbooks to educate young people not just about ASEAN's history but also about its programs, the integration agenda, and how the Association has impacted the lives of its peoples. (Highlight the gains from ASEAN)
- Continue implementing activities for the youth like scholarships, exchange programs, and leadership programs.
- “Encourage use of the ASEAN Curriculum Sourcebook—not just in schools but as a resource for educators at any level—to discuss relevant aspects of ASEAN integration.” (Thompson et al. 2014)

# Some recommendations

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## 3. Promote a more inclusive ASEAN

- Maximize platforms for civil society engagement, business sector participation, and youth participation to promote greater interface between ASEAN and its stakeholders and to encourage broad-based support for the Association.

(E.g., CSOs: ASEAN People's Assembly, Regional Consultation on ASEAN and Human Rights, ASEAN Civil Society Conference/ASEAN Peoples Forum, and ASEAN Disability Forum; business: those spearheaded by ABAC and DTI)

- Develop and implement programs for micro and small entrepreneurs, women, youth, and indigenous peoples

(E.g., programs spearheaded by DTI and ABAC Philippines, such as the ASEAN Business and Investment Program, ASEAN Mentors-Entrepreneurs Network, and ASEAN Young Entrepreneurs Council).



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# Thank you

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