



Southeast Asian Ministers  
of Education Organization

**50 Years of Education Cooperation  
for Regional Sustainable Development**

# **Celebrating the 50<sup>th</sup> Anniversary of SEAMEO**

## **SUGGESTED GUIDELINES FOR SEAMEO MEMBER COUNTRIES**

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## **Celebrating the 50<sup>th</sup> Anniversary of SEAMEO**

### **SUGGESTED GUIDELINES FOR SEAMEO MEMBER COUNTRIES**

#### **A. The 50<sup>th</sup> Anniversary of SEAMEO and the Purpose of the Guidelines**

The year 2015 marks the 50<sup>th</sup> anniversary of the founding of the Southeast Asian Ministers of Education Organization or SEAMEO. Established in 1965 by the governments of Southeast Asia, SEAMEO has carved for itself a distinct niche in the promotion of cooperation and human resource development in education, science and culture in Southeast Asia.

In honor of the founding fathers of SEAMEO and its legacy to Southeast Asia and beyond, the 50<sup>th</sup> Anniversary of SEAMEO is a fitting occasion to create opportunities to showcase the successes and benefits of a strong regional cooperation in the region. Equally important, the 50<sup>th</sup> SEAMEO Anniversary signals the continuing effort of SEAMEO to create the future and charter the course of tomorrow with renewed enthusiasm. The occasion gives tribute to the heroes of our times who constantly dedicate their talent and time for the advancement of Southeast Asia and the vision and dream of a prosperous region through cooperation. Indeed, celebrating the five decades of SEAMEO is a testament to the lasting tradition of solidarity, trust, care and respect among the peoples of Southeast Asia. **Attachment I** presents the background information on the establishment of SEAMEO and milestones.

During the 36<sup>th</sup> SEAMEO High Officials Meeting in February 2014, the SEAMEO High Officials endorsed the proposal for the celebration of the SEAMEO 50<sup>th</sup> Anniversary at the regional/SEAMEO and country levels with the theme “Education for Sustainable Development”. Subsequently, the SEAMEO Council through referendum approved the plans for the conduct of the SEAMEO 50<sup>th</sup> Anniversary as endorsed by the SEAMEO High Officials. The proposal which was approved by the 36<sup>th</sup> SEAMEO High Official Meeting and SEAMEO Council is in **Attachment II**.

In celebrating the auspicious occasion, the following set of guidelines provides information and offer ideas and suggestions on how the SEAMEO 50<sup>th</sup> Anniversary could be commemorated at the regional/SEAMEO and country levels meaningfully, and SEAMEO promoted more actively.

This set of guidelines may not be comprehensive and is purely a proposal. Decision on which options and activities to take is the discretion of the SEAMEO Member Countries.

As approved by the SEAMEO Council, the 50<sup>th</sup> Anniversary of SEAMEO will be celebrated throughout 2015 with the theme “50 Years of Education Cooperation for

Regional Sustainable Development”. Initial celebratory activities was held during the 37<sup>th</sup> SEAMEO High Officials Meeting in November 2014 and signaled the start of the year-long festivity.

## **B. Suggested Commemoration Event at the Ministry of Education or at National Level**

Commemorating SEAMEO’s 50<sup>th</sup> Anniversary at the country level is deemed as manifestation of the SEAMEO Member Countries’ commitment to the 50-year old intergovernmental organization. It aims to reaffirm the support of the Member Countries to SEAMEO and the importance of cooperation in the promotion of education, science and culture in Southeast Asia. It is also expected to raise awareness among educators on SEAMEO’s mandate, activities, and impact in Southeast Asia.

In view of the various circumstances at the Member Countries, the celebration of SEAMEO’s 50<sup>th</sup> Anniversary remains at the discretion of the Member Countries and are dependent on various factors such as time and resources that the SEAMEO Member Countries are able to commit to this act of remembrance.

A series or a one-off event at the Ministry of Education may be held to launch the year-long commemoration of SEAMEO’s 50<sup>th</sup> anniversary. This may be a one-hour to a one-day activity at the central office of the Ministry of Education highlighting the theme: “50 Years of Education Cooperation for Regional Sustainable Development”. The agenda may focus on the importance of regional cooperation in education, science and culture in Southeast Asia and the role of SEAMEO. This theme may also be linked with the national context and relevant country-specific agenda

This commemoration event may be conducted in a form of a seminar with a resource person or a panel of resource person discussing on a relevant regional/Southeast Asian topic, a workshop on culture or the arts, cultural performances, fashion shows, art and photo exhibits on Southeast Asia, and others. Other possible activities to commemorate SEAMEO’s 50<sup>th</sup> Anniversary may be tree planting, community work, and any outdoor activity. This may also be in a form of a talk by the Education Minister or SEAMEO High Official to introduce SEAMEO and its importance in building a unified region in Southeast Asia.

Moreover, this national commemoration event may form part of any regular activity of the Ministry of Education central office such as flag raising ceremony, staff general assembly, sports day, teachers’ day, or any regular or special activity that is intended to bring together executive and staff members of the Ministry of Education.

In all the above modalities of commemoration, the SEAMEO 50<sup>th</sup> Anniversary publicity materials may be used such as the SEAMEO video, SEAMEO song, SEAMEO information sheet and others.

### **C. Suggested Commemoration Activities at the School and Community Level**

There is no better way to deepen the impact of any educational initiative such as this commemoration than to get the students, learners and community involved in it.

Following the commemorative event at the Ministry of Education at the national level, it is thus suggested that various student activities be organized at the school and community level to celebrate the SEAMEO's 50<sup>th</sup> Anniversary based on a directive from the Ministry of Education and with support from education officials at the ground such as district supervisors and other local government officials.

The purpose of the proposed student activities is to introduce SEAMEO and the importance of transnational relations and education cooperation. Suggested activities include student forums and debates, workshops, poster and slogan writing activities, oratories and speeches, dance and choir renditions, essay writing and storytelling, cultural shows and others.

The agenda and theme for the suggested activities could revolve around the theme of the 50<sup>th</sup> SEAMEO Anniversary, "***Education for Sustainable Development***" or the Anniversary Tagline, "***50 Years of Education Cooperation for Regional Sustainable Development***".

Considering the broad scope of the theme, sub-themes and topics which are more specific and simple may be formulated for easy understanding of students and learners such as follows:

1. Knowing Your Neighboring Countries/ Southeast Asian Countries
2. Cultural Diversity in Southeast Asia
3. Inter-Cultural Understanding
4. Promoting Equity
5. Regional Unity and Integration

In all the above modalities of commemoration, the SEAMEO 50<sup>th</sup> Anniversary publicity materials may be used such as the SEAMEO video, SEAMEO song, SEAMEO information sheet and others.

### **D. Linking Commemoration Activities with the Activities of SEAMEO Centres**

In addition, the Ministry of Education and schools can link their activities at the school level to the 50<sup>th</sup> Anniversary activities which are initiated/ conducted by SEAMEO Centres. The tentative planned activities of SEAMEO Centres are in [Attachment III](#).

For example, SEAMEO SPAFA (SEAMEO Regional Centre for Archaeology and Fine Arts) in collaboration with other SEAMEO Centres is putting together "SEAMEO Cultural Week 2015" which is one of the activities under the SEAMEO Strategic Plan.

The activity consists of an online video development and uploading as well as comment-sharing using Youtube. This will provide innovative and trendy platform for students and schools to share their cultural heritage with viewers across the region and beyond.

The project will also provide opportunity for schools in SEAMEO Member Countries to create video documentation of a local cultural heritage performance/activity such as dance, song, traditional craft making, cooking a traditional dish, storytelling through drawing/painting, or playing a traditional game. Teachers and schools can use the video documentations as materials for class discussions and school symposiums, etc.

