ASEAN ENVIRONMENTAL EDUCATION
ACTION PLAN (AEEAP) 2008-2012:
ENVIRONMENTAL EDUCATION FOR SUSTAINABLE DEVELOPMENT

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Foreword

I am pleased to present the ASEAN Environmental Education Action Plan (AEEAP) 2008-2012, with the theme "Environmental Education for Sustainable Development", which was endorsed by the ASEAN Environment Ministers on 6th September, 2007. This Plan succeeds the AEEAP 2000-2005 and shall continue to serve as the regional collaborative framework for the development and implementation of environmental education initiatives in ASEAN.

ASEAN, as envisaged by its Vision 2020, aims for a clean and green environment for the region. The AEEAP 2008-2012 contributes to this vision by providing a framework for enhancing public awareness on environmental management for sustainable development, and to accelerate the development and advancement of environmental education as a key integrating component for achieving sustainable development in the region. The Plan's clear strategic directions are embodied in four target areas, namely, formal education, non-formal education, human resource capacity building, and networking, collaboration and communication. It includes mechanisms and modalities to link with, and promote national and international initiatives in the implementation of environmental education through enhancing the capacity of ASEAN Member Countries.

The AEEAP 2008-2012 also serves as ASEAN's contribution to the implementation of the UN Decade on Education for Sustainable Development (UN DESD 2005-2014). We hope that the Plan will be used as a reference guide by other regional and international partners to work together with ASEAN on promoting environmental education in the region.

Ultimately, the environment can only be protected by the people in it. AEEAP 2008-2012 aspires to make everyone more conscious and responsible in this endeavour.

I would like to congratulate all those who have been involved in the development of this Action Plan. A big "thank you" goes to the United Nations Environment Programme, the Hanns Seidel Foundation, the Institute of Advanced Studies of the United Nations University, and the United Nations Educational, Scientific and Cultural Organisation for making all this possible.

Ong Keng Yong
Secretary-General of ASEAN

Acknowledgements

The ASEAN Secretariat expresses its appreciation to the ASEAN Member Countries and their national focal points responsible for environmental education for their valuable inputs and support in the production of this publication.

This Plan was prepared through an extensive and inclusive process of consultation, interviews and research. The Conference on Education for Sustainable Development: Formulating an Action Plan for ASEAN (2008-2012), 11-13 July 2006, Yangon, Myanmar brought together key stakeholders to review the information gathered and formulated the strategic action concepts which formed the basis of this Plan. The ASEAN Secretariat would like to record its sincere appreciation to the participants at the Conference, their organisations, and consultants who were actively engaged in developing this Plan.

The ASEAN Secretariat would like to accord special appreciation to the Hanns Seidel Foundation, United Nations Environment Programme, the Institute of Advanced Studies of the United Nations University, and the United Nations Educational, Scientific and Cultural Organisation for their financial and technical support in the development of the Plan.

This Plan was prepared under the direction and overall coordination of the Environment and Disaster Management Unit of the ASEAN Secretariat.

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Acronyms

ACCU	Asia/Pacific Cultural Centre for UNESCO
ADB	Asian Development Bank
AEEAP	ASEAN Environmental Education Action Plan
AEEID	ASEAN Environmental Education Inventory Database
AIBD	Asia-Pacific Institute for Broadcasting Development
AIESC	ASEAN Initiative on Environmentally Sustainable Cities
AMME	ASEAN Ministerial Meeting on the Environment
APCEIU	Asia – Pacific Centre of Education for International Understanding – UNESCO
APFEJ	Asia Pacific Forum of Environmental Journalists
ASEAN	Association of Southeast Asian Nations
ASEP	ASEAN Sub-regional Environment Programme
ASAIHL	Association of Southeast Asian Institutions of Higher Learning
ASOEN	ASEAN Senior Officials on the Environment
ASPnet	Associate Schools Project Network - UNESCO
AUN	ASEAN University Network
AWGESC	ASEAN Working Group on Environmentally Sustainable Cities
COCI	ASEAN Committee on Culture and Information
DESD	Decade of Education for Sustainable Development
EE	Environmental Education
ESD	Education for Sustainable Development
GRI	Global Reporting Initiative
HSFJ	Hanns Seidel Foundation - Jakarta
IBE	International Bureau of Education - UNESCO
ICT	Information & Communication Technology
IEC	Information, Education and Communication
IO	International Organisation
ISO	International Standards Organisation
IUCN	The World Conservation Union
JICA	Japan International Cooperation Agency
MENGO	Malaysian Environmental NGOs Network
NEA	National Environment Agency - Singapore
NETTLAP	Network for Environmental Training at Tertiary Level in Asia and the Pacific, UNEP - ROAP
NGO	Non-governmental Organisation
RCE	Regional Centre of Expertise for ESD/UNU - IAS
ROAP	Regional Office for Asia and the Pacific of UNEP
ROK	Republic of Korea
SEAMEO	Southeast Asian Ministers of Education Organisation
TEMM	Tripartite Environment Ministers Meeting – China, Japan, Republic of Korea
TEEN	Tripartite Environmental Education Network
TEI	Thailand Environment Institute

TVE	Television Trust for the Environment - Asia
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
UNESCO	United Nations Educational, Scientific and Cultural Organisation
UNU/IAS	United Nations University/Institute of Advanced Studies
VAP	Vientiane Action Programme (2004-2010)

Introductions

Environmental Education (EE) has been defined as the process of helping people, through formal and non-formal/informal education, to acquire understanding, skills and values that will enable them to participate as active and informed citizens in the development of an ecologically sustainable and socially just society. Through EE, the dangers of poor environmental management and the disadvantages that arise from environmental neglect and degradation are explained and good environmental practice is inculcated at the individual, organisational and community levels. It aims to make use of these knowledge and skills to preserve, conserve and utilise the environment in a sustainable manner for the benefit of present and future generations. EE, as a key integrating component of Education for Sustainable Development (ESD), also involves learning how to employ new technologies, increase productivity, avoid environmental disasters, alleviate poverty, utilise new opportunities and make wise decisions for a sustainable future. Furthermore, it involves the acquisition of skills, motivation and commitment to work individually and collectively towards the solution of existing environmental problems and preventing new ones.

The ASEAN Environmental Education Action Plan (AEEAP) 2000-2005 adopted by the ASEAN Ministers for the Environment in 2000 provided the framework for coordinated action on EE in all the ASEAN Member Countries (AMCs) from 2000 to 2005. Its aim was to promote EE in the AMCs so that people of the region would be fully sensitised to care for the environment. The AEEAP 2000-2005 focused on achieving 4 goals and 12 objectives in four target areas *viz.*

(i)   Formal Education

(ii)   Non-formal Education

(iii)   Manpower Capability Building ; and

(iv)   Networking, Collaboration and Communication.

All of the AMCs have undertaken activities related to these four target areas as part of their national efforts and have made progress in promoting and enhancing environmental awareness through the promotion of EE in formal and non-formal education programmes. At the same time, AMCs have enhanced their ability to offer EE courses and to network, collaborate and communicate on EE with other AMCs and the rest of the world through the ASEAN Environmental Education Inventory Database (AEEID).

In August 2005, the ASEAN Senior Officials on the Environment (ASOEN) called for the development of a successor plan to AEEAP 2000-2005, taking into account current developments at the international level, especially the United Nations Decade of Education for Sustainable Development (UN DESD). The development of this successor plan is also mandated by the Vientiane Action Programme (VAP) 2004-2010 which calls for the further expansion and intensification of implementation of the AEEAP 2000-2005, targeting measures in the four target areas of the previous plan, as well as further promoting the ASEAN Environmental Education Inventory Database (AEEID) as the primary means of communication, networking, sharing of resources and experiences as well as capacity building (VAP 2004-2010: Annex 3, Item No. 3.3.3). The preparation of the Plan underwent an extensive and inclusive process of review, research and consultation with various stakeholders over a period of one year since the end of the period of implementation of the AEEAP 2000-2005. During that period, efforts were made to complete any remaining activities, and to review and take stock of the experiences and lessons learnt. The Plan was endorsed by the ASEAN Senior Officials on the Environment in August 2007, and adopted by the Environment Ministers at their 10 th Informal Meeting in Bangkok, Thailand on 6 September, 2007.

The AEEAP 2008-2012, like its predecessor, will serve as a framework for collaborative action in the development and implementation of EE activities in ASEAN whose aim is to enhance overall management of the environment in a sustainable manner. This successor plan, AEEAP 2008-2012, will be ASEAN's contribution towards the UN DESD, in particular the Asia-Pacific Regional Strategy for Education for Sustainable Development.

As an association of nations, ASEAN cooperates voluntarily and on a consensus basis for the common good of its members. A diversity of levels of socio-economic development, people and cultures exist within ASEAN. The AEEAP 2008-2012 provides a common strategic direction that marshals this diversity to facilitate change towards a prosperous, harmonious and environmentally sustainable ASEAN Community.

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Plan Formulations

Data Collection

In the formulation of the AEEAP 2008-2012, qualitative data was collected in three stages. The first stage consisted of analytical reading and review of the AEEAP 2000-2005 and its mid-term review document (Proceedings of the ASEAN Environmental Education Action Plan 2000-2005: Mid-Term Review and Partnerships for Implementation Meeting, 2002). Secondly, a desk-top review was made of all known publications related to EE in the ten AMCs. Web-based sources of information were also sought and reviewed.

