

# 2017-2025 ASEAN WORK PROGRAMME ON ELECTRONIC COMMERCE

*Adopted in Pasay City, the Philippines on 7 September 2017*

## ELEMENTS OF THE E-COMMERCE WORK PROGRAMME

1. The Work Programme is divided into different segments, based on the different mandates of the sectoral bodies and the strategic measures under the AEC Blueprint 2025, keeping in mind that not all measures may fall neatly under the purview of particular sectoral bodies and there may be cross-cutting issues. As work progresses, the elements or initiatives may be updated and other sectoral bodies identified.
2. **The elements of ASEAN Work Programme on e-Commerce are:**

OUTCOMES	INITIATIVES	OUTPUT	IMPLEMENTING BODIES
<b>INFRASTRUCTURE</b>			
1. Region-wide Accessibility of Broadband Infrastructure	1.1 Identify gaps in internet access, affordability and network interoperability	Mapping of priority locations requiring broadband deployment for private sector participation	TELSOM
	1.2 Promote affordable access to international mobile roaming services in ASEAN	Adoption of an ASEAN framework to provide affordable intra-ASEAN mobile voice, SMS and dataroaming services	TELSOM
	1.3 Provide broadband access to rural and underserved areas	Development of next generation Universal Service Obligation (USO) and <i>telecenter</i> frameworks	TELSOM
2. Conducive Environment to Foster the Growth of e-Marketplace and e-Commerce Platforms	2.1 Develop ASEAN guidelines on accountability and responsibilities of online intermediaries (platform providers)	Guidelines developed	ACCEC
	2.2 Develop coordination mechanisms to enhance enforcement of intellectual property rights in the digital environment	Coordination mechanism developed	AWGIPC

<b>EDUCATION AND TECHNOLOGY COMPETENCY</b>			
3. Human Capacity Development Programmes Instituted	3.1 Develop skills at all levels to maximise competency in e-commerce for relevant-industry regulators, consumer protection officials, and law enforcement officials	Sectoral Roadmaps on Capacity Building Developed	All relevant sectoral bodies
	3.2 Disseminate to business, especially MSMEs, best practices in the use of the internet for the improvement of their business, including essential tools for business management, as well as information on the available training providers and their range of courses	Information/educational materials and programmes developed	ACCMSME
	3.3 Provide education to the public with regard to safe use of the internet, on the availability of self-regulatory options, screening and filtering technologies and dispute resolution mechanism	Educational materials and programmes developed	ACCP
<b>CONSUMER PROTECTION</b>			
4. Consumer Rights Principles for On-line B2C Recognised	Integrate e-commerce considerations into the ASEAN High-level Consumer Protection Principles	E-Commerce considerations are reflected in the ASEAN Consumer Protection High-Level Principles	ACCP
5. Code of Conduct for On-line Business Developed	Develop guidelines/code of good on-line business practice based on self-regulation best practices	Guidelines developed	ACCP
6. Consumer Rights Awareness Enhanced	Conduct regular consumer right awareness training for consumers and consumer associations	Consumers are aware of on-line rights as illustrated under the ASEAN Consumer Empowerment Index	ACCP
7. Availability of Alternative Dispute Resolution (ADR)/On-line Dispute	Establish ADR mechanisms, including online dispute resolution systems, to facilitate the resolution of claims over e-commerce transactions, with special attention to low value or	ASEAN ADR and ODR mechanism developed	ACCP

Resolution (ODR)	cross-border transactions based on the best practice for fair, easy-to-use, transparent and effective ADR mechanisms.		
8. Regional/ International Cooperation Enhanced	8.1 Develop ASEAN Guidelines on Cross-Border B2C Complaints	Guidelines are adopted by ASEAN	ACCP
	8.2 Develop a framework of cross-border cooperation in addressing consumer protection issues	Framework of Cooperation Adopted	ACCP
	8.3 Develop informal/formal mechanisms for cross-border cooperation such as an MOU	ASEAN adopts an informal/formal regional mechanism of cooperation on cross-border complaints handling	ACCP
	8.4 Participation in the UN Inter-Governmental Experts Consumer Protection Law (IGE Consumer Protection)	Participate in the UN IGE Consumer Protection Meetings	ACCP
	8.5 Regular interaction with international organisations conducted regularly to enhance understanding, learn best practices	Interaction with UNCTAD/OECD (seminars/workshops)	ACCP
<b>MODERNISING THE LEGAL FRAMEWORK</b>			
9. Updated e-Commerce Legal Framework	Voluntary internal and peer reviews of national laws/regulations on e-commerce	National laws and regulations on e-commerce covering the legal status of electronic transactions/ contracts, the legal status of the e-commerce platform providers/operators and merchants, electronic signatures, online consumer protection, and personal data protection reviewed.	ACCPACCEC
10. Transparent National Laws and Regulations on e-Commerce	Provide comprehensive updated information on domestic e-commerce-related laws and regulations	The information is publicly available in the ASEAN Trade Repository	ACCEC

<b>SECURITY OF ELECTRONIC TRANSACTIONS</b>			
11. Coherent and Comprehensive Framework for Personal Data /Privacy Protection	Identify best practices in Personal Data Protection (PDP) to promote the implementation of ASEAN PDP Framework	Best practices identified	TELSOM
12. Interoperable, Mutually Recognised, and Secure Electronic Authentication Mechanism	Study suitable mechanisms for authentication of electronic signatures and trade documents, based on internationally recognised practices	Voluntary adoption of the electronic authentication mechanisms for cross-border electronic trade documents	TELSOM
13. International Cooperation amongst Cyber Security Agencies	Establish an international coordination mechanism amongst cyber security agencies to share best practices, exchange information on policies, strategies and cooperate in response to cyber security incidents	Coordination mechanism institutionalised	TELSOM
<b>COMPETITION</b>			
14. A level playing field in the e-commerce sector	Build and strengthen capacity of competition authorities to identify / detect and address anti- competitive activities in the e-commerce sector	<ol style="list-style-type: none"> <li>1. Competition assessment framework for competition issues in e-commerce sector developed</li> <li>2. Training programmes and educational materials developed</li> </ol>	AEGC
<b>LOGISTICS</b>			
15. Improve ASEAN logistics services to facilitate e-commerce	Coordination with relevant ASEAN sectoral bodies and logistics service providers to identify measures to improve ASEAN logistics services' support for e-commerce	Stocktaking conducted and recommendations developed	ACCEC

<b>E-COMMERCE FRAMEWORK</b>			
16. ASEAN Agreement on E-Commerce	Review of the elements of ASEAN e-commerce framework and develop an ASEAN agreement on e-commerce	ASEAN agreement on e-commerce signed	ACCEC