**Attachment IV** provides details of the SEAMEO Cultural Week 2015.

## **E. Suggested Activities for Information Dissemination and Publicity**

Various information and publicity materials will be provided to SEAMEO Member Countries that may be used to promote SEAMEO and its 50<sup>th</sup> Anniversary in 2015. Among others, these include:

1. Information on SEAMEO and SEAMEO's 50<sup>th</sup> Anniversary
2. The SEAMEO 50<sup>th</sup> Anniversary Logo and Tagline
3. SEAMEO Song
4. SEAMEO 50<sup>th</sup> Anniversary Web Icon
5. Press Release on SEAMEO's 50<sup>th</sup> Anniversary
6. The SEAMEO 50<sup>th</sup> Anniversary Video

Other SEAMEO 50<sup>th</sup> Anniversary memorabilia and publications are being developed and will be disseminated to Member Countries in due course.

To publicize the SEAMEO 50<sup>th</sup> Anniversary at the national levels, the following publicity schemes are suggested:

1. **Issuance of national announcement to schools and education offices about SEAMEO and the 50<sup>th</sup> Anniversary of the Organization** – This bulletin may include suggested activities to observe the 50<sup>th</sup> Anniversary at school and community levels. This may also include competitions introduced by SEAMEO Secretariat and SEAMEO Centres at the regional level such as the SEAMEO Recognition Award and the SEAMEO 50<sup>th</sup> Anniversary Essay Writing Contest.
2. **Publication of information on SEAMEO and the 50<sup>th</sup> Anniversary of the Organization on official websites and social media sites**– This may be done through inclusion of web links (to the SEAMEO website) and posting of the SEAMEO 50<sup>th</sup> Anniversary icon and tag line.

**Attachment V** presents the Brief Guidelines on the Use of SEAMEO 50<sup>th</sup> Anniversary Logo and Tagline.

3. **Briefing for members of the media and press releases** – Using or based on official SEAMEO press release on SEAMEO's 50<sup>th</sup> Anniversary, publication teams and other relevant units at the Ministries of Education may develop articles and

press releases to highlight the Member Country's affiliation and contribution to SEAMEO, as well as the impact created by SEAMEO to the Member Country, to Southeast Asia and the world. These press releases may be distributed to media. A special media briefing may also be organized by concerned units at the Ministries of Education for this purpose.

4. **Special gathering for members of the diplomatic community, business group, civil society organizations and other groups** – On the occasion of SEAMEO's 50<sup>th</sup> Anniversary, a meeting may be convened by the Member Countries for different groups at the national level to promote SEAMEO and regional cooperation on education, science and culture. The agenda could also include briefing on the current status of education in the country including education initiatives at the regional or SEAMEO level.

#### **F. Operationalizing Suggested Activities for the SEAMEO 50<sup>th</sup> Anniversary and Mobilizing Support from SEAMEO Network**

1. **Mobilizing support for the suggested activities** – SEAMEO Member Countries may choose to mobilize support of SEAMEO network in the implementation of any of the suggested activities through the SEAMEO Centres, members of the Governing Boards of SEAMEO Centres, SEAMEO Secretariat, and individuals and other offices/institutions who are or have been affiliated with SEAMEO.
2. **Mobilizing resources for the suggested activities** – Resources and anticipated costs of activities may need to be shouldered by Member Countries. To minimize or eliminate costs, it is encouraged that activities to commemorate the SEAMEO's 50<sup>th</sup> Anniversary be convened as part of regular activities of Member Countries.

Activities may also be linked with the planned activities of SEAMEO Centres related to the commemoration of the SEAMEO's 50<sup>th</sup> Anniversary ([Attachment III](#)).

3. **Documentation and presentations of activity results during the 38<sup>th</sup> SEAMEO High Officials Meeting in November 2015** – Photos, speeches and materials prepared and used for the conduct of activities to commemorate the SEAMEO's 50<sup>th</sup> Anniversary are vital and will form part of the Member Countries requested presentations during the 38<sup>th</sup> SEAMEO HOM in November 2015. After the Member Countries presentations, the SEAMEO Secretariat will compile the documents and prepare a full report on the commemoration of the SEAMEO's 50<sup>th</sup> Anniversary for presentation to the SEAMEO Council in March 2016.

## G. Other Related Documents and Materials, and Focal Persons

Other SEAMEO documents and references related to the commemoration of the SEAMEO 50<sup>th</sup> Anniversary and form part of this set of guidelines include the information in Attachment I-V of this document.

Attachment I:	Background Information on the Establishment of SEAMEO and Milestones
Attachment II:	Concept Note on the SEAMEO 50 <sup>th</sup> Anniversary Celebration
Attachment III:	Consolidated Plan and Activities of SEAMEO Centres to Commemorate the SEAMEO 50 <sup>th</sup> Anniversary from November 2014 to December 2015
Attachment IV:	Concept Note on the SEAMEO Cultural Week 2015
Attachment V:	Brief Guidelines on the Use of SEAMEO 50 <sup>th</sup> Anniversary Logo and Tagline

In addition, the following SEAMEO materials related to the commemoration of the SEAMEO 50<sup>th</sup> Anniversary in digital files are included in the **attached CD Rom**.

1. Suggested Guidelines for SEAMEO Member Countries on Celebrating the 50<sup>th</sup> Anniversary of SEAMEO, with attachments (PDF format)
2. Background Information on the Establishment of SEAMEO and Milestones (Word format)
3. Brief Guidelines on the Use of SEAMEO 50<sup>th</sup> Anniversary Logo and Tagline (PDF format)
4. Digital Files of the SEAMEO 50<sup>th</sup> Anniversary Logo (JPEG and AI format)
5. Pamphlet of SEAMEO 50<sup>th</sup> Anniversary (AI files and JPEG format)
6. Display Stand of SEAMEO 50<sup>th</sup> Anniversary (AI files and JPEG format)
7. SEAMEO Colors with SEAMEO 50<sup>th</sup> Anniversary Logo (MP4 Video)
8. SEAMEO Song with SEAMEO 50<sup>th</sup> Anniversary Logo (MP4Video)

For additional information on the SEAMEO 50<sup>th</sup> Anniversary and activities, the concerned staff of the Ministry of Education can contact the following focal person at the SEAMEO Secretariat.

Ms Piyapa Su-angavatin,  
External Relations Officers, SEAMEO Secretariat  
Email: [piyapa@seameo.org](mailto:piyapa@seameo.org), Tel: +662 391 0144 ext 601, Fax +662 381 2587



## **Attachment I:**

Background Information on  
the Establishment of SEAMEO and Milestones

## **Background Information on the Establishment of SEAMEO and Milestones**

Note: The following information is from the SEAMEO 50<sup>th</sup> Anniversary Pamphlet. The file of the SEAMEO 50<sup>th</sup> Anniversary Pamphlet is included in the 50<sup>th</sup> Anniversary CD as attached with the Guidelines.

### **The Establishment of SEAMEO**

On 30 November 1965, Ministers of Education and high-level officials from Southeast Asian countries gathered for a meeting in Bangkok, Thailand to discuss the possibility of a mechanism for cooperation to be established through the sharing of existing knowledge, developing expertise, and addressing educational issues for common benefits of the countries in the region. The meeting marked the creation of a regional intergovernmental organisation – SEAMEO. It was the beginning of many success stories and tales of Southeast Asian community, working together to nurture and develop capacities and exploring potentials in human resource development. Over the period of half a century, SEAMEO has expanded and gained strength to stand as a significant regional Organization whose works in education, science and culture continue to improve and enrich the lives of people in Southeast Asia and beyond.

