



MC No. 10, s. 2022

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 55th Association of Southeast Asian Nations (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 “ASEAN Month”, all government agencies are hereby enjoined to support and participate in implementing programs and activities in commemoration of the 55th ASEAN Founding Anniversary in August 2022 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 Youth: Embracing Identity Towards an Empowered Future*, which will focus on ASEAN Youth, ASEAN Identity, and ASEAN Community, in line with Cambodia’s 2022 chairpersonship theme, “ASEAN A.C.T.: Addressing Challenges Together”, as well as ASEAN’s declaration of 2022 as the “Year of ASEAN Youth.”

A Special Flag-Raising Ceremony with ASEAN Day Reception will be held in conjunction with the ASEAN Coffee and Breakfast Festival on 10 August 2022 at the DFA.

Other planned activities include, among others, a Tree-Planting Activity for the ASEAN Ambassadors at the ASEAN Centre for Biodiversity; a social media campaign on TikTok showcasing Traditional Southeast Asian Games; an ASEAN anniversary Facebook frame change campaign and ASEAN Day Card; placement of ASEAN flags along Roxas Boulevard; a display of the ASEAN Emblem on the Mall of Asia LED Globe; a new series of ASEAN 101 infographics; and a possible webinar on the aforementioned theme. 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. Due to limitations still caused by the COVID-19 pandemic, agencies may also consider conducting various online activities, such as webinars, messages/greetings from heads of agencies, infographic campaigns, and virtual flag-raising ceremonies and exhibits.


ATTY. KARLO A. B. NOGRALES
Chairperson

29 July 2022

Bawat Kawani, Lingkod Bayani