The third stage involved surveying opinions and perspectives of national EE focal points and other key stakeholders. For this purpose, survey questionnaires were developed with the aim of collecting pertinent opinions, perspectives and data on four key aspects of the AEEAP 2000-2005, and delineating the major concerns that have to be addressed in the successor plan for 2008-2012. The four key aspects were:

(i) Perceived level of effective implementation or compliance with the AEEAP 2000-2005, 12 objectives and 36 stated actions.

(ii) Perceived strengths and weaknesses of the AEEAP 2000-2005 as well as its overall impacts on EE nationally.

(iii) The role and actions that the successor plan should take and try to achieve.

(iv) The role of private sector in supporting the activities of EE development in the region.

National focal points and key resource persons knowledgeable in EE and ESD activities and initiatives in each AMC were also consulted through telephone or face-to-face interviews to supplement the written responses from the survey.

Stakeholders' Recommendations

The participating stakeholders firmly emphasised that the AEEAP 2000-2005 was an important regional initiative for multinational dialogue and agreement on EE; and provided a useful guide and benchmark for EE development. Many survey respondents indicated that AEEAP 2008-2012 should clearly address the regional priority needs; and be more realistic than the previous plan, especially in terms of the types of activities that could actually be carried out both nationally and regionally. It is equally important that the plan's actions be realistic and achievable within the next five years given the known challenges and constraints at the national and regional levels. The stakeholders would also like to see the following key recommendations incorporated in the AEEAP 2008-2012:

(i) Training and capacity building of key stakeholders at all levels.

(ii) Exchange of regional and international expertise and experiences.

(iii) Effective dissemination of EE related information, materials, best practices and news about workshops/ training, etc.

(iv) Assistance to AMCs to develop locally relevant EE curriculum, materials and resources that support and include ESD.

(v) Cooperation with the private sector in EE/ESD efforts at the national and regional levels.

At the Conference on Education for Sustainable Development: Formulating an Action Plan for ASEAN (2008-2012) held from 11-13 July 2006 in Yangon, Myanmar, the participants recommended that the successor plan should maintain the four target areas that framed the

original plan but with some modifications as follows:

(i)   Formal Sector

(ii)   Formal Sector

(iii) Human Resource Capacity Building; and

(iv)   Networking, Collaboration and Communication

The participants at this Conference, which included national EE focal points mainly for the environment and education ministries/departments, representatives of the relevant ASEAN bodies and institutions, UNEP-ROAP, UNESCO, UNU/IAS and the ASEAN Plus Three countries helped to formulate the strategic action concepts which formed the basis of this Plan.

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The Plan

The AEEAP 2008-2012 is the guiding document for ASEAN to promote and develop environmental education for sustainable development in the AMCs. This plan provides a clear strategic planning framework for further development of EE in ASEAN whilst contributing to sustainable environmental management and overall sustainability in the AMCs. Thus, the Plan adopts the theme *Environmental Education for Sustainable Development*. It is important to demonstrate that EE is key to the overall ESD strategy since humanity's value for and understanding of nature, and its sustainable use and management of natural resources form the basis for sustainable economies, harmonious societies and healthy people. The increased capacity and development of EE in the AMCs' activities will contribute directly towards the Asia-Pacific Regional Strategy for Education for Sustainable Development.

Mission Statement

The AMCs envision a clean and green ASEAN, rich in cultural traditions (where the values and practices of the people are in accord with the rhythm and harmony of nature) with citizens who are environmentally literate, imbued with environmental ethic, willing and capable to ensure the sustainable development of the region through environmental education and public participation efforts.

Aim

The AEEAP 2008-2012 serves as an effective framework for enhancing the awareness of environmental management for sustainable development, and acts to accelerate the development and advancement of environmental education as a key integrating component for achieving sustainable development in the AMCs in close concert with the UN DESD.

Target Areas and Goals

Framing the AEEAP 2008-2012's overall direction are four target areas and their underpinning goals. They are as follows:

Target Area 1: Formal Sector

Goals

1.1 EE incorporated at all levels of the formal sector (relative to national capacity and directives) in each of the AMCs.

1.2 Advancement of EE through active and continuous research.

Target Area 2: Non-formal Sector

Goals

2.1 Non-formal sector in AMCs enhanced through the integration of cultural, traditional and contemporary knowledge with EE to address local, regional and international environmental issues.

Target Area 3: Human Resource Capacity Building

Goals

3.1 Trained human resource pool on EE and ESD in AMCs.

Target Area 4: Networking, Collaboration and Communication

Goals

4.1 Improved manner of exchange of environmental information, skills and resources in the region.

4.2 Increased support for EE and training through formal and non-formal networks at local/national, regional and international levels.

Outcomes

The overall outcome of the successful implementation of AEEAP 2008-2012 will be a region with increased connection and cooperative spirit in forging societies based on the principles of ecological, social and economic sustainability. More specific outcomes will include the following:

(i) Advancement in the infusion and integration of EE in the formal education sectors in each AMCs.

(ii) Increased innovative and diverse research related to EE and ESD in AMCs via strong involvement of ASEAN universities, research institutions and organisations.

(iii) Schools as important models of sustainable environmental management for their respective communities.

(iv) Increased private sector support and involvement in national and regional EE initiatives and programmes in realising overall sustainable development of the region.

(v) EE practitioners and other stakeholders in ASEAN professionally enhanced through capacity building and leadership opportunities.

(vi) Civil society in AMCs effectively engaged in the development of EE nationally and regionally.

(vii) Effective and continuous regional exchange of knowledge, skills, experience, expertise and best practice via information and communication technology (ICT) platforms; and through the building and strengthening of national and regional networks.

(viii) Increased capacity and opportunities for youth from all AMCs to take leadership roles in the sustainable development of their respective societies and countries.

(ix) Increased understanding of the importance of EE for achieving sustainable development by the region's policy - and decision-makers, and therefore stronger support of EE initiatives and programmes throughout the region at local/national and regional levels.

(x) Increased networking and collaborative partnerships supporting and utilising EE for advancing sustainable development in the ASEAN region, between all sectors and at various levels.

(xi) Effective monitoring, evaluation and reporting mechanisms in place for EE and ESD in each AMC and at the regional level.

(xii) AEEAP 2008-2012 playing an effective role in the UN DESD Asia-Pacific strategy and other relevant regional and international initiatives.

Strategic Approach

The AEEAP 2008-2012, like its predecessor, provides for common strategic direction in the development of EE as a key integrating component of education for sustainable development within the region to enhance the capacity of the AMCs.

The success of this approach will necessitate the building of a strong sense of ownership of the Plan by the region's stakeholders and the establishment of collaborative partnerships and inclusion of both the private sector and civil society.

Core Values

The AMCs and its partners, in taking actions towards the achievement of the goals and strategic actions of the AEEAP 2008-2012, will uphold the following core values, principles and practices:

ASEAN Culture

- Reflect and support a diversity of individuals and organisations.

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- Reflect a diversity of perspectives.
- Encourage fair and open exchange among stakeholders and others in the EE and ESD fields.
- Reflect, support and be respectful of the diversity of cultures and religions in the region.

AEEAP 2008-2012 Core Principles

- Model open and transparent governance and decision-making structures.
- Operate within the financial and organisational capacity of the AMCs, ASEAN Secretariat and the implementing partners of the AEEAP.
- Maintain high standards.
- Use progressive organisational development model for the Plan's management.
- Model environmental stewardship and sustainable practices.

AEEAP Standards of Practice

- Support high professional standards.
- Encourage networking and exchange of information, experience and best practice.
- Foster research that informs practice.
- Form respectful, collaborative partnerships and share leadership.
- Foster environmental literacy locally, nationally and regionally.

Ownership

The issue of ownership is of critical importance in the success of the Plan's implementation. The AEEAP 2008-2012 is a blueprint for EE development in the region, but primarily for each AMC as they see fit and have the capacity to implement the prescribed actions. Therefore, the strategic actions and activities stated in the Plan are the primary responsibility of the AMCs to implement, except where it is noted that a strategic action or activity requires either joint ownership/action with the ASEAN Secretariat or another regional organisation/institution; or is to be implemented at the regional level by the ASEAN Secretariat or another regional organisation/institution.

Collaborative Partnerships

The success of the Plan is also dependent on effective collaborative partnerships at the national and regional levels. These partnerships are to be driven by the AMCs with the support from the ASEAN Secretariat. In the AMCs, champion organisations for the various strategic actions outlined need not only be the environment ministries/departments or its equivalent. Action champions may come from the private sector, civil society (for example, non-governmental organisations (NGOs)) and international organisations/institutions.

As the Plan is jointly developed by all AMCs, strong multilateral coordination, collaboration, and communication among AMCs themselves, between ASEAN Secretariat and the AMCs, and with any champion country/organisation/institution are necessary.

Joint activities and continuous information dissemination activities will be required for successful implementation of the AEEAP 2008-2012, particularly in conjunction with the AEEID.

