



Republic of the Philippines
Department of Education

06 AUG 2021

DepEd MEMORANDUM
No. 052, s. 2021

2021 ASEAN MONTH CELEBRATION

To: Undersecretaries
Assistant Secretaries
Minister, Basic, Higher, and Technical Education, BARMM
Bureau and Service Directors
Regional Directors
All Others Concerned

1. The Association of Southeast Asian Nations (ASEAN) was established on August 8, 1967 through the signing of the ASEAN Declaration (Bangkok Declaration). The Foreign Ministers of Indonesia, Malaysia, the Philippines, Singapore, and Thailand signed the original Declaration and was later on joined by Brunei Darussalam, Cambodia, Lao PDR, Myanmar and Viet Nam to form the present ASEAN Member States.
2. The Department of Education (DepEd) is organizing an **ASEAN Month Celebration for 2021** by virtue of Presidential Proclamation No. 282 dated July 31, 2018 (Amending Proclamation No. 1008 dated May 21, 1997) declaring the month of August of every year as **ASEAN Month**. Moreso, the CSC Memorandum Circular No. 013 dated July 8, 2019 enjoining all government agency heads to include the singing of the ASEAN Anthem and sharing of information on ASEAN in all flag raising ceremonies within August of every year beginning 2019.
3. The Department's theme for this year's ASEAN Month celebration is **Celebrating Unity: Recognizing ASEAN's Collaborative Efforts in the Education Sector**. This is following Brunei Darussalam's ASEAN Chairmanship theme, **We Care, We Prepare, We Prosper**, and the **Department of Foreign Affairs' theme ASEAN Connection: Remembering Southeast Asia's Culture and Heritage**.
4. The Department, through the International Cooperation Office (ICO), will organize physical and virtual flag raising ceremonies on the first Monday of August 2021. Information, Education, and Communication (IEC) materials related to ASEAN will be distributed to the Schools Division Offices of Pasig and Mandaluyong. There will also be a webinar featuring the Ministries of Education in ASEAN. The proposed schedule of activities is provided in the Enclosure.
5. All DepEd personnel are enjoined to use the Facebook frame and Viber/WhatsApp stickers dedicated for the ASEAN Month celebration, courtesy of the ASEAN-PH National Secretariat. The aforementioned Facebook frame and Viber/WhatsApp stickers will be accessible starting **August 1, 2021**. The ICO will post further information on this via the DepEd Philippines and DepEd-International Cooperation Office Facebook page.

6. In addition, the ICO annually provides support funds to all regional offices (ROs) for the celebration of the ASEAN Month. All ROs are enjoined to come up with awareness campaigns or activities during the ASEAN Month, given that such activities shall comply with the minimum health standards.

7. For more information, please contact the International Cooperation Office, 1st Floor Teodora Alonzo Building, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City through email at ico@deped.gov.ph or at telephone numbers (02) 8637-6462.

8. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

Encl.:
As stated

Reference:
DepEd Memorandum No. 060, s. 2020

To be indicated in the Perpetual Index
under the following subjects

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SCHEDULE OF ACTIVITIES FOR THE 2021 ASEAN MONTH CELEBRATION

Date	Activity	Organizing Agency
All Fridays from 16 July to 27 August 2021	Posting of ASEAN-related Trivia on Facebook	DepEd
01 August 2021	54th ASEAN Anniversary Facebook Frame and Viber/WhatsApp Sticker Pack	DFA
02 August 2021	Virtual Flag Raising Ceremony	DepEd
03 August 2021	ASEAN Cultural and Tourism Showcase from Brunei Darussalam	DFA, Embassy of Brunei Darussalam
04 August 2021	ASEAN Cultural and Tourism Showcase from Cambodia	DFA, Royal Embassy of Cambodia
04-11 August 2021	Online Throwback ASEAN Photo Competition	DFA
07 August 2021	ASEAN Webinar Series 1: Women in Pre-Colonial Southeast Asian Society	DFA
08 August 2021	54 th ASEAN Founding Anniversary Poster	DepEd
09 August 2021	ASEAN Day Celebration in Pasig and Mandaluyong	DepEd
09-27 August 2021	Woven Identities: Clothing Traditions of ASEAN	NCCA
10 August 2021	ASEAN Cultural and Tourism Showcase from Indonesia	DFA, Embassy of the Republic of Indonesia
11 August 2021	Online ASEAN Thought Bubble Online Know Your ASEAN Quiz	DFA
12 August 2021	ASEAN Cultural and Tourism Showcase from Lao PDR	DFA, Embassy of the Lao PDR
14 August 2021	ASEAN Webinar Series 2: Spiritual Beliefs in Pre-Colonial Southeast Asian Society	DFA
17 August 2021	ASEAN Cultural and Tourism Showcase from Malaysia	DFA, Embassy of Malaysia

18 August 2021	Online Know Your ASEAN Quiz	DFA
18-20 August 2021	Forum on International Partnerships and Commitments in Basic Education (<i>ASEAN-Focused</i>)	DepEd
19 August 2021	ASEAN Cultural and Tourism Showcase from Myanmar	DFA, Embassy of the Republic of the Union of Myanmar
21 August 2021	ASEAN Webinar Series 3: Seabourn Trade in Pre-Colonial Southeast Asian Society	DFA
22 August 2021	ASEAN Webinar Series 4: Culinary Traditions in Pre-Colonial Southeast Asian Society	DFA
24 August 2021	ASEAN Cultural and Tourism Showcase from the Philippines	DFA, NCCA, CCP
25 August 2021	Online Know Your ASEAN Quiz	DFA
26 August 2021	<i>2021 ASEAN-SEAMEO Webinar Series Session 7</i> Road to a Better Normal: Building Back Better after the COVID-19 Pandemic	DepEd
26 August 2021	ASEAN Cultural and Tourism Showcase from Singapore	DFA, Embassy of the Republic of Singapore
27 August 2021	Online ASEAN Thought Bubble	DFA
28 August 2021	ASEAN Webinar Series 4: Musical Traditions in Pre-Colonial Southeast Asian Society	DFA
30 August 2021	ASEAN Cultural and Tourism Showcase from Thailand	DFA, The Royal Thai Embassy
30 August 2021	Conference on ASEAN Tourism Recovery	DOT
31 August 2021	ASEAN Cultural and Tourism Showcase from Viet Nam	DFA, Embassy of the Socialist Republic of Viet Nam