



MC No. 14, s. 2021

## 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 : ASEAN Month Commemoration in the midst of the COVID-19 Crisis**

Pursuant to Proclamation No. 282 dated July 31, 2018 (Amending Proclamation No. 1008 dated May 21, 1997) declaring the month of August of every year as “ASEAN Month,” all government agencies are hereby enjoined to support and participate in implementing programs and activities in commemoration of the 54<sup>th</sup> ASEAN Anniversary in August 2021 and help raise ASEAN awareness among the public.

This year, the Department of Foreign Affairs (DFA) leads the celebration with virtual activities carrying the theme *ASEAN Connection: Remembering Southeast Asia’s Culture and Heritage*, which includes a virtual special flag raising activity on 9 August 2021.

Due to limitations caused by the COVID-19 pandemic, agencies are encouraged to consider organizing their own awareness activities that may be conducted virtually or online, such as webinars, messages/greetings from heads of agencies, infographic campaigns, and virtual flag-raising ceremonies and exhibits. In addition, agencies may include elements that are common among Southeast Asian countries such as *Batik*, *Okir*, and *Sarimanok*, as design inspirations for promotional materials. The attached logo for the PH celebration of the 54<sup>th</sup> ASEAN Anniversary (in PNG format) may also be incorporated in said promotional materials.

Several other activities have also been lined up to commemorate the 54<sup>th</sup> Anniversary of ASEAN (see attached Notional Calendar of ASEAN Awareness Activities). Said activities include, among others, ASEAN anniversary Facebook frame and Viber/Whatsapp stickers, a five-part webinar series dealing with pre-colonial Southeast Asia, an online ASEAN quiz activity, several ASEAN Cultural and Tourism Showcase in coordination with ASEAN Embassies in Manila, and an online “Throwback ASEAN” photo competition. Further details on the activities may be found at the DFA website ([www.dfa.gov.ph](http://www.dfa.gov.ph)).

Infographics and other ASEAN-related content can also be found on DFA social media platforms and may be shared/cross-posted on agencies’ own social media accounts.

  
**ALICIA dela ROSA-BALA**  
Chairperson

**27 July 2021**

**Bawat Kawani, Lingkod Bayani**