Linkages to Regional and International Initiatives

The AEEAP 2008-2012 will link to and support regional and international initiatives in its implementation, in particular the UN DESD, through the Asia-Pacific Regional Strategy for Education for Sustainable Development, the Millennium Development Goals, Agenda 21, the Earth Charter Initiative and the ASEAN Initiative for Environmentally Sustainable Cities.

Strategic Actions

Strategic Actions have been developed for each target area and goal. These actions are listed in a 'priority' sequence, taking into consideration the following factors:

(i)   existing structures, initiatives or mechanisms in place;

(ii)   perceived importance of need;

(iii)   availability of resources to implement the stated action; and

(iv)   potential for collaboration and cooperation with regional partners.

For each strategic action, the *Activities Required to Implement the Strategy* are listed in a chronological sequence of implementation. These are followed by *Recommended Implementing Mechanisms* and a list of *Potential Champions and Partners* for implementing the strategic action. Finally, *Performance* and *Output Indicators* are identified for each strategic action to facilitate the effective monitoring and evaluation of the implementation of the plan, and its overall performance and impact.

Strategic actions and certain implementing activities identified in the four target areas are to be carried out by the AMCs, except where it is noted that a specific strategic action or activity is either a *Joint AMCs and ASEAN Level Activity* or is solely an *ASEAN Level Activity*, whereby a champion country/organisation/ institution will be responsible for its implementation.

Snapshot of Strategic Actions

Target Area 1: Formal Sector
Goals:
1.1   EE incorporated at all levels of the formal sector (relative to national capacity and directives) in each of the AMCs.

1.2   Advancement of EE through active and continuous research.

Strategic Action/Priority 1:

1.1.1	Establish a baseline assessment on the extent to which national curricula in the basic education system include EE and ESD content.

Strategic Action/Priority 2:

1.1.2	Establish a baseline assessment on the extent to which teacher education

programmes and in-service and pre-service training address EE/ESD theory and practice.

Strategic Action/Priority 3:

1.1.3 Ensure that Quality Assurance (QA) systems (that is, national standards) require the inclusion of EE/ESD issues in the relevant disciplines.

Strategic Action/Priority 4:

1.1.4 Promote research on EE/ESD issues to ensure continuing development in these areas.

Target Area 2: Non-Formal Sector

Goal:

2.1 Non-formal sector enhanced in AMCs through the integration of cultural, traditional and contemporary knowledge with EE to address local, regional and international environmental issues.

Strategic Action/Priority 1:

2.1.1 Promote sustainable schools (for example, eco-schools/green schools) concept and practice throughout ASEAN.

Strategic Action/Priority 2:

2.1.2 Develop EE curricula, materials and resources that are locally relevant and complement ESD at the local/community level.

Strategic Action/Priority 3:

2.1.3 Promote EE as a key integrating tool for the development of 'environmentally sustainable cities' in each AMC. *(Joint AMCs and ASEAN Level Activity)*

Strategic Action/Priority 4:

2.1.4 Use appropriately designed and targeted EE for promotion of environmentally sustainable business practices.

Strategic Action/Priority 5:

2.1.5 Promote ASEAN Environment Week which serves as platform for national level activities to celebrate and raise awareness of the region's environment with all stakeholders in each of the AMCs. *(Joint AMCs and ASEAN Level Activity)*

Target Area 3: Human Resource Capacity Building

Goal:

3.1 Trained human resource pool on EE and ESD in AMCs.

Strategic Action/Priority 1:

3.1.1 Establish a baseline of EE for sustainable development training needs for stakeholders in both the formal and non-formal sectors.

Strategic Action/Priority 2:

    3.1.2   Provide EE and ESD training opportunities for key stakeholders.

Strategic Action/Priority 3:

    3.1.3   Provide ASEAN EE for Sustainable Development Leadership Training Programmes (short courses) for key target groups (for example, government officials, members of parliament and other elected officials, media and communication professionals, youth, women, etc.). *(ASEAN Level Activity)*

Strategic Action/Priority 4:

    3.1.4   Create an ASEAN EE/ESD scholarship scheme for the region's stakeholders. *(ASEAN Level Activity)*

Target Area 4: Networking, Collaboration and Communication

Goal:

4.1   Improved manner of exchange of environmental information, skills and resources in the region.

4.2   Increased support for EE and training through formal and non-formal networks at local/ national, regional and international levels.

Strategic Action/Priority 1:

    4.1.1   Actively promote and manage the AEEID as the central platform for information dissemination, exchange and learning for EE and ESD in ASEAN. *(ASEAN Level Activity)*

Strategic Action/Priority 2:

    4.2.1   Develop an ASEAN-wide 'Youth for a Sustainable Environment' Network. *(Joint AMCs and ASEAN Level Activity)*

Strategic Action/Priority 3:

    4.2.2   Establish an ASEAN sustainable/green/eco-school network. *(ASEAN Level Activity)*

Strategic Action/Priority 4:

    4.1.2   Establish an annual ASEAN EE Conference/Forum for the region's EE stakeholders as a platform for the exchange of information, materials, experience, networking, etc. *(ASEAN Level Activity)*

Strategic Action/Priority 5:

    4.2.3   Build and strengthen existing networks of NGOs, universities and media throughout the region to be effective practitioners, promoters, communicators and agents of change for EE and ESD.

Implementation Mechanisms

Ultimately, the key to the success of the AEEAP 2008-2012 lies in the effectiveness of the mechanisms in place for implementing the plan's strategic actions. Without these, the goals of the plan cannot be realised.

Currently ASEAN has the 'lead country' mechanism to implement its environmental agenda, but it is felt that the creation of a 'working group on EE (AWGEE)' would strengthen the overall success in the implementation of the Plan and facilitate regional cooperation and communication.

The responsibility for implementing the Plan's stated actions, and monitoring and evaluation of the plan's activities will fall mainly on the AMCs themselves with assistance from AMCs' organisations and institutions that champion various strategic actions outlined in the plan. Regional coordination and communication will be the responsibility of the lead country for EE with assistance from the proposed AWGEE. Assistance and cooperation in all aspects of the Plan's implementation will also be requested from regional and international agencies, organisations, institutions along with ASEAN Dialogue Partners, in particular the ASEAN Plus Three countries.

The ASEAN Secretariat will play a key supporting and coordinating role for the AMCs and other relevant ASEAN bodies in carrying out and monitoring the strategic actions in the Plan. The ASEAN Secretariat will provide advice and information, assist with the coordination of meetings and help to secure funding for key regional activities as outlined in the Plan. The ASEAN Secretariat will also be responsible for producing and disseminating a yearly progress report on the implementation of the Plan to the ASEAN Senior Officials on the Environment and other key stakeholders.

ASEAN Lead Country for EE

The Lead Country for EE will play a vital coordination and communication role for the AEEAP 2008-2012. The lead country for EE will assume the role of regional coordinator for Plan with the support of the ASEAN Secretariat. Primary responsibilities include:

- coordinating the monitoring, evaluation and reporting on the implementation of the Plan's strategic actions with national EE focal points and the various regional 'champion' organisations; and
- in collaboration with the ASEAN Secretariat, coordinating regional activities for implementation of the Plan.

National EE Focal Points

The role of the national EE focal points will be that of 'country level coordinator' for the implementation of the Plan's strategic actions at the national level in addition to periodic monitoring and evaluation of their country activities and achievements in relation to the Plan's framework. The national EE focal point will also be responsible for communicating with the lead country for EE and the ASEAN Secretariat as outlined in the plan. The national EE focal points' key responsibilities include:

- promoting the awareness of AEEAP to national stakeholders;
- facilitating networking among national level stakeholders in concert with the Plan's goals;
- mobilising national organisations, institutions and other groups in carrying out the Plan's strategic actions and activities;
- evaluating and monitoring their country's progress in implementing the Plans' strategic actions within the framework and timetable of the AEEAP evaluation and reporting mechanism;
- communicating with the lead country for EE and ASEAN Secretariat as indicated in the AEEAP reporting framework and timetable;

- coordinating the sharing of information amongst national level stakeholders through various communication channels (newsletter, meeting, forum, seminar, mass media); and

- coordinating the sharing of relevant EE information, curricula, etc. via the AEEID and relevant ASEAN level meetings.

ASEAN Working Group on EE

The proposed ASEAN Working Group on EE (AWGEE) will work to promote regional coordination and cooperation towards successful implementation of the AEEAP 2008-2012. AWGEE will be comprised of the national EE focal points. Key responsibilities of the AWGEE will include:

- coordinating implementation of the Plan and monitoring and evaluating the Plan's implementation progress and overall effectiveness of its chosen strategies towards achieving the Plan's goals in the four target areas;

- interfacing and collaborating with other relevant regional and international institutions;

- developing common approaches to the Plan's implementation among AMCs; and

- promoting and supporting the effective participation of each AMC in the Plan's strategic actions.

Champion Organisations

Regional champion organisations are organisations from AMCs which agree to take the lead in the implementation of a strategic action to its completion. Champion organisations will need to be identified and formal and/or informal partnerships (depending on the nature of the activity) made between the organisation and ASEAN; or in the case of national level strategic actions, between the champion organisation and the relevant ministry/department of environment or its equivalent. Champion organisations will be responsible for implementation, monitoring and evaluating the progress of each project and/or programme that they are responsible for and for regular reporting to the lead country for EE and/or the national EE focal point, within the scope of the AEEAP's reporting framework and timetable.

