

ACTION PLAN:

- I. Promoting awareness and understanding of ASEAN within Cambodia through five venues:
 1. The local media through the writing of articles for the Southeast Asia Weekly and other newspapers and periodicals, as well as various types of radio and television programs for SEA Radio, SEATV, and other local broadcasting corporations.
 2. The Undergraduate degree programs and component courses at the University of Cambodia: An undergraduate degree program on ASEAN Studies would be prepared and run by members of the ASC in collaboration with the Colleges, with courses to be shared with other degree programs in the Colleges of Management and Social Sciences.
 3. Graduate degree program and component courses at the University of Cambodia: Through the Techo Sen School of Government and International Relations (TSS), a graduate study program on ASEAN Studies would be prepared and run by members of the ASC in collaboration with the School, with courses to be shared with other graduate degree programs in the School and in the Colleges of Management and Social Sciences.
 4. Academic research and other related research: In conjunction with the UC Graduate program and the TSS, the ASC will promote original research studies by graduate students and other UC members who can cooperate with other experts from the ASEAN to conduct professional research projects.
 5. Seminars, workshops and diploma courses at the University of Cambodia: These are to focus primarily on the practical implementation of policies and other initiatives by ASEAN member countries and their impacts on the future.

- II. Promoting awareness and understanding of Cambodia amongst other members of ASEAN through four main venues:
 1. Media: seeking air perspectives and opinion pieces by the ASC members in the traditional media in other countries in the region and beyond;
 2. Publication: publication of other analyses of issues and trends by the ASC members and others in the Cambodian Journal of International Studies and other academic journals, together with circulating information digests to the targeted interested parties, i.e. the business community and NGOs, etc.
 3. Seminars and forums: regional and international meetings on ASEAN-related topics to develop better networking with the ASEAN Secretariat, representatives of other governments and international agencies, the ASEAN Foundation and other foundations and NGOs, the Asian Development Bank, and other institutes and think-tanks, including the ASEAN-ISIS.
 4. Dissemination of information: the publication and dissemination of information in the Cambodian Journal of International Studies, along with the circulating information digests to the targeted parties.

- III. Enhancing and supporting ASEAN regional integration, ASEAN Community and cooperation through:
 1. The promotion of ASEAN awareness campaigns;
 2. The ASEAN Study program at the UC and people-to-people connectivity throughout

Cambodia and in the ASEAN community;

3. Promoting intra-ASEAN and external ASEAN cooperation and coordination through the publications of the research results, trainings, capacity building programs, workshops, meetings, conferences, ASEAN Ambassador Lecture Series, ASEAN Ambassador Partner Lecture Series and the exchanges of the best practices.

STRUCTURE

The ASEAN Study Center shall comprise three supporting units: the Unit for Administration and Publication; the Unit for Study and Research; and the Unit for Project Development, Coordination and Management. The ASC is headed and governed by a Director and management team, and it is supported by the Advisory Board.