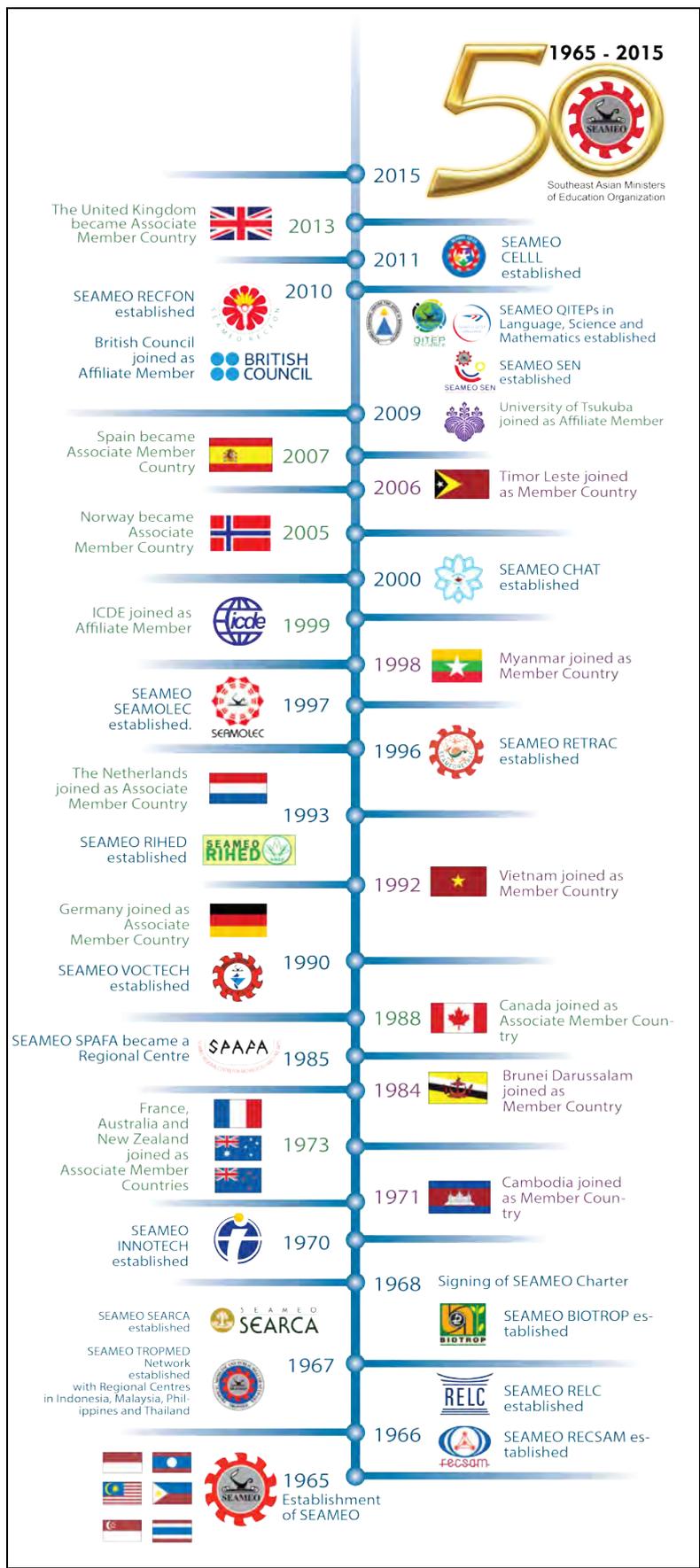
### **SEAMEO Now**

SEAMEO has come a long way since its establishment in 1965. Today SEAMEO membership comprises 11 Member Countries in Southeast Asia, 8 Associate Member Countries from around the world, and 3 Affiliate Members. Through its 21 Regional Centres and Network, SEAMEO has been consistent and steadfast in pursuing activities in its priority areas including various specialisations in education, archaeology and history, arts and design, cultural diversity and regional identity, heritage preservation and cultural management, traditions and values, agriculture, biodiversity and biotechnology, disaster management, food and nutrition, natural resources and environmental management, preventive health, and reproductive health education and life skills development. Central to the activities is the special focus on regional needs, fuelled by the spirit of Southeast Asian cooperation.

### **Future of SEAMEO**

SEAMEO is now on track towards achieving a common vision – Golden SEAMEO 2020 – a vision anchoring on four strategic thrusts; Regional Leadership and International Visibility, Programme Excellence and Dynamism, Internal Capacity Building, and SEAMEO Values and Social Responsibility. This vision is SEAMEO's culmination of strengths and values to equip itself to embrace the challenges of the future.

# Milestones of SEAMEO





## **Attachment II:**

Concept Note on the SEAMEO 50<sup>th</sup> Anniversary Celebration



50 Years of Education Cooperation  
for Regional Sustainable Development

## Concept Note on the SEAMEO 50<sup>th</sup> Anniversary Celebration

### A. Background

SEAMEO is entering another important milestone of the 50<sup>th</sup> year of establishment in November 2015. Since its establishment in 1965, the organization has taken pride in its achievements over the years as the Southeast Asia's longest regional organization for promoting quality education, science and culture.

Looking back at its inception on 30 November 1965, SEAMEO celebrated its 10<sup>th</sup> year anniversary in 1975, the 25<sup>th</sup> year silver anniversary in 1990, the 30<sup>th</sup> anniversary in 1995, and the 45<sup>th</sup> anniversary in 2010 accordingly.

At the Centre Directors Meeting (CDM) in 2011, the proposal on 'Celebration of SEAMEO 50<sup>th</sup> Golden Anniversary' was presented by SEAMEO SPAFA at the Special Session with the aims to raise SEAMEO's profile and visibility internationally, publicize the roles and achievements of the SEAMEO centres and internally evaluate SEAMEO for future improvement. The meeting recommended setting up of a task force among the SEAMEO units for implementing the 50<sup>th</sup> anniversary celebration.

At the CDM in 2012, SEAMEO INNOTECH presented a concept note on 'Celebrating Golden SEAMEO'. The concept note provided several ideas on activities that could be undertaken to celebrate the SEAMEO Golden Jubilee in 2015. Among others, activities suggested were development of a coffee table book on SEAMEO, production of SEAMEO documentary, setting up of regional award, common branding and marketing collaterals and organizing a series of colloquia on selected themes. The Meeting agreed on setting up of committee for each of the suggested activities for the celebration of 50<sup>th</sup> SEAMEO anniversary and requested for the SEAMEO Secretariat to be the coordinating body in preparing the activities.

In March 2013, during the 47<sup>th</sup> SEAMEO Council Conference in Hanoi, Vietnam, the SEAMEO Secretariat conducted a side meeting on the celebration for the 50<sup>th</sup> anniversary of SEAMEO in 2015 with the SEAMEO Centres' Directors and Deputy Directors to discuss on the framework and possible activities for the celebration. The meeting agreed that an Organising Committee representing by all SEAMEO Units should be set up.

During June-July 2013, the SEAMEO Secretariat contacted the Centres and requested the nomination of a representative to participate in the Organizing Committee of the 50<sup>th</sup> anniversary of SEAMEO.

The draft concept note on '50<sup>th</sup> SEAMEO Anniversary Celebration' was presented at the Centre Director Meeting (CDM) in July 2013, the SEAMEO Executive Committee in August 2013 and the 36<sup>th</sup> SEAMEO High Officials Meeting (HOM) in February 2014. The 36<sup>th</sup> SEAMEO HOM approved the concept note, and the anniversary logo and tagline. Lastly, the revised concept note, together with details of the anniversary activities was presented to the SEAMEO Executive Committee Meeting in August 2014 for approval.

### B. Scope for Organising the Celebration Activities in 2015

Based on several meetings and discussions since 2011, the framework of the 50<sup>th</sup> Anniversary Celebration can be summarized as follows:

**a) Objectives**

- a) To commemorate the SEAMEO's achievements and highlight its significant milestone of 50 years;
- b) To enhance the SEAMEO's profile, recognition and visibility nationally, regionally and internationally;
- c) To generate the sense of pride for the organization among the SEAMEO employees and stakeholders; and
- d) To strengthen the cooperation among the SEAMEO Regional Centres with stakeholders and partners.

**b) Types of Activities**

To achieve the objectives of the celebration, the 50<sup>th</sup> anniversary activities should be jointly planned and implemented by all SEAMEO Units in coordination with the SEAMEO Member Countries. The activities can be categorised into 3 levels.