Partners for Resource Mobilisations

Success of the AEEAP 2008-2012 also depends very much on the ability of ASEAN and AMCs to secure support for funding and technical resources to conduct the Plan's strategic actions and activities. Such support may be secured through partnership arrangements with international and multilateral agencies, the international development banks (for example, the Asian Development Bank (ADB), World Bank), inter-governmental organisations, foundations and NGOs.

Additionally, the role of the private sector in supporting EE activities in the region must be further enhanced. Creative and innovative financing mechanisms must be jointly developed by ASEAN, AMCs and champion organisations to enhance and accelerate the development of their capacity and capabilities to conduct EE training courses and other related activities. The creation of a private sector advisory group in each AMC, of companies who have traditionally supported EE, should be considered in order to assist with building relationships and initiating partnerships on EE.

Additional Mechanisms

To ensure effective and coordinated action in achieving the AEEAP's goals, communication and information sharing will be of vital importance. Four key communication mechanisms or platforms will be enhanced and/or developed to facilitate

this. These include:

(i)   the AEEID and the development of an ASEAN EE electronic newsletter;

(ii) annual EE Conference or Forum;

(iii) national and regional EE networks;

(iv) AMCs' AEEAP reporting framework and timetable, and a consolidated annual regional AEEAP progress report.

Monitoring and Evaluation

An effective monitoring and evaluation mechanism needs to be developed for the AEEAP 2008-2012 to track progress and provide baseline data for strategic action review. Consistent and periodic monitoring, evaluation and reporting on the implementation of the strategic actions towards the achievement of the desired outcomes of the AEEAP 2008-2012 will be a crucial component in the Plan's overall success. This is reflected in VAP item 3.3.3.1 on Public Awareness and EE.

Criteria and Indicators

Having clearly defined, simple and measurable indicators is the most important criteria for effectively monitoring and assessing progress towards goals and outcomes. Incorporated into strategic action concepts for the AEEAP 2008-2012 are two types of indicators:

(i) Performance indicators which allow for monitoring the level of implementation of the Plan's strategic actions by AMCs and champion organisations.

(ii) Output indicators which measure what information, materials, tools, resources, etc., have been developed as a result of the Plan's actions and activities being carried out.

Reporting Framework

Periodic and regular reporting by national EE focal points and champion organisations may be conducted in two ways. First, it is suggested each AMC and champion organisation provide a bi-annual summary report of EE activities, which will include the following information:

(i)   projects/programmes which have been recently carried out, are currently on-going or have been recently launched in the country;

(ii) reports on recently completed and upcoming training events, meetings, conferences and other such events;

(iii) news on development of new curricula and materials;

(iv) awards, recognitions and scholarships; and

(v)   any other related news on EE and ESD that would be of interest to other stakeholders in the region.

This report is to be made by the national EE focal points and champion organisations to the AEEID hosting organisation. The information will then be compiled and published as a bi-annual electronic ASEAN EE newsletter that will be sent to stakeholders via email and made available at the AEEID website. This will be the responsibility of the national EE focal points for each AMC.

The second part of the reporting will be the annual progress report on the specific strategic actions by national EE focal points and champion organisations based on the prescribed performance and output indicators identified in the *Strategic Action Concepts* attached in the **ANNEX**. This should be carried out at least one or two months before the annual meeting of ASEAN Senior Officials on the Environment. AMCs' and champion organisations' monitoring and assessment reports should be sent to the lead country for EE and the ASEAN Secretariat for collation and synthesis. The ASEAN Secretariat will consolidate the inputs and produce an annual AEEAP 2008-2012 progress report for the consideration of the ASEAN Senior Officials on the Environment at their annual meetings.

A workable and consensually agreed reporting framework and timetable should be developed by the lead country on EE and the proposed AWGEE before this can be initiated. Each AMC and champion organisation will be responsible for developing their own monitoring instruments, methodologies and approaches. The reporting framework should be simple but comprehensive and be guided by the strategic action concepts with assessment coming from the recommended performance indicator/s for each of the strategic action concepts. The development of the reporting framework should be one of the first steps taken in the implementation of the AEEAP 2008-2012.

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Annex:

STRATEGIC ACTION CONCEPTS

Target Area 1: Formal Sector

STRATEGIC ACTION/PRIORITY 1

1.1.1 Establish a baseline assessment on the extent to which national curricula in the basic education system include EE and ESD content.

Activities Required to Implement this Strategy

1. Create or designate an existing national working group or committee to conduct the review and inventory.

2. Review and inventorise EE enriched curriculum and content in AMCs, including all resource materials. (Each country will develop its own review/inventory process for this step.)

3. Translate, as necessary, the findings and information collected into English for ASEAN-wide dissemination.

4. Disseminate the inventory report and share the information materials collected via the AEEID.

5. Conduct a regional workshop to discuss how best to utilise the inventory of materials for future enhancement of EE and ESD in ASEAN **(*ASEAN Level Activity)*.

6. Report to the relevant ministries and agencies.

Recommended Implementing Mechanism

• National Curriculum Framework of Ministry of Education or Department of Basic Education in each of the AMCs.

• Inter-ministerial ESD working groups or committees which are established in the AMCs.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• Ministry/Department of Environment	- coordinate the review and inventory.
• Ministry/Department of Education	- assist with development of inventory framework and process (if needed) and coordinating the collection and inventory of materials for primary and secondary levels.

• Ministry of Higher Education	- assist with coordination and data collection at the tertiary level.
• SEAMEO	- assist with inter-ministerial cooperation and communication, especially between Ministry of Education and Ministry of Environment.
• ASEAN University Network (AUN)	- assist with promotion of the inventory and assessment activities and the coordination of data collection at tertiary level.
• ASEAN Foundation	- assist with the promotion of strategic action implementation.

Performance Indicators

- Number of national inventories carried out on EE enriched curriculum and content.

- Number of countries that submit a report.

Output Indicators

- Inventory assessment reports

- Lessons and resources available for download from AEEID or at least relevant links or contacts as to what is available and how to obtain this information.

STRATEGIC ACTION/PRIORITY 2

1.1.2
Establish a baseline assessment on the extent to which teacher education programmes and in-service and pre-service training address EE/ESD theory and practice.

Activities Required to Implement this Strategy

1. Create or designate an existing national working group or committee to conduct the assessment.

2. Review teacher education programmes, including resource materials and training methodology and assess extent to which EE/ESD is incorporated or addressed.

3. Translate, as necessary, the information collected into English for the review.

4. Disseminate and share the information via national and regional communication channels, including the AEEID.

5. Conduct a national level workshop to review teacher education programmes and develop strategy for enhancing EE and ESD throughout the formal education sector.

6.
  Report to the relevant ministries and agencies.

Recommended Implementing Mechanism

- Existing framework/curricula of pre-service and in-service teacher education and teacher training programmes.

- Teacher training institutions and universities offering diplomas in education.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• Ministry/Department of Environment	- coordinate the review.
• Ministry/Department of Education	- assist with the review and assessment process and later national level workshop.
• Ministry of Higher Education	- assist in the coordination of the assessment with the teacher training institutions and universities providing pre-service and in-service training.
• SEAMEO	- assist with inter-ministerial cooperation and communication between Ministry/Department of Education and Ministry/Department of Environment.
• AUN	- assist with promotion of assessment activities with tertiary institutions.

Performance Indicators

- Number of baseline studies conducted.

- Number of universities and teacher education and training institutions that participate in the study in each country.

- Number of AMCs that submit information on their existing curricula for teacher education programmes.

Output Indicators

- Baseline data from each AMC.

- AMCs' reports on the review of teacher education programmes.

STRATEGIC ACTION/PRIORITY 3

1.1.3
Ensure that Quality Assurance (QA) systems (that is, national standards) require the inclusion of EE/ESD issues in the relevant disciplines.

Activities Required to Implement this Strategy

1. Create or designate an existing national working group or committee to conduct the assessment.

2. Review the current QA systems in the relevant disciplines at all levels of education and assess the extent to which EE/ESD are incorporated.

3. Translate, as necessary, the information collected into English for the review.

4. Disseminate and share the information via national and regional communication channels, including the AEEID.

5. Conduct a national workshop to review the draft assessment and make recommendations for the increased inclusion of EE/ESD into education national standards.

6. Report to the relevant ministries and agencies.

Recommended Implementing Mechanism

- Existing QA systems in tertiary institutions and in the Ministry of Education.

- Teacher training institutions and universities offering diplomas in education.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• Ministry/Department of Environment	- work closely with the Ministry/Department of Education and be responsible for dissemination of assessment results to ASEAN Secretariat and other stakeholders via the AEEID.
• Ministry/Department of Education	- coordinate the review and assessment process; and national level workshop to review the assessment and develop recommendations.
• Ministry of Higher Education	- assist in the coordination of the assessment with the tertiary level institutions.
• SEAMEO	- assist with inter-ministerial cooperation and communication between Ministry/Department of Education and Ministry/Department of Environment.
• ASEAN University Network	- assist with the promotion of assessment activities with tertiary institutions.

