

# 2024 VANG VIENG DECLARATION ON PROMOTING THE SMALL AND MEDIUM-SIZED CULTURAL ENTERPRISES ALIGNED WITH THE GREEN GROWTH FOR SUSTAINABLE DEVELOPMENT

*Adopted in Vientiane, Lao People's Democratic Republic on 13 March 2024*

**WE**, the Member States of the Association of the Southeast Asian Nations (hereinafter referred to as ASEAN);

**RECALLING** the discussion of the 10th Meeting of the ASEAN Ministers Responsible for Culture and Arts on 27 October 2022 with the theme "Promoting the role of ASEAN Culture and the Arts in the Post-COVID-19 Pandemic for Sustainable Development";

**GUIDED** by the ASEAN Charter, the ASEAN Community Vision 2025, the ASEAN Socio-Cultural Community (ASCC) Blueprint 2025, the ASEAN Strategic Plan for Culture and the Arts 2016-2025;

**REAFFIRMING** our commitment to implement the Declaration on ASEAN Unity in Cultural Diversity: Towards Strengthening ASEAN Community; the Hue Declaration on Culture for ASEAN Community's Sustainable Development; Bandar Seri Begawan Declaration on Culture and the Arts to Promote ASEAN's Identity Towards a Dynamic and Harmonious Community; the Vientiane Declaration on Reinforcing Cultural Heritage Cooperation in ASEAN; Yogyakarta Declaration on Embracing the Culture of Prevention to Enrich ASEAN Identity; the Siem Reap Declaration on Promoting a Creative and Adaptive ASEAN Community to Support the Cultural and Creative Economy; the ASEAN Declaration of Culture of Prevention (CoP) for a Peaceful, Inclusive, Resilient, Healthy and Harmonious Society, and to promote greater synergy with the valid action plans of Mekong cooperation mechanisms;

**CONSIDERING** the key outcomes of the 10th Meeting of the ASEAN Ministers Responsible for Culture and Arts, which underline the importance to promote the role of ASEAN Culture and the Arts in the Post-COVID-19 Pandemic for Sustainable Development, especially to promote the role of culture and the arts in the ASEAN region and its sub-regions, and ASEAN Plus Three Countries in order to strengthen the human capacity building and increase more activities and projects of the culture and the arts in developing the Small and Medium-sized Cultural Enterprises along with the Green Growth and the Sustainable Development Goals (SDGs);

## **DO HEREBY AGREE TO:**

**ENCOURAGE AND PROMOTE** community-based small and medium-sized cultural enterprises (SMCEs) as sources of innovation and creativity to support local culture and its products;

**ENHANCE** the human capital development, especially the knowledge and competencies of ASEAN SMCEs in improving productivity, resilience, quality products and marketing skills, through entrepreneurial education, innovation and digital technology to penetrate broader market access, as well as

**ENCOURAGE** technology transfer and capacity building for ASEAN SMCEs in cooperation with relevant stakeholders to achieve greater efficiency in the use of natural resources and assets, while reducing waste and energy consumption;

**PROMOTE** upstream activities under the culture and the arts sector at different levels (including the national, sub-regional, regional and international levels) with the spirit that may contribute positively towards recognition of cultural industry players with exemplary products and services, and marketing strategies that promote good practices among ASEAN SMCEs;

**REAFFIRM** the significant roles and contributions of culture and the arts in sustainable development goals through social, economic and environmental dimensions of sustainability to foster inclusivity, creativity, preserving and safeguarding cultural heritage and cultural diversity, promoting social cohesion, strengthening the ASEAN identity and encouraging innovation through effective mechanisms to meet the current and future needs of the people;

**MAINSTREAM** the Culture of Prevention for a Peaceful, Inclusive, Resilient, Healthy and Harmonious Society with the spirit to enrich ASEAN Identity into all aspects under the ASEAN culture and the arts sector; **SUPPORT** the implementation of CoP thrusts, in alignment with the ASEAN Strategic Plan for Culture and Arts 2016-2025;

**TASK** the ASEAN Ministers Meeting on Culture and Arts (AMCA), supported by the ASEAN Senior Officials Meeting for Culture and Arts (SOMCA); the ASEAN Committee on Culture and Information (ASEAN-COCI) and its Sub-Committees to work with relevant sectoral bodies to implement this Declaration in line with the ASEAN Strategic Plan for Culture and Arts 2016-2025 and other relevant cooperation frameworks;

**ENCOURAGE** the Dialogue Partners, international organisations, development agencies, local SMCEs, and other key stakeholders to collaborate in advancing the implementation of this Declaration;

**ADOPTED** in Vientiane, Lao People's Democratic Republic, on the Ninth Day of October in the Year Two Thousand and Twenty-Four, in a single copy in the English language.