- Celebration activities at "**Regional/Organizational**" level
- Celebration activities at "**SEAMEO Member Country**" level
- Celebration activities at "**Individual SEAMEO Unit**" level

**c) Celebration Period**

As agreed by the SEAMEO Centres at the CDM 2013, the celebration of the SEAMEO 50<sup>th</sup> anniversary will be scheduled in sequences throughout 2015, starting from 37<sup>th</sup> SEAMEO HOM in November 2014 until December 2015.

The year-long celebration of 50<sup>th</sup> anniversary of SEAMEO will be started by the official announcement at the 37<sup>th</sup> SEAMEO HOM in November 2014.

The official celebration of SEAMEO 50<sup>th</sup> anniversary will be coincided with the 48<sup>th</sup> SEAMEO Council Conference to be held in April 2015 by the Ministry of Education, Thailand.

The 38<sup>th</sup> SEAMEO HOM in November 2015 will be scheduled close to the founding day of SEAMEO on 30 November to remark this special occasion of SEAMEO.

**d) Involvement of SEAMEO Stakeholders**

The activities will involve the participation and support from the SEAMEO's stakeholders such as Ministries of Education of Member Countries, Associate Member Countries, and Affiliate Members.

**e) Target Groups of the Activities**

In addition to the SEAMEO's stakeholders, the activities will target to the following groups.

- Current and past employees of SEAMEO
- SEAMEO Centres' alumni
- Current SEAMEO partners and potential partners
- Educators, experts, researchers, teachers
- Communities
- Private organizations
- Youth, students

f) **Development of Anniversary Logo, Tagline and Shared Theme**

The anniversary logo, shared theme for the celebration and tagline relating to the anniversary theme are adopted and served as a unifying element for all activities linked to the celebration. The anniversary logo and tagline will be used across printed materials, stationary, publications of all SEAMEO Units during year 2015.

- **50<sup>th</sup> Anniversary Logo**

The SEAMEO Secretariat has coordinated the development of anniversary logo since early 2013. The 36<sup>th</sup> SEAMEO High Officials Meeting approved the following design for the 50<sup>th</sup> Anniversary logo of SEAMEO.



(Color version)



(Black and white version)

- **Shared Theme for the Anniversary Activities**

It was agreed at the CDM 2013 and the 36<sup>th</sup> HOM that the shared theme for the celebration is **“Education for Sustainable Development”**.

The celebration activities should be developed in the alignment with the shared theme.

- **Anniversary Tagline**

The CDM 2013 suggested that a catchy **“tagline”** which aligns with the agreed theme **“Education for Sustainable Development”** should be created and used together with the anniversary logo in all printed materials and other promotional materials.

The 36<sup>th</sup> SEAMEO HOM approved the following tagline to be used for the 50<sup>th</sup> Anniversary.

**“50 Years of Education Cooperation  
for Regional Sustainable Development”**

Note: Brief guidelines on the Use of Anniversary logo and Tagline, including the digital versions of anniversary logo were distributed to all SEAMEO Units by the SEAMEO Secretariat in May 2014.

**C. Proposed Celebration Activities**

As suggested by the SEAMEO Units, the 50<sup>th</sup> anniversary activities will be jointly planned and implemented by all SEAMEO Units in coordination with the Ministries of Education of SEAMEO Member Countries. The celebration activities are categorised into 3 levels.

**a) Celebration Activities at “Regional/Organizational” Level**

The celebration activities at “Regional/Organizational” level should be jointly designed, planned and implemented by all SEAMEO Units. Some activities need to request support and collaboration from the Ministries of Education of SEAMEO Member Countries for implementation and announcement of the activities. The SEAMEO Secretariat serves as the coordinator.

The proposed activities for the regional celebration can be grouped as follows:

**i) Regional Official Functions**

- Official Announcement at the 37<sup>th</sup> SEAMEO HOM, November 2014
- Official Celebration Ceremony at the 48<sup>th</sup> SEAMEO Council Conference, March 2015
- Birthday Celebration at the 38<sup>th</sup> SEAMEO HOM, November 2015

**ii) Regional Awards**

- “SEAMEO 50<sup>th</sup> Anniversary Essay Writing Contest”, The announcement for entry submission is scheduled in August 2014.
- “SEAMEO 50<sup>th</sup> Anniversary Recognition Award” The award will be presented at the SEAMEO Council Conference in May 2015.

**iii) Regional Joint Events**

- Regional conferences, forums and seminars in different areas of specialization, organised by SEAMEO Units from November 2014 to December 2015.

**iv) Regional Joint Public Relations**

- Press Conference and Press Release at the 37<sup>th</sup> SEAMEO HOM, November 2014 and the 48<sup>th</sup> SEAMEO Council Conference in March 2015
- Exhibition at the SEAMEO Council Conference in 2015 and the 38<sup>th</sup> SEAMEO HOM in November 2015.
- Extensive use of on-line media such as email blasts, website and social media.
- Anniversary email message is produced for updating the activities during the year-long celebration in 2015.

**b) Celebration Activities at “SEAMEO Member Country” Level**

The celebration activities at SEAMEO Member Country level can be jointly organised by the SEAMEO Units in collaboration with the Ministry of Education in their respective country. The activities can be the Centres’ in-country/inter-country forums, seminars, training programmes, public events, and community involvement activities.

**i) In-country/Inter-country Events**

- In-country/inter-country conferences, forums, seminars, training programmes, public events and community activities should be organised by SEAMEO Units in collaboration with the Ministries of

Education of respective countries from November 2014 to December 2015

**ii) In-country Public Relations**

- Press release of celebration activities to the local media
- Exclusive interview by the SEAMEO High Officials in the local media

**iii) Web Link and Web Banner on the Ministry of Education's Website**

- The Ministries of Education can support the promotion of the SEAMEO's 50<sup>th</sup> Anniversary by posting the anniversary's banner on the Ministry's website and link to the SEAMEO Website ([www.seameo.org](http://www.seameo.org))

**iv) Development of Guidelines for Celebrating the 50<sup>th</sup> Anniversary**

- Guidelines for celebrating the 50<sup>th</sup> Anniversary should be produced and shared to all SEAMEO Member Countries and SEAMEO Centres.

**c) Celebration at "Individual SEAMEO Unit" Level**

Considering the different resources of each individual unit, a "Guideline" with a list of minimum activities will be developed for SEAMEO centre to take part in the celebration such as the use of anniversary logo, exhibition, press release, and website.

An individual SEAMEO Unit is able to create its own celebration programme alone or by collaborating with other SEAMEO Centres; however, the activities should be designed to link with the principal theme and the key message of the celebration.

The activities of celebration at the individual SEAMEO unit may include the following activities:

**i) Incorporation of the 50<sup>th</sup> Anniversary in the SEAMEO Units' Plan and Activities in 2015 such as**

- SEAMEO Centres' annual meetings, conferences, seminars, forums
- SEAMEO Centres' training and research and development activities
- SEAMEO Centres' Community Involvement activities

**ii) Incorporation of the 50<sup>th</sup> Anniversary Logo and Tagline in the SEAMEO Units' Printed Materials and Existing Media**

- SEAMEO Centres' stationary such as letterhead, document folder, notepad, envelop
- SEAMEO Centres' profile presentation
- SEAMEO Centres' meeting presentation template
- SEAMEO Centres' information brochures, training packages, event brochures, annual report
- SEAMEO Centres' souvenirs
- E-mail signature of staff

**iii) Promote the Anniversary Activities through the SEAMEO Centres' Website and Social Media during 2015**

- The SEAMEO Units' website should include the 50<sup>th</sup> anniversary logo and information of the celebration.

- Web banner of the 50<sup>th</sup> anniversary should be posted on the SEAMEO Centre's website and linked to the SEAMEO website (www.seameo.org)
- iv) Display of the 50<sup>th</sup> Anniversary at the SEAMEO Centres' Premise throughout 2015**
- The SEAMEO Centres are encouraged to arrange a special exhibit for celebrating the 50<sup>th</sup> anniversary at an appropriate area in the Centre's office such as in the library or lobby area.
- v) Dissemination of the 50<sup>th</sup> Anniversary Information/Brochure at the Centres's Activities**
- Dissemination at the Centres' events or activities such as Governing Board Meetings
  - Dissemination to the Centres' network by email

#### **D. Proposed Special/Printed Materials and Media for the 50<sup>th</sup> Anniversary**

Considering the above activities for the 50<sup>th</sup> anniversary, the following special/printed materials and media are recommended to be produced to promote the SEAMEO's 50<sup>th</sup> anniversary.