Performance Indicators

- Number of AMCs that conduct the assessment.

- Number of AMCs that submit reports.

- Number of partnering universities and other institutions involved.

Output Indicators

- Reports of the assessment of the QA system in the relevant disciplines from participating AMCs.

STRATEGIC ACTION/PRIORITY 4

1.2.1 Promote research on EE/ESD issues to ensure continuing development in these areas.

Activities Required to Implement this Strategy

1. Advocate, through national research plans, for EE and ESD issues to be recognised as legitimate research issues.

2. Create or designate an existing working group to identify key EE research issues relevant to all four target areas and in relation to ESD.

3. Disseminate this information to universities and research organisations.

4. Develop national level awards for outstanding EE research projects.

5. Create opportunities for presentation of research findings to different stakeholder groups (for example, teachers, researchers, policy makers, etc.) *(Joint AMCs and ASEAN Level Activity)* .

Recommended Implementing Mechanism

- Existing national research plans.

- Existing regional research bodies and organisations.

- Graduate and post-graduate research conducted at AMCs and partner universities.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• Ministry/Department of Environment	- work closely with the universities and research institutions and coordinate action of the working group; be responsible for dissemination of information to universities, research institutions,

	relevant ministries and agencies and the ASEAN Secretariat.
• Universities and research institutions currently conducting EE/ESD research	- provide members to the working group and support the advocacy of EE/ESD research at the national level.
• SEAMEO	- assist with the coordination and development of EE/ESD research and help to liaise with the Ministry/Department of Education in each AMC on merging of initiatives and research projects/programmes and provide opportunities for presentation and publication of research.
• AUN	- assist with promotion and advocacy of EE/ESD research in each AMC through national universities and research institutions and assist in creating opportunities for presentation and publication of research.
• UNU/IAS	- through the Global Higher Education for Sustainability Partnership (GHESP), to provide resources and tools to higher education institutions on curricula development and research.

Performance Indicators

- Number of research projects that are carried out related to EE/ESD in each AMC.

- Number of research projects that are carried out related to EE/ESD in ASEAN as a whole, including research conducted in AMCs but carried out by researchers from institutions outside the ASEAN region.

- Number of research awards programmes that are instituted in AMCs.
- Number of conferences, workshops, meetings, etc. that EE research is presented both nationally and as a regional activity.
- Number of research articles appearing in professional publications (and type of publication).

Output Indicators

- Research articles and findings are uploaded and available on the AEEID.

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Annex:

STRATEGIC ACTION CONCEPTS

Target Area 2: Non-Formal Sector

STRATEGIC ACTION/PRIORITY 1

2.1.1 Promote sustainable schools (for example, eco-/green schools) concept and practice throughout ASEAN.

Activities Required to Implement this Strategy

1. Create or designate an existing national working group or steering committee from relevant ministries, civil society and the private sector to develop a national 'sustainable/green school' policy, guidelines and framework.

2. Conduct national level workshops for relevant target groups (for example, national, regional and district education officials, school administrators, teachers and NGOs) to promote the 'sustainable/green school' concept and framework.

3. Promote the idea of private sector involvement modelled on Singapore 's 'Adopt-A-School Programme' and develop similar programmes if possible.

4. Conduct a 'sustainable/green school competition' whereby interested schools develop proposals to be recognised as a 'sustainable school'.

5. Develop recognition/awards scheme for sustainable/green schools.

6. Periodic assessment of sustainable/green schools programme and dissemination of 'sustainable school best practice' nationally and regionally via the AEEID, ASEAN EE newsletter and other communication and information channels and mechanisms.

Recommended Implementing Mechanisms

• National policy or directive from relevant ministries.

• Existing EE forums and networks.

• Creation of national working group or steering committee.

• Current on-going and future EE programmes and initiatives championed by both the government ministries and NGOs that can incorporate the 'sustainable/green school' framework into their programme or project.

• Regional EE centres and education departments.

• Existing and relevant recognition/awards schemes and platforms.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration

• Ministry/Department of Environment	- coordinate actions of national working group/steering committee and work closely with Ministry/Department of Education in implementing overall programme.
• Ministry/Department of Education	- provide support, information and liaise with schools; involve in national working group/steering committee.
• Ministry/Department of Environment for Brunei, Indonesia, Malaysia, and Thailand	- can share their experience and provide information on sustainable/eco/green schools programmes.
• NGOs and relevant civil society networks	- be involved in the national working group/steering committee; work closely with schools and surrounding communities to assist in meeting criteria to become a sustainable/green school.
• Universities and tertiary level institutions, including vocational schools	- be involved in national working group/steering committee, and assist with mentoring and training for schools; also can become sustainable campus or institution themselves.
• Private Sector	- become partners and sponsors to sustainable schools through an 'Adopt-A-School' type initiative.
• Hanns Seidel Foundation – Jakarta (HSFJ)	- share information, expertise and experience in development of sustainable/green schools programme in Indonesia.
• UNESCO/ACCU	- repackage and develope relevant resource materials for use by sustainable/green schools.

Performance Indicators

- Number of schools applying to become a sustainable school per year (per AMC as well).

- Number of sustainable/green schools (can be sub-divided by number of schools at different levels of implementation if programme designed in this way and per AMC.

- Number of schools that receive awards.

Output Indicators

- Sustainable/green school policy, guidelines and framework.

- Annual report on sustainable/green schools.

- Publications and web sites highlighting best practice case studies.
- Sustainable/green schools themselves.

STRATEGIC ACTION/PRIORITY 2

2.1.2
Develop EE curricula, materials and resources that are locally relevant and complement ESD at the local/community level.

Activities Required to Implement this Strategy

1.
   Conduct seminars throughout each AMC on EE curriculum and material development in relation to the principles and practices of ESD and standards/guidelines for curricula and material development for key relevant stakeholders who will potentially be 'champion/mentoring' organisations, institutions and individuals at the local level.

2.
   Identify 'champion/mentoring' organisations, institutions and individuals that will work with local communities and schools to develop the curriculum, materials and resources.

3. Champions/mentors work with schools and other local community stakeholders (set up a local working group) to conduct an assessment of local knowledge, issues and resources that would be included in the curricula and materials development.

4. Champions/mentors, work closely with local stakeholders (for example, the national working group) to jointly develop locally relevant EE/ESD curriculum, materials and resources for different target groups (for example, primary and secondary school children, and adults).

5. Champion/mentoring organisations and institutions, in partnership with local stakeholders' working group, conduct training workshops for teachers, educators, and other relevant groups on how to use the curricula and materials developed.

6.
   Carry out on-going summary evaluation of the curricula, materials and resources developed.

7. Upload relevant information on the development processes used, lessons learnt, and curricula and materials (where possible) to the AEEID.

Recommended Implementing Mechanisms

- National policy or directive from relevant ministries.

- Existing EE forums and networks.

- National steering committee and local working groups.
- Sustainable/green schools and existing network (if developed).
- Regional EE centres and education offices.
- AEEID and national inventory databases of information and materials.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• Ministry/Department of Environment	- coordinate the overall project and liaise with the 'champion/mentoring' organisations, institutions and individuals; monitoring and evaluation of activities.
• Ministry/Department of Education	- cooperate with the Ministry/Department of Environment and the 'champion/mentoring' organisations, institutions and individuals in

	carrying out the activities.
• National NGOs and other civil society groups	- act as 'champion/mentoring' organisations to work directly with local stakeholders to develop curricula, materials and resources.
• Universities, teacher training institutions	- act as 'champion/mentoring' institutions or individuals and work directly with local stakeholders to develop curricula, materials and resources.
• UNESCO/ACCU/IUCN	- provide technical assistance and information.
• UNU/IAS RCEs	- provide technical assistance and information.
• HSFJ	- provide technical assistance and information.

Performance Indicators

- Number of locally relevant curricula developed (per target group).

- Number of individuals trained in using the developed curricula and materials.

- Number of schools and other groups that are actively using the curricula and materials developed.

Output Indicators

- Locally relevant curricula, materials and resources developed and available.

- Report on evaluation and assessment of materials developed.

STRATEGIC ACTION/PRIORITY 3

2.1.3
Promote EE as a key integrating tool for the development of 'environmentally sustainable cities' in each AMC.

Activities Required to Implement this Strategy

1.
Create or designate an existing national working group with the participation of the public, private and civil society sectors to study the relevant documents on the 'ASEAN Initiative for Environmentally Sustainable Cities (AIESC)' and develop recommendations for incorporating EE into the environmentally sustainable cities framework.

2.
Disseminate recommendations to appropriate national level focal points who are members of the ASEAN Working Group on Environmentally Sustainable Cities.

3. Communicate to the ASEAN Secretariat on the results of the assessment and follow-up with the AWGESC on the incorporation of recommendations into the framework; and upload report to AEEID.

Recommended Implementing Mechanisms

- AIESC through the ASEAN Working Group on Environmentally Sustainable Cities.

- National Millennium Development Goals.

