



MC No. 05, s. 2023

MEMORANDUM CIRCULAR

FOR : HEADS OF CONSTITUTIONAL BODIES; DEPARTMENTS, BUREAUS, AND AGENCIES OF THE NATIONAL GOVERNMENT; LOCAL GOVERNMENT UNITS; GOVERNMENT-OWNED OR -CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS; AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : Commemoration of the 56th ASEAN Founding Anniversary

Pursuant to Proclamation No. 282 dated 31 July 2017 (Amending Proclamation No. 1008 dated 21 May 1997) declaring the month of **August** of every year as the **ASEAN Month**, all government agencies are hereby enjoined to support and participate in implementing programs and activities to commemorate the 56th ASEAN Founding Anniversary in August 2023 and help raise ASEAN awareness among the public.

Following the theme of Indonesia's ASEAN Chairpersonship this year, the Department of Foreign Affairs (DFA) leads the celebration with activities carrying the theme "*ASEAN Matters: Epicentrum of Growth*." which will still focus on ASEAN youth as well as ASEAN Centrality and becoming an anchor of stability and prosperity.

The ASEAN Day Reception will be held on 08 August 2023 at a venue to be announced.

Other planned activities include, among others, a social media campaign in TikTok showcasing ASEAN Fiesta/Festivals; an ASEAN anniversary Facebook frame and ASEAN Day Viber/Whatsapp Stickers; placement of ASEAN flags along Roxas Boulevard; a display of the ASEAN Emblem on the Mall of Asia LED Globe; and a new series of ASEAN 101 infographics, and PowerPoint template. Further details on these activities will be released by DFA in due time.

Agencies are also encouraged to consider organizing their own ASEAN awareness activities by conducting various online undertakings, such as webinars, messages/greetings from heads of agencies, infographic campaigns, and virtual flag-raising ceremonies and exhibits. Collaborations among agencies are also suggested for better and more inclusive initiatives.

The National Calendar of Activities for this year's ASEAN Month shall be posted on the official social media accounts of the DFA.

ATTY. KARLO A. B. NOGRALES
Chairperson

02 August 2023

Bawat Kawani, Lingkod Bayani