##### **a) Printed Materials**

- i) Guideline for Celebrating 50<sup>th</sup> Anniversary for SEAMEO Member Countries
- ii) 50<sup>th</sup> Anniversary Commemorative Publication
- iii) 50<sup>th</sup> Anniversary Pamphlet
- iv) 50<sup>th</sup> Anniversary Display Stand
- v) 2015 Anniversary New Year Card

##### **b) Special Stationary**

- i) Letterhead and Envelop
- ii) Anniversary Sticker
- iii) Souvenirs
- iv) e-Signature for Staff's Email

##### **c) Special Media**

- i) SEAMEO 50<sup>th</sup> Anniversary Video Presentation
- ii) Anniversary web page and web banner
- iii) Incorporation of the anniversary logo and message into the existing media such as SEAMEDO Song, SEAMEO colors, SEAMEO profile multimedia presentation, SEAMEO Meetings' presentation template.

#### **E. Mechanism for Implementation**

As agreed by the SEAMEO Centres at the CDM 2013 and approved by the 36<sup>th</sup> HOM in February 2014, the 50<sup>th</sup> anniversary activities will be jointly planned and implemented by all SEAMEO Units. The following committees are established:

##### **a) Advisory Committee:**

The Advisory Committee is represented by the current SEAMEO Executive Committee Members.

##### **b) Organising Committee:**

The Organising Committee is represented by the Centre Directors or Deputy Directors of all SEAMEO Units.

**c) Working Committees:**

The Working Committees are represented by officers from the selected SEAMEO Centres.

- i) Programme Working Committee
- ii) Information and Documentation Working Committee
- iii) Public Relations Working Committee

The SEAMEO Secretariat serves as the coordinator within and among the three Committees.

**G. Financial Implications**

Since the anniversary campaign requires a substantial budget for the implementation of the planned activities, the budget and contributions can be acquired through the cost sharing basis among the SEAMEO Units and from the different sources of fund and supports as follows:

**a) Celebration Activities at the Regional/Organization Level:**

For the key activities at the organizational level such as the announcement at the 37<sup>th</sup> SEAMEO HOM, the official celebration at the 48<sup>th</sup> SEAMEO Council Conference, the birthday celebration at the 38<sup>th</sup> SEAMEO HOM, and special publications, the budget can be supported by the SEAMEO Secretariat.

Besides, the SEAMEO Units can provide the support in several forms to plan and implement the activities at the organizational level such as staff time, expertises, centres' resources & facilities, and other in-kind contributions.

**b) Celebration Activities at the SEAMEO Unit Level:**

The SEAMEO Units can provide contributions for the celebration activities for their unit level such as printing of anniversary stationary (letterhead, folder, envelop and etc.), production of souvenirs, exhibition, and etc.

The activities initiated by the SEAMEO Units to celebrate the 50<sup>th</sup> anniversary should be supported by the Centre's funding.

**c) Sponsorship by other Partners:**

Sponsorship opportunities on the occasion of the 50<sup>th</sup> Anniversary of SEAMEO should consider for seeking in-kind and financial supports from the current and potential partners and private sectors.

The SEAMEO Units are suggested to acquire the financial and in-kind supports for implementing the 50<sup>th</sup> anniversary activities from its partners and private companies.

**d) Support and Commitment from the SEAMEO Member Countries:**

The support and commitment of the SEAMEO Member Countries for co-organising the joint activities at the national and regional level with SEAMEO Units should be discussed and provided through the Governing Board Meetings of SEAMEO Centres, SEAMEO High Officials Meeting (HOM) and SEAMEO Council Conference.



## **Attachment III:**

Consolidated Plan and Activities of SEAMEO Centres to  
Commemorate the SEAMEO 50<sup>th</sup> Anniversary  
from November 2014 to December 2015

## Consolidation Plan and Activities of SEAMEO Centres to Commemorate the SEAMEO 50<sup>th</sup> Anniversary from November 2014 to December 2015

(As of November 2014)

Note: The Ministries of Education may request the updated information of the SEAMEO Centre' activities by contacting the SEAMEO Secretariat or directing the request to the concerned SEAMEO Centre.

Programme Activities		Promotional/Printed Materials		Public Relations Activities		Other Activities
Activities	Timeline	Activities	Timeline	Activities	Timeline	
<b>SEAMEO BIOTROP, SEAMEO QITEP in Language, SEAMEO QITEP in Maths, SEAMEO QITEP in Science, SEAMEO RECFON, SEAMEO SEAMOLEC - Collaboration of all centres in Indonesia (Updated for 37<sup>th</sup> HOM)</b>						
1. SEAMEO Night during Governing Board meetings of the 6 Centres in Indonesia	30 Sept 2015	1. Publication on the major contributions/ impacts of the 6 SEAMEO Centres in the SEA Region	Nov 2015			
2. Regional Seminar on Education in collaboration with QITEP Centres and SEAMOLEC	1 Oct 2015					
<b>SEAMEO CELLL</b>						
1. 1 <sup>st</sup> GBM Meeting	Oct. 2014	1. English-Vietnamese-Lao-Cambodian Adult Education Glossary	Oct -Dec 2014	1. Banner outside and inside the premises	Oct 2014-Dec 2015	
2. Seminar on English-Vietnamese-Lao-Cambodian adult education glossary	Oct -Dec. 2014			2. Posting the anniversary banner on the SEAMEO CELLL's website	Oct 2014-Dec 2015	
3. Song Composing Contest	Oct 2014-Mar.2015	2. Incorporation of the 50 <sup>th</sup> Anniversary logo and tagline in all printed materials	Oct 2014-Dec 2015	3. Anniversary webpage at the SEAMEO CELLL's website	Oct 2014-Dec 2015	
4. Contest on "SEAMEO Facts and Events"	Jun 2015	3. 50 <sup>th</sup> Anniversary Brochure	Oct 2014-Dec 2015	4. Incorporation the anniversary logo and tagline in the email signature of staff	Oct 2014-Dec 2015	
		4. 50 <sup>th</sup> Anniversary E-Brochure	Oct 2014-Dec 2015			

Programme Activities		Promotional/Printed Materials		Public Relations Activities		Other Activities
Activities	Timeline	Activities	Timeline	Activities	Timeline	
<b>SEAMEO CHAT</b>						
1. Golden Anniversary: Myanmar History from Myanmar Perspectives	Nov 2014, Nov 2015	1. Brochure on SEAMEO 50 <sup>th</sup> Anniversary and SEAMEO CHAT	Nov 2014	1. Exhibition on What is SEAMEO and SEAMEO CHAT	Throughout 2015	
2. Lecture Series on History and Traditions of Southeast Asia	Jul 2014, May 2015			2. News on On-air/Printed Media	To be confirmed	
3. Seminar on Traditions of Religious Art in Southeast Asia	Dec 2014			3. SEAMEO CHAT's Web Banner for 50 <sup>th</sup> Anniversary	Throughout 2015	
4. Field Study of Mon Society and Culture	Dec 2014					
5. Seminar on Cultural Preservation on Traditional Manuscripts in Southeast Asia	Dec. 2015					
<b>SEAMEO INNOTECH</b>						
1. 14 <sup>th</sup> INNOTECH International Conference on "Beyond 2015 Development Paradigms: ASEAN/SEA Integration"	Oct-Nov 2015	1. Special issue of INNOTECH e-Newsletter  2. Redesign of all Centre materials and collaterals	Nov 2015  To be confirmed	1. Lobby Exhibit of SEAMEO History and Memorabilia	2015	
2. Regional Consultation Meeting on Education for Social Cohesion and CSS	05-07 Nov 2014			2. Launch of INNOTECH App for mobile devices	To be confirmed	
3. LEADeXCELS (Excellence in Leading Education in Emergency Situation for Southeast Asian School Heads	To be confirmed					
4. Mobile Technology Resource Kit for Teachers Launch	Phrase 1- Dec 2014 Phrase 2- June 2015					
5. Disaster Risk Reduction Management Toolkit for Schools	Dec 2014					