- National Agenda 21 strategy.
- Inter-ministerial working groups or joint committees.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• Ministry/Department of Environment	- provide support and coordinate activities of the EE/ESC national working group.
• Universities and other tertiary institutions	- provide information and expertise to the EE/ESC national working group.
• Singapore National Environment Agency (NEA)	- share information and experiences in relation to the Singapore Green Plan 2012.
• National level focal points for AWGESC	- work closely with the EE/ESC national working group to make recommendations to the AWGESC and to find ways to incorporate EE into the current framework.
• UNEP	- provide information on the 'eco-house project'.
• Plus Three Countries	- provide expertise, information, technical advice, best practices, etc.

Performance Indicators

- Number of AMCs that create national level EE/ESC working groups.

- Level of EE integration into the Framework for Environmentally Sustainable Cities in ASEAN.

Output Indicators

- Individual AMC's assessment and recommendations reports.

- AIESC which incorporates EE as a component.

STRATEGIC ACTION/PRIORITY 4

2.1.4
Use of appropriately designed and targeted EE for promotion of environmentally sustainable business practices.

Activities Required to Implement this Strategy

1.
Assess existing EE materials available for use with and in the private sector.

2.
Develop locally relevant (that is, specific to each country) training/networking programme for use with private sector industry 'change agents' modelled after the Singapore NEA's 'Environment Champions for Industry Programme'.

3.
Develop a network of private sector 'environment champions' via workshops and networking sessions.

4. Promote sustainability reporting for industry via 'environment champions' (that is, Global Reporting Initiative (GRI), ISO 14000, Triple Bottom Line, Compass Assessment, etc.)

5. Develop a private sector environmental sustainability recognition programme.

6. Development of a green business website.

Recommended Implementing Mechanism

- Existing business alliances/associations (for example, Asian Productivity Organisation and the national chapters of this, World Business Council on Sustainable Development, etc.).

-
Various existing environmental management certification and sustainability reporting initiatives, both international and national (for example, Green Leaf in Thailand, Green Globe, etc.).

- Business support and training institutions such as the Industrial Environment Institute of the Federation of Thai Industries that provides training courses on environmental management.

- Existing Business Awards/Certification Programmes (for example, Green Leaf Thailand).

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• Ministry/Department of Environment	- provide support and coordinate activities of the EE national working group.
• MBA programmes	- provide information and expertise to the EE national working group.
• Singapore NEA	- share information and experiences in relation to their Environment Champion for Industry Programme and other programmes involving education and cooperation with the private sector in environmental management and sustainability.
	- assist with promotion, information, advice and

• National Business Associations and Institutes	possible support of an EE programme targeted at the private sector companies.
• World Business Council on Sustainable Development	- assist with promotion of the business case for sustainable development, sharing of best practices, capacity building training, etc.
• Environmental and sustainability related business certification programmes like Green Globe, ISO, GRI and others	- provide information, technical expertise and advice, cooperation.
• Thailand Environment Institute (TEI) – Business and Environment Program (BEP)	- assist with expertise and information on promoting environmental management among the business community.
• Plus 3 Countries	- can provide expertise, information, technical advice, best practices, etc.

Performance Indicators

- Number of AMCs that develop business guidelines, framework or policy related to environmental management and sustainability.

- Number/percentage of businesses in each AMC implementing some form of environmental and/or sustainability reporting framework.

- Number of AMCs that have established some form of an 'environment champion network'.
- Number and types of businesses that receive environmental management and sustainability related awards.
- Number of AMCs with a website devoted to highlighting environmental 'best practice' in the business community.

Output Indicators

- Green business websites.

- Published national green/sustainable business policy or guidelines.

STRATEGIC ACTION/PRIORITY 5

2.1.5
Promote ASEAN Environment Week which serves as a platform for national level activities to celebrate and raise the awareness on the region's environment with all stakeholders in each of the **AMCs (*Joint AMCs and ASEAN Level Activity*)**.

Activities Required to Implement this Strategy

1.

Development of proposal for recognition/establishment of an ASEAN Environment Week to be presented to the ASEAN Senior Officials on the Environment for endorsement (***ASEAN Level Activity***).

2.
AMCs' Environment Ministers make joint declaration in support of the ASEAN Environment Week (***ASEAN Level Activity***).

3.
Development of an ASEAN Environment Week promotion handbook/kit which can be used by local/national organisations and schools to promote and organise activities as part of the campaign (***ASEAN Level Activity***).

4. AMCs to provide ASEAN Environment Week promotion handbooks/kits to national organisation, schools, NGOs, etc.

5. Use the ASEAN website and the AEEID to promote the ASEAN Environment Week (***ASEAN Level Activity***).

6. Each AMC to report on the assessment and scope of activities to the ASEAN Secretariat for consolidation and further reporting to the relevant ASEAN bodies.

Recommended Implementing Mechanisms

- Existing national environmental events and programmes.

-
  Civil society, EE, youth and other networks.

- Regional EE centres.

- ASEAN website and the AEEID; provide on-line storage of information and platform for exchange of ideas, experience and expertise.

- AMC's Ministry/Department of Environment website and other relevant organisations' websites.

- Mass media (television, radio, print).

- Sustainable/green school network and eco/green clubs at schools.

- ASEAN EE newsletter.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• Ministry/Department of Environment	- Promote the ASEAN Environment Week nationally; distribute the promotion handbook/kit; and assess results of activities undertaken across the country in relation to the Week.
• Civil society, EE Centres, Youth, Sustainable Schools and other active networks	- promote and organise local activities in relation to the ASEAN Environment Week; file a report with the Ministry/ Department of Environment.
• Private sector	- provide funding and in-kind material support for activities.
• Media businesses and organisations (including ASEAN COCI)	- promote and report on the activities of the ASEAN Environment Week nationally.

Performance Indicators

- Number of AMCs that actively promote and conduct activities in relation to the ASEAN Environment Week.

- Number and scope of activities held during the week.

- Numbers of people/organisations participating in activities (nationally and ASEAN wide).
- Number of media stories covering the week's activities.

Output Indicators

- ASEAN Environment Week Promotion Handbook/Kit.

- AMCs reports on activities.

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Annex:

STRATEGIC ACTION CONCEPTS

Target Area 3: Human Resource Capacity Building

STRATEGIC ACTION/PRIORITY 1

3.1.1 Establish a baseline of EE for sustainable development training needs for stakeholders in both the formal and non-formal sectors.

Activities Required to Implement this Strategy

1. Develop a plan and timetable for conducting a national level EE/ESD training needs assessment.
2. Carry out EE training needs assessment.
3. Disseminate results to relevant organisations nationally and regionally via the AEEAP country reporting framework.
4. Hold a national level workshop to identify further actions to take on the findings from the needs assessment report.
5. Disseminate results via the AEEID and the AEEAP reporting framework.

Recommended Implementing Mechanism

- Current networks of eco-schools and regional EE centres.
- Current on-going and future capacity building programmes/projects being implemented by different organisations and institutions (for example, relevant ministries, NGOs, international agencies, and private sector).
- AEEID for dissemination of information.
- Formal sector teacher training and education institutions and programmes Potential Champions and Partners.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• Ministry/Department of Environment	- coordinate the development of an EE training needs assessment; analyse and disseminate findings.
• Ministry/Department of Education	- assist with training needs assessment in the formal sector.
• NGOs and related organisations	- assist with needs assessment in both formal and non-formal sectors.
• Universities and teacher training colleges/institutes	- assist with needs assessment in both formal and non-formal sectors.

Performance Indicators

- Number of AMCs that conduct EE for sustainable development training needs assessment.
- Number of AMCs that submit reports on training needs assessment.

Output Indicators

- Needs assessment data.
- AMCs' reports on training needs assessment.

STRATEGIC ACTION/PRIORITY 2

3.1.2 Provide EE and ESD training opportunities for key stakeholders.

Activities Required to Implement this Strategy

1. Stemming from national training needs assessment report, develop a 'National EE for Sustainable Development Training Plan' for key stakeholders (timeframe for plan will be relative to each AMC).

2. Identify organisations and partners to develop training courses and curricula in accordance with plan.

3. Continually monitor for training opportunities nationally and regionally.

4. Disseminate information on existing training opportunities available for AMCs as well as relevant information on training materials, good practices etc., through for example, the AEEID.

5. Conduct annual focused training courses over the course of AEEAP 2008-2012, scaling up to regional level where possible.

Recommended Implementing Mechanisms

- National EE network and centres, eco-/green schools.

- AEEID will provide mechanism to store the training resources and disseminate information on training opportunities.

- ASEAN EE newsletter.

- Existing training courses, programmes and curricula in formal and non-formal sectors (for example, UNESCO's 'Teaching and Learning for a Sustainable Future' multimedia teacher education programme).

- Asia Pacific Network of Curriculum Developers' resource pack for capacity building provided through UNESCO's International Bureau of Education (IBE).

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration

• Ministry/Department of Environment	- coordinate the development of a national EE for sustainable development training plan; identify organisations and partners for training course development and facilitation; coordinate the monitoring and evaluation of progress and dissemination of results nationally and regionally via AEEID and ASEAN reporting framework.
• Ministry/Department of Education	- assist with coordination and conduct of capacity building training workshops for teachers and other formal sector target groups.
• NGOs and related organisations	- assist with development of training materials and resources planning/facilitation of capacity building training workshops.
• Universities and teacher training colleges/institutes	- provide expertise for conduct of capacity building training workshops; assist with monitoring and evaluation of results, outputs, impacts of trainings held.
• HSFJ	- assist with training programme development and implementation.
• APEID	- assist with development of training materials, hosting training programmes and dissemination of information.
• UNESCO	- assist with curricula and resource materials.
• UNU/IAS	- contribute in developing and implementing a proposal on regional training events in collaboration with relevant regional organisations.
• Network for Environmental Training at Tertiary Level in Asia and the Pacific, UNEP-ROAP (NETTLAP)	- contribute in developing and implementing a proposal on regional training events in collaboration with relevant regional organisations.

Performance Indicators

- Number and types of EE and ESD training courses held each year by AMCs/regional bodies.

- Number of people trained per course/overall.

- Tracking of impact of training programmes on participants' work.

Output Indicators

- Training curricula, materials and resources developed for each course and available via AEEID.

- Spin-off capacity building trainings that are held as a result and curricula/materials/resources that are developed.

STRATEGIC ACTION/PRIORITY 3

3.1.3

Provide ASEAN EE for Sustainable Development Leadership Training Programmes (short courses) for key target groups (for example, government officials, members of parliament and other elected officials, media and communication professionals, youth, women, etc.) *(ASEAN Level Activity)*.

Activities Required to Implement this Strategy

1.
    Identify key target groups for leadership course development.

2.
    Secure commitment/agreement of regional organisations to host leadership programmes over the next four years.

3. Champion countries and/or organisations develop a proposal to be considered and endorsed by the ASEAN Senior Officials on the Environment.

4. Secure funding commitments from private sector and regional organisations/institutions in support of leadership programmes for various target groups.

5. Develop leadership training programme curricula for different target groups.

6.
    Provide ASEAN affiliated EE for sustainable development leadership programmes for selected target groups.

7. Summary report on outcome of each programme conducted.

8. Dissemination of report for each leadership programme held.

Recommended Implementing Mechanisms

- UNEP partnership for developing ASEAN regional leadership programmes on environment for sustainable development.

- UNU/IAS RCEs on ESD.

- ASEAN website, AEEID and ASEAN EE newsletter can serve as key communication channels for promoting and disseminating information about the leadership programmes.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• UNU/IAS affiliated RCEs in Penang, Cebu, Bogor, Trang, and others	- develop, organise and host targeted leadership programmes.
• UNEP-ROAP	- assist with coordination and securing of funding, and provide lessons learnt from experience with Tongji Leadership Programme on Environment and Sustainable Development.
• AUN	- promotion of leadership programme and providing for experts and trainers.

• SEAMEO	- promote leadership programme, particularly for educators and schools administrators; provide experts and trainers for the programme and potentially plan, organise and host leadership programmes for education officials.
• Various universities in the AMCs	- provide technical expertise and presenters/trainers and potentially plan, organise and host targeted leadership programmes.
• Ministry/Department of Environment	- assist with dissemination of information.

Performance Indicators

- Number and types (that is, target groups) of leadership programmes held.

- Number of individuals (separated by target group sector) who have participated in ASEAN affiliated leadership programmes.

- Number (and type/sector) of different partners involved.

Output Indicators

- Leadership programmes' summary reports.

- Curricula developed for each leadership programmes.
- Leadership networks developed.

STRATEGIC ACTION/PRIORITY 4

3.1.4
Create an ASEAN EE/ESD scholarship scheme for the region's stakeholders *(ASEAN Level Activity)*.

Activities Required to Implement this Strategy

1. Champion countries and/or organisations develop a proposal to be considered and endorsed by the ASEAN Senior Officials on the Environment.

2. Create an implementing agency for the managing the scholarship scheme, such as the creation of a 'trust' and formalised board of trustees comprising of members from each AMC nominated by their respective governments.

3. Secure funding sources for scholarship scheme via patrons who subscribe to the cause of EE for sustainable development.

4. Develop scholarship criteria.

5. Launch and promote annual ASEAN EE/ESD scholarship programme.

6. Continued fund raising.

Recommended Implementing Mechanisms

- Champion country develops a proposal to be considered and endorsed by the ASEAN Senior Officials on the Environment.

-
  Administered via existing ASEAN scholarship schemes within ASEAN Secretariat.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• ASEAN Secretariat	- serve as key implementing agency in the fund's development, promotion and dispersal.
• ASEAN Foundation	- assist with the scholarship fund creation and development; promote the fund and share expertise and information with board of trustees.
• AMCs' affiliated universities	- help to promote the fund throughout ASEAN and serve on board of trustees.

Performance Indicators

- Amount of money raised as initial fund foundation.

- Amount of money raised yearly.

- Number of patrons of fund and new patrons/year.
- Number and types of scholarships available through the scheme.
- Number of scholarship applications/AMC.
- Amount of assistance given as scholarships/year.
- Number of scholarship fellows produced in total and per AMC.

Output Indicators

- Establishment of a regional scholarship scheme.

- Reports, publications, research, etc. resulting from the scholarships.

Annex:

STRATEGIC ACTION CONCEPTS

Target Area 4: Networking, Collaboration and Communication

STRATEGIC ACTION/PRIORITY 1

4.1.1 Actively promote and manage the AEEID as the central platform for information dissemination, exchange and learning for EE and ESD in ASEAN *(ASEAN Level Activity)*.

Activities Required to Implement this Strategy

1. Identify and secure agreement with a champion country, organisation or institution to host, develop, and promote the AEEID.

2. Develop a proposal and secure funding for development and management of AEEID and related activities (for example, the ASEAN EE newsletter).

3. Conduct a region-wide survey with relevant stakeholders regarding the types of information, materials, etc. that should be available on the AEEID, as well as other functions and services that the AEEID should provide.

4. Conduct an assessment of all available EE/ESD information and materials in each AMC and outside the region that could be made available for upload and inclusion in the AEEID.

5. Collect relevant resources and information, and improve on the AEEID (including consideration on re-development of AEEID).

6. Re-launch and promote AEEID through mass media, ASEAN Secretariat website, AMCs and international organisations.

7. Conduct training workshops for key AMCs' ICT trainers and users (on inventorying and disseminating EE information and materials) on how to assess and use the AEEID, including uploading and downloading information.

8. Periodically gather and summarise current information from AMCs regarding EE and ESD activities, materials, events, etc. and publish an ASEAN EE newsletter every six months for distribution electronically to all key stakeholders. The types of information that may be included in the ASEAN EE newsletter are as follows:

   • Summary of EE/ESD activities for past six months in each AMC.

   • Upcoming training events, meetings and/or conferences in the region.

   • Scholarships available.

   • Important regional news and events.

   • Latest materials/resources on EE/ESD available on the AEEID.

9. Regular maintenance and management.

10. Annually report on AEEID status and activities using the yearly reporting framework.

Recommended Implementing Mechanisms

- The existing AEEID.
- AMCs' databases and materials (preferably in English language).
- AMCs' EE and other related networks.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• UNU-IAS affiliated RCEs, for example, Penang at Universiti Sains Malaysia	- capacity and interest in redeveloping, hosting and managing the AEEID as part of their overall RCE mission.
• ASEAN Secretariat	- primary promoter of AEEID through the ASEAN website, ASEAN publications, including the ASEAN EE newsletter.
• UNEP and UNESCO	- assist with coordination and promotion of AEEID as well as identification and collection of information and resources for uploading onto the database.
• ASEAN Foundation	- support and promote the AEEID.
• Plus Three Countries	- assist with expertise and experience in development of the database and website.
• Ministry/Department of Environment for each AMC	- assist in the collection and uploading of information and material for AEEID; regular reporting on information, events, activities for use in the ASEAN EE newsletter.

Performance Indicators

- Number of hits and from which country/region.
- Number of participants in interactive forums and/or network of experts.
- Amount and type of information, and material resources available on the AEEID.
- Number of issues of ASEAN EE newsletter that are published and disseminated.

Output Indicators

- Functional and active electronic database.
- ASEAN EE newsletter.
- Accessibility in AMCs and Plus Three countries.

STRATEGIC ACTION/PRIORITY 2

4.2.1
Develop an ASEAN-wide 'Youth for a Sustainable Environment' Network *(Joint AMCs and ASEAN Level Activity)*.

Activities Required to Implement this Strategy

1.
Identify existing national youth organisations, groups and networks that include environment and sustainable development issues in their scope of interest and

activities.

2.
Hold a national level youth network meeting to bring all relevant groups together and establish a national level network and website.

3. Provide for 'on-going' youth activities which could include debates, paintings competitions, youth camps, youth publications, compilation of on-going youth activities, youth study tours, exchanges, etc.

4. Organise an annual 'Youth for a Sustainable Environment' Forum at the national level (forum should include activities such as presentations, roundtable discussions, painting competitions, capacity building workshops, debates, field trips, community service activities, etc.).

5. Annually evaluate and monitor scope of activities and impact of environmental youth network.

6. Identify champion countries to host yearly Youth for a Sustainable Environment Network Forum *(ASEAN Level Activity)*.