Programme Activities		Promotional/Printed Materials		Public Relations Activities		Other Activities
Activities	Timeline	Activities	Timeline	Activities	Timeline	
6. Health eXCELS	To be confirmed					
7. Launch of the INNOTECH Competency Framework for SEA School Heads	To be confirmed					
8. SEA Teacher Toolkit: Weaving Identities	2015					
<b>SEAMEO QITEP in Language</b>						
1. Workshop: SEAQIL goes to schools – Reaching out for the advancement of language learning	Sept 2014 – Aug. 2015	1. Incorporation of Anniversary logo and tagline in the Centre's promotional materials such as marketing kit, training kit, banner, backdrop, video presentation, booklets)	Throughout 2015	1. Celebration of the Centre's and SEAMEO anniversary – Giving charity to orphanage	Jul 2015	
2. One day seminar and workshop "Ways for Improving Language Teachers' Competence"	13 Jul 2015			2. Promotion of the anniversary through the Centre's website and social media	Throughout 2015	
		3. Display or exhibit of the anniversary at the Centre's premise and activities	Throughout 2015			
		4. Dissemination of the Centre's promotional merchandise and printed publication materials	Throughout 2015			

Programme Activities		Promotional/Printed Materials		Public Relations Activities		Other Activities
Activities	Timeline	Activities	Timeline	Activities	Timeline	
<b>SEAMEO QITEP in Science</b>						
1. SEAQIS Family Gathering	Apr 2015	1. Incorporation of the 50 <sup>th</sup> Anniversary Logo and Tagline in the Centre's Stationary such as letterhead, document folder, notepad  2. Incorporation of the 50 <sup>th</sup> Anniversary Logo and Tagline in the Centre's information brochures, training packages, event brochures, calendar  3. Incorporation of the 50 <sup>th</sup> Anniversary Logo and Tagline in the Centre's souvenirs  4. Display of the 50 <sup>th</sup> Anniversary banner at the office area	Aug 2014-Dec 2015   Aug 2014-Dec 2015   Aug 2014-Dec 2015   Mar 2014 - Dec 2015	1. Press release  2. Promote the Anniversary Activities through the Centres' Website and Social Media during 2015	Throughout 2015  Aug 2014 - Dec 2015	
<b>SEAMEO RECSAM (Updated for 37<sup>th</sup> HOM)</b>						
1. Facebook 50 <sup>th</sup> SEAMEO Anniversary Wishes Competition	Jan-Dec 2015	1. Incorporate the 50 <sup>th</sup> Anniversary logo and tagline in all printed materials of the Centre between November 2014 to November 2015	Nov 2014-Nov 2015	1. To include 50th Anniversary logo and tagline in the Centre's website and social networking pages  2. Anniversary Information together	Nov 2014-Nov 2015  Nov 2014-Nov 2015	1. COSMeD (Nov 2015)  2. GBM (28-30 Sept 2015)

Programme Activities		Promotional/Printed Materials		Public Relations Activities		Other Activities
Activities	Timeline	Activities	Timeline	Activities	Timeline	
3. History/Background of SEAMEO is added to RECSAM's official website, This slot can contain a write up on SEAMEO activities for the past 50 years and updated weekly.	Jan-Dec 2015	2. Incorporate the 50 <sup>th</sup> Anniversary logo and tagline in all printed publication of the Centre between November 2014 to November 2015  3. To include 50 <sup>th</sup> Anniversary logo and tagline in RECSAM's Multimedia Display	Nov 2014-Nov 2015  Nov 2014-Nov 2015	with the Centre's newsletter circulation  3. SEAMEO Information Corner at prominent places such as hall and meeting rooms	Nov 2014-Nov 2015	
<b>SEAMEO RELC (Updated for 37<sup>th</sup> HOM)</b>						
1. RELC Celebration dinner (SEAMEO 50 <sup>th</sup> Anniversary)	Jan 2015	1. Use of anniversary logo and tagline in RELC's website and email signature of staff	Jan –Dec 2015	1. Set up a special website about SEAMEO entitled "SEAMEO-What's That?" or a weblink about SEAMEO 50 <sup>th</sup> Anniversary Celebrations	Jan – Nov 2015	1. Governing Board Meeting (1-2 October 2015)
2. 50 <sup>th</sup> RELC International Conference (16-18 March 2015)  a. Provision of special rates to every SEAMEO country participating in the Conference	Mar 2015	2. 50 <sup>th</sup> Anniversary souvenir	Jan –Dec 2015	2. LED board display at hotel entrance on SEAMEO 50 <sup>th</sup> anniversary for 2015	Jan – Nov 2015	
3. SEA-PLM Domain Technical Experts Panel (Literacy) a Round-table Discussion [TBC] – A project of SEAMEO and UNICEF  a. A special RELC Forum with the Domain (literacy) experts b. Special guests from UNICEF and Steering Committee Rep	[TBC] Jun/ Jul 15	3. <b>"SEAMEO in the last 50 years"</b> Director's Fire-side Chats with High Officials from outside the region – SEAMEO and its last 50 years	Jan-Dec 2015	3. Display of SEAMEO Anniversary materials/posters in RELC International Hotel and Training Facilities	Jan – Nov 2015	
4. Special 50 <sup>th</sup> Anniversary Symposium on the "Facilitating the SEAMEO Desk"	[TBC] 2015					

Programme Activities		Promotional/Printed Materials		Public Relations Activities		Other Activities
Activities	Timeline	Activities	Timeline	Activities	Timeline	
<p>– Function and Future of Scholarships and shared education in SEAMEO [TBC]</p> <p>5. Inaugural Scholarship jointly held with SEAMEO SEARCA to celebrate 50 years of regional cooperation in education</p> <p>a. Piloted in Jul 2014</p> <p>b. Approved by Governing Board in Sep 2014</p> <p>c. To be Launched in Mar 2015</p>	Mar 2015 [TBC]					
<b>SEAMEO RETRAC</b>						
1. International Conference: “Leadership and Management in Higher Education for Sustainable Development”	24-25 Jul 2014	1. Banners	Nov 2014-Dec 2015	1. SEAMEO Corner	2015	
2. SEAMEO RETRAC Service Awards	Nov 2014	2. Free delivery of SEAMEO Information booklet	Oct 2014-Dec 2015			
3. Information Session and Contest for RETRAC staffs and teachers	Oct 2015					
4. RETRAC Scholarships for high school students in disadvantaged areas	2015					
<b>SEAMEO RIHED</b>						
1. To incorporate the anniversary information/brochures at the Centre’s programme activities	Nov 2014-Dec 2015	1. To produce the anniversary logo to be used on Centre’s stationery (e.g., letterhead, folder, notepad) and souvenirs	Nov 2014-Dec 2015	1. To display the anniversary logo on the Centre’s website	Nov 2014-Dec 2015	
		2. To use the anniversary logo in	Nov 2014-Dec 2015	2. To promote celebration activities on the Centre’s website	Nov 2014-Dec 2015	