7. Organise, promote and hold annual ASEAN-wide Youth for a Sustainable Environment Network Forum; AMCs support by
sending and supporting national delegates from each AMC to attend the forum *(Joint AMCs and ASEAN Level Activity)*.

Recommended Implementing Mechanisms

- Current national and regional levels youth programmes and networks (for example, national youth alliances, leadership programmes, eco-clubs, etc.), especially the South East Asia Youth Environment Network (SEAYEN).

-
UNEP-Bayer Eco-Minds Youth Forum.

- UNEP Youth for Environment Programme - 'TUNZA'; annual TUNZA International Youth Conference, TUNZA Advisory Council, TUNZA magazine, and the book 'A Time for Action' which provides up-to-date information and resources that support the environmental empowerment of young people.

- Existence of national youth network coordinator in each AMC (either from Ministry of Environment or from national level NGOs or youth organisation).

- Nation-wide school and youth eco-clubs.

- Regional and national fora and debate programmes.

- Existing youth awards and recognition platforms.

- ASEAN 'Future Leadership Forum' – in reference to Strategic Action Priority 5.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• Ministry/Department of Environment	- coordinate national level network and programmes in cooperation with other relevant ministries, schools and NGOs.
• SEAYEN - UNEP affiliated	- provide the foundation of experience for the development of this network and support the organisation and promotion of an annual youth forum event.
• TUNZA - UNEP affiliated	- invite ASEAN environmental youth network members to attend its annual TUNZA International Youth Conference and join the TUNZA Advisory Council.

• Singapore NEA	- assist with mentoring and sharing of lessons learnt from their Environment Champions and Youth Environmental Envoy programmes.
• Ministry/Department of Environment Brunei and Thailand	- have expressed interest in organising and hosting ASEAN Environment Youth Forum.
• UNEP	- assist with coordination of national youth networks at the regional level and provide support and assistance with annual youth environment forum.
• Private sector national and multi-national companies	- provide support and assistance for youth leadership and youth development activities.
• AUN	- assist with networking at the tertiary level among ASEAN universities.

Performance Indicators

- Existence of national Environment for Sustainable Development Youth Network in AMCs.

- Number and type of environment youth network events held each year in each AMC.

- Number of youths involved in the network in each AMC.

- Results of environmental and sustainability Knowledge, Attitudes, Beliefs and Practices (KABP) of participating youth network members.

Output Indicators

- National Environment for Sustainable Development Youth Network annual report (published by AMCs).

- ASEAN 'Youth for a Sustainable Environment' publication/newsletter/website.

STRATEGIC ACTION/PRIORITY 3

4.2.2 Establish an ASEAN sustainable/green/eco-school network *(ASEAN Level Activity)*.

Activities Required to Implement this Strategy

1. Creation of a regional technical group to develop criteria and policy for what constitutes an ASEAN eco-school.

2. Identify existing eco-/sustainable/green schools in each AMC.

3. Identify private sector partners to support the network.

4. Branding of 'ASEAN eco-/sustainable/green school' and creation of recognition programme (certificate, medal etc).

5. Disseminate information on ASEAN eco-/sustainable/green schools via AEEID and ASEAN EE newsletter and create web portal for eco-/sustainable/green schools to communicate with each other and for exchange of experience and ideas.

6. Create regional exchange platform at future ASEAN EE Forum for eco-/sustainable/green schools.

Recommended Implementing Mechanism

- Existing programmes and networks of eco-/sustainable/green schools in the various AMCs (Indonesia, Malaysia, Singapore, Thailand).

- AEEID for sharing of information and exchange of experience.

- ASEAN EE newsletter.
- ASEAN EE Forum.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• Ministry/Department of Environment	- assist with coordination and communication of AMC's eco-/sustainable/green schools network and the regional network.
• Singapore NEA	- collaborate on development of eco-/sustainable/green schools guidelines and how to promote partnerships with the private sector.
• Ministry/Department of Environment for Brunei, Indonesia Malaysia and Thailand	- share experience and provide information on eco-/ sustainable/green schools programmes; become a champion country and coordinate the regional network.
• HSFJ	- share information, expertise and experience in the development of sustainable school programme and assist with support for regional network.
• Tripartite Environment Ministers Meeting (TEMM) - China, Japan, ROK	- provide technical assistance, information and experience in building a regional network.
• UNESCO	- through the Associated Schools Project Network (ASPnet), assist with information, experience and funding for a regional network of eco-/sustainable/green schools.

Performance Indicators

- Number of eco-/sustainable/green schools in the network from number of AMCs.

- Number of activities run as a part of the network (for example, exchanges of experience/ approaches, etc.).

Output Indicators

- Regional eco-/sustainable/green schools network guidelines.

- Annual report of Network.
- Exchange of experience and approaches.

STRATEGIC ACTION/PRIORITY 4

4.1.2
Establish an annual ASEAN EE Conference/Forum for the region's EE stakeholders that will serve as a platform for the exchange of information, materials, experience, networking, etc. *(ASEAN Level Activity)*.

Activities Required to Implement this Strategy

1.
    Identify champion country institutions or regional organisations that will host and lead the organisation of the EE Conference/Forum.

2.
    Development of proposal for establishment of an (annual) ASEAN EE Forum to be presented to the ASEAN Senior Officials on the Environment for endorsement.

3.
    Secure funding from AMCs and private sector companies.

4. Develop a conference coordination committee comprising stakeholders from the AMCs as well as regional and international organisations and institutions.
5. Conduct the ASEAN EE for sustainable development conference/forum.

Recommended Implementing Mechanism

- ASEAN EE network and lead country concept.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• AMC Ministry/Department of Environment	- coordinate actions and activities at the national level that support the EE conference/forum; organising and hosting of the conference/forum.
• UNU/IAS RCEs in ASEAN	- organise and host of the conference/forum.
• UNEP/UNESCO	- provide logistical support and organisational assistance.
• Private sector multinational companies	- assist with financial and material resource support.
• ASEAN Secretariat	- provide logistical support and organisational assistance.

Performance Indicators

- Number of conferences/fora held.

- Number of partners involved and amount of funding available/event.

- Number of participants, workshops, papers, etc. per event.
- Number of media stories.

Output Indicators

- Conferences held and proceedings.

- Summary of meetings to be reported back to the ASEAN Senior Officials on the Environment.

STRATEGIC ACTION/PRIORITY 5

4.2.3
Build and strengthen existing networks of NGOs, universities and media throughout the region to be effective practitioners, promoters, communicators and agents of change through EE and ESD.

Activities Required to Implement this Strategy

1. Identify key existing networks in the region along with NGOs, universities and key media outlets and professionals and NGOs who either support or engage in EE/ESD directly or have the potential to support or engage in EE/ESD activities.

2. Conduct regional workshops for all three target groups, which can link up with future ASEAN Leadership Programmes.

3. Facilitate linkages among these groups and other networks (youth and sustainable schools) through various communication and exchange channels including the AEEID; and ASEAN EE conference/forum.

4. Monitor and evaluate level and types of engagement with EE and ESD in ASEAN.

5. Report using the annual AEEAP reporting framework.

Recommended Implementing Mechanisms

- ASEAN Secretariat to lead initially.
- EE to be one of the focus of existing network programmes such as annual meetings, conferences and workshops.

Potential Champions and Partners

Organisation	Potential for cooperation and collaboration
• UNEP	- provide assistance in reaching regional NGOs, key regional media organisations and individuals through their own networks and information dissemination channels (particularly via the Regional Information Officer of UNEP-ROAP).
• ASEAN COCI	- provide assistance in reaching NGOs, key regional media organisations and individuals through their own networks and information dissemination channels and help with coordinating media in relation to AEEAP events, etc.
• UNEP/IAS RCEs	- assist with promotion of AEEAP among their networks; exchange of data and information on organisations, institutions and key resources persons.
• UNESCO	- provide assistance in reaching NGOs, key regional media organisations and individuals through their own networks and information dissemination channels.
• Key NGOs such as MENGO, Kehati, TEI, Haribon, Third World Network	- provide the foundation for building a network of NGOs via each organisation's own national and regional networks.
• Key media such as AIBD, APFEJ, TVE	- provide assistance in reaching NGOs, key regional media organisations and individuals through their own networks and information dissemination channels and help with coordinating media in relation to AEEAP events, etc.
• SEAMEO	- assist with promotion of the AEEAP among their networks; exchange data and information on organisations, institutions and key resource persons.
• TEMM	- provide assistance with information on existing networks and expertise in building, coordinating and maintaining such networks, as well as establishing linkages with the Tripartite EE Network (TEEN).
• AUN, ASAIHL, National Council of Rectors	- assist with promotion of AEEAP among their networks; exchange data and information on organisations, institutions and key resource persons; collaborate through events and conferences.

Performance Indicators

- Number of AMCs' NGOs, university lecturers or researchers and media who are listed on the AEEID.

- Number of NGOs, media and academic individuals who participate in the AEEAP activities and events.

- Number of media events associated with the AEEAP each year and number of articles, audio-visuals or other information dissemination and communication

channels as a result.

- Number or networks endorsing the AEEAP and EE.

Output Indicators

- Series of TV programmes.

- Media publications.
- Network events and publications.

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