Programme Activities		Promotional/Printed Materials		Public Relations Activities		Other Activities
Activities	Timeline	Activities	Timeline	Activities	Timeline	
		Centre's publications and printed materials		3. To display the anniversary information/brochures at the Centre	Nov 2014-Dec 2015	
<b>SEAMEO SEAMOLEC</b>						
1. Training and Networking with 10 SEAMEO member countries and 15 International Indonesian Schools	Nov 2014-Dec 2015	1. Promotion by Presentation at national and International forum, staff to public, and printed catalog, Annual Report, SEAMOLEC info	Nov 2014-Dec 2015	1. Dissemination of SEAMOLEC Information with the 50 <sup>th</sup> anniversary to partners, visitors, workshop/ conference participants	Throughout 2015	1. International Seminar, International Workshop (Throughout 2015)
2. Training SEA EduNet 2.0 in SEA region and SEA Language in 20 Countries • Cambodia, Lao PDR, Myanmar, Vietnam, Thailand, Timor-Leste, Afghanistan, Bulgaria, China, England, Ethiopia, Iran, Italy, Japan, Korea, Madagascar, Pakistan, Slovakia, Sudan, Uzbekistan	Nov 2014-Dec 2015	2. Promotion by web, youtube, Play Store	Nov 2014-Dec 2015			
3. Training, Workshop in Indonesia: Simulation Digital, SEA EduNet 2.0, SEA Language 1.0	Nov 2014-Dec 2015	3. Annual Report	Nov 2014-Dec 2015			
4. Dissemination the application for easy learning language through Indonesian Embassy in the world, International Indonesian Schools and SEAMOLEC's Web	Nov 2014-Dec 2015	4. SEAMOLEC Info, Journal Online	Nov 2014-Dec 2015			
<b>SEAMEO SEARCA</b>						
1. Disseminate SEAMEO anniversary promotional materials, and display anniversary logo in the SEARCA Exhibit during SEARCA's annual meetings such as the SEARCA Governing Board, the Southeast Asian	Jul 2014-Dec 2015	1. A brochure/flyer on SEARCA's role as a SEAMEO Center in the context of the anniversary celebration	Jan-Mar 2015	1. 1 Year-long exhibit re SEAMEO, with special focus on SEARCA	Jan-Nov 2015	1. Kick-off reception to launch SEAMEO's 50 <sup>th</sup> Anniversary (Nov 2014)

Programme Activities		Promotional/Printed Materials		Public Relations Activities		Other Activities
Activities	Timeline	Activities	Timeline	Activities	Timeline	
<p>University Consortium for Graduate Education in Agriculture and Natural Resources (UC), and Asian Association of Agricultural Colleges and Universities (AAACU) among others.</p> <p>2. Disseminate SEAMEO anniversary promotional materials, and display anniversary logo in the SEARCA Exhibits in SEARCA conferences, seminars, and other learning events such as but not limited to the following:</p> <p>a. Second International Conference on Agricultural and Rural Development (ARD) in Southeast Asia: Strengthening Resilience, Equity and Integration in ASEAN Food and Agriculture Systems</p> <p>b. ASEAN 2015: Strengthening the Regional Food Safety System</p> <p>c. Summer Course on Food and Nutrition Security and Sustainable Rural Development</p> <p>d. Weekly Agriculture and Development Seminar Series (ADSS)</p> <p>3. Capacity building activities with bilateral/multilateral donor agencies, government agencies, private sector,</p>	<p>Jul-Nov 2014</p> <p>Apr-Jun 2014</p> <p>Jul-Dec 2014</p> <p>Jul 2014 -Dec 2015</p> <p>Jul 2014-Dec 2015</p> <p>Jul14-Dec 2015</p>	<p>2. Special section on SEAMEO anniversary celebration in the 2015 issues of the SEARCA Diary</p>	<p>Mar, Jun, Oct, Dec 2015</p>	<p>2. Anniversary banner display on SEARCA's homepage and a webpage with hyperlink to the SEAMEO Anniversary website</p> <p>3. Year-long LED board display re SEAMEO anniversary</p> <p>4. Year-long display of SEAMEO Anniversary materials/posters in SEARCA Hotel, Guest House, and Training Facilities</p> <p>5. Press releases re SEAMEO at 50 and celebration activities on SEARCA website and in local media</p> <p>6. Assist in disseminating SEAMEO anniversary promotional materials through email blasts, website, and social media</p>	<p>Jan-Nov 2015</p> <p>Jan-Nov 2015</p> <p>Jan-Nov 2015</p> <p>Jan-Nov 2015</p> <p>Jan-Nov 2015</p> <p>Jan-Nov 2015</p>	<p>2. Feature SEAMEO activities and its Centers/Networks in the Center's monthly flag ceremony (Nov 2014-Nov 2015)</p> <p>3. Include the anniversary brochure/flyer/poster on SEARCA's marketing and networking kit/package (Jul 2014- Dec 2015)</p>

Programme Activities		Promotional/Printed Materials		Public Relations Activities		Other Activities
Activities	Timeline	Activities	Timeline	Activities	Timeline	
and non-government organizations 4. Incorporate anniversary logo and tagline in the tarpaulin and banner for Community Involvement Program and other socio-cultural activities (i.e., UPLB Loyalty Day, Bañamos Festival, National Science and Technology Week, Outreach Programs, Adopt-a-School Program, etc.)	Jul 2014-Dec 2015			7. Adopt SEAMEO anniversary logo and tagline in event brochures, annual report, and new year card	Jan-Nov 2015	
<b>SEAMEO SEN (Updated for 37<sup>th</sup> HOM)</b>						
1. WALK FOR SEN Public event jointly organized with Melaka State Department and NGO	March 2015	1. Sending invitations and promotions through websites	Jan-March 2015	1. Dissemination of information to schools and interested organizations and institutions	Dec 2014 to March 2015	1. Arts and exhibition fair (March 2015)
2. INTERNATIONAL CONFERENCE ON SPECIAL EDUCATION Seminar on Special Education jointly organized with MOE of Thailand, Institute of Disabilities and Public Policy of American University, ICEVI and Perkins	July 2015	2. Sending invitations to partners and disseminating brochures to relevant institutions and partners	Nov 2014 – May 2015	2. Dissemination of information to organizations and institutions through websites and networking	Nov 2014-April 2015	2. Forum and presentation of research in Special Education (July 2015)
<b>SEAMEO SPAFA (Updated for 37<sup>th</sup> HOM)</b>						
1. SEAMEO Cultural Week 2015  Note: Youtube Channel showing videos submitted from participating schools exhibiting a local cultural heritage practice - dance, song, traditional craft-making, cooking a traditional dish, storytelling through drawing/painting, playing a traditional game. SEAMEO centres will be asked to collect at least 2 videos from local schools and to submit them to SEAMEO SPAFA for online publication. During SEAMEO Cultural Week, schools will be asked to air the videos at a school assembly (videos from 2-3	Nov 2014 – Nov 2015	1. “SEAMEO Cultural Week” Youtube Channel: Online Publication of Videos  2. Use of 50 <sup>th</sup> anniversary logo in all printed communications	Mar 2015	1. Promote 50 <sup>th</sup> SEAMEO anniversary on SPAFA’s website and social media during 2015  2. Display of the 50 <sup>th</sup> Anniversary banners and posters at SEAMEO Centre’s premises	Nov 2014 – Nov 2015	

Programme Activities		Promotional/Printed Materials		Public Relations Activities		Other Activities
Activities	Timeline	Activities	Timeline	Activities	Timeline	
countries will be published each day of SEAMEO Cultural Week), to discuss answers to a mini-essay question on a selected video and to submit the answer as a comment in the aim to engage in cultural exchange (\$100 will be awarded to the school of the winning mini-essay)				throughout 2015 3. Dissemination of the 50 <sup>th</sup> anniversary info/brochures at SPAFA's activities		
<b>SEAMEO TROPED Network</b>						
1. Development Evaluation Training for all Centres to be organized as part of the 50th Anniversary	Nov 2014 or first quarter of 2015	1. One article about the 50 years of SEAMEO to be published in the Southeast Asian Journal of Tropical medicine and Public health	Within 2015	1. SEAMEO TROPED Network website as well as the three Regional Centres' website will post the 50 <sup>th</sup> Anniversary banner and activities throughout the celebration period	Nov 2014- Dec 2015	1. Other activities will be implemented when there will be opportunities in the whole Network (2015)
2. Incorporation of the 50th Anniversary in the Thematic Symposium of the Network's GBM 2015	Aug 2015			2. Incorporation of the SEAMEO 50 <sup>th</sup> logo and tagline in the Network's stationary and printed materials of programmes and activities.	Nov 2014- Dec 2015	
3. A session about SEAMEO will be included in the following activities of the Network: <ul style="list-style-type: none"><li>• Orientation of students in the three Centres</li><li>• Meetings with partners</li></ul>	Throughout 2015					
4. Incorporation of a special session on the International/regional/national conferences organized by the three Centres during the year	Throughout 2015					
<b>SEAMEO TROPED Thailand (Updated for 37<sup>th</sup> HOM)</b>						

Programme Activities		Promotional/Printed Materials		Public Relations Activities		Other Activities
Activities	Timeline	Activities	Timeline	Activities	Timeline	
1. A "Tropical Medicine Symposia to celebrate the 50 <sup>th</sup> SEAMEO Anniversary" in Joint International Tropical Medicine Meeting 2014	2-4 Dec 2014	1. To promote the 50 <sup>th</sup> SEAMEO Anniversary, information/ brochures will be disseminated together with the Joint International Tropical Medicine Meeting 2014 brochures	2-4 Dec 2015	1. Promoting the 50 <sup>th</sup> SEAMEO Anniversary Celebration on SEAMEO TROPMED/ THAILAND website and newsletter and also public relations will be done together with the Joint International Tropical Medicine Meeting 2014 activities.	2014-2015	
<b>SEAMEO VOCTECH</b>						
1. Incorporate the SEAMEO's 50 <sup>th</sup> (Golden) Anniversary with the SEAMEO VOCTECH's 25 <sup>th</sup> (Silver) Anniversary	2015					
2. SEAMEO VOCTECH International Conference, coincides with the 26 <sup>th</sup> GBM	3 <sup>rd</sup> -4 <sup>th</sup> week of Aug 2015					
3. SEAMEO VOCTECH Open Day with TVET Schools	Oct 2015					
4. SEAMEO VOCTECH Family Day	July 2015					
5. Invitational Golf Tournament: A Charity Project	Sept-Oct 2015					



## **Attachment IV:**

Concept Note on the SEAMEO Cultural Week 2015

## **Brief Concept Note on the SEAMEO Cultural Week 2015**

### **Programme Category**

Collaborative Project

### **Type**

Education

### **Collaborators**

SEAMEO SPAFA

All SEAMEO Centres

Ministries of Education/Department of Education of SEAMEO Member Countries

### **Date/Duration**

July 2014 – November 2015

- Announcement to the Ministries of Education and schools: July 2015
- Submission of video documentation to SEAMEO: July-October 2015
- Opening of media platform for sharing: November 2015

### **Venues**

- Schools across SEAMEO Member Countries

### **Rationale**

With the upcoming launch of the 2015 ASEAN Socio-Cultural Community and the 50<sup>th</sup> anniversary celebration of regional cooperation through the work of SEAMEO, the need to share and understand one another's culture throughout the region has become increasingly clear. Shedding light on shared culture and developing appreciation for diversity through the active participation of youths across Southeast Asia is a key to developing a sense of community and to promote mutual knowledge and understanding, in the aim of fostering regional cooperation and peace for the future.

### **Description**

As part of the SEAMEO 50<sup>th</sup> anniversary celebrations, SEAMEO SPAFA proposes to put together "SEAMEO Cultural Week 2015", an online video and comment-sharing platform via Youtube. The project would consist of requesting participating schools to create video documentation of a local cultural heritage practice – dance, song, traditional craft-making, cooking a traditional dish, storytelling through drawing/painting, playing a traditional game – and would require the active participation of SEAMEO centres across the region to publicize the project and collect the videos in schools across Southeast Asia. In so doing, each participating country and school will have the opportunity to share their cultural heritage with viewers across the region and beyond.

In order to carry out this project, SEAMEO SPAFA asks for the active participation of SEAMEO Centres to approach local schools (2 schools minimum) to ask them to prepare videos presenting a local form of cultural heritage – dance, song, traditional craft-making, cooking a traditional dish, storytelling through drawing/painting, playing a traditional game. An open call for video submissions will also be posted across SEAMEO

communication networks and to the Ministries of Education of SEAMEO Member Countries. Each video would have to be representative and reflective of local cultural heritage and should be 3.5 to 5 minutes in duration. SEAMEO Centres will be responsible for collecting the videos and must submit at least two (2) videos in order to ensure a solid and varied database of video resources.

During SEAMEO Cultural Week in November 2015, videos from two (2) to three (3) countries will be published over five (5) days. Viewers will be asked to write mini-essays in response to questions on the video performances posted by moderators from SEAMEO Secretariat and/or SEAMEO SPAFA. The winning viewer will receive \$100, which will be subsequently disbursed to his/her school for use in future cultural activities.

Subject to available resources in participating schools and once the dates for SEAMEO Cultural Week have been identified, school heads/principals will be asked to call an assembly of students and to play the selection of videos from the 2-3 countries that have been uploaded each day of SEAMEO Cultural Week. After viewing the videos, educators and students will be asked to engage in a discussion in answer to the mini-essay questions posted by SEAMEO, and to consolidate the answers into to submit as a comment on the video in question.

### **Objectives**

1. Enhance the understanding of Southeast Asia's cultural diversity and traditions.
2. Strengthen collaborations between schools, education ministries, and SEAMEO centres across the region in promoting interactive platforms for the youths of Southeast Asia to appreciate the region's cultures.
3. Create an interactive media platform for the youths of Southeast Asia to exchange knowledge and information on each other's respective cultures.
4. To engage schools in the development of video documentation on their respective cultural heritage, which can be utilized as resource materials in the future.

### **Target Group/Beneficiaries**

- Schools across Southeast Asian Countries
- SEAMEO Centres
- Education ministries/departments of SEAMEO member countries

### **Output**

- A "SEAMEO Cultural Week 2015" Youtube Channel publishing online videos of performances from schools across Southeast Asia, providing a media platform of cultural exchange through the viewing of videos and through the sharing of comments on the videos.

### **Project Leader/Team Members**

Ms. Linh Anh Moreau

Ms. Vassana Kerdsupap

Mr. Ean Lee

Mr. John Paul Itao

## **Role of Collaborators**

### **SEAMEO Centres:**

- Publicizing the project in local schools to ask for their active participation in the project (each Centre 2 contributions minimum).
- Collecting the videos from participating schools and submitting them to SEAMEO SPAFA for their online publication during SEAMEO Cultural Week 2015.

### **SEAMEO Secretariat:**

- Assist in promoting the “SEAMEO Cultural Week” with SEAMEO Member Countries and through SEAMEO Network.

## **Sustainability**

Cultural heritage plays an important role in society insofar as it can be a source of information, as well as a symbol of identity. Putting together the “SEAMEO Cultural Week 2015” Youtube Channel is not only a one-week event to encourage cultural exchange, it is also a permanent resource for the general public to view cultural heritage among youths across the region for educational and entertainment purposes, as well as documentation of a region-wide participation in celebrating cultural heritage and diversity in Southeast Asia.

## **Needed Resources**

### *Personnel*

- SPAFA personnel
- Personnel from SEAMEO centres

### *Facilities*

N/A

### *Equipment/Supplies/Communication*

Public information communication materials: posters, flyers, brochures, etc.

## **Estimated Budget**

USD 3,125

# SEAMEO CULTURAL WEEK 2015

(a part of SEAMEO's 50th Anniversary Celebration)



## CALL FOR PARTICIPANTS/VIDEO SUBMISSIONS

We are looking for secondary schools across Southeast Asia to prepare 3.5 to 5 minute long videos presenting a local form of their cultural heritage.

Videos from two (2) to three (3) Southeast Asian countries will be published over five (5) days during a week's period called 'SEAMEO Cultural Week', where the selected videos will be broadcasted on YouTube and at participating schools across Southeast Asia.

## THEMES FOR VIDEO SUBMISSIONS

Video documentation of a local cultural heritage practice, such as:

- a dance,
- a song,
- traditional craft-making,
- cooking a traditional dish,
- storytelling through drawing/painting, or
- playing a traditional game.

## DETAILS ON "SEAMEO CULTURAL WEEK"

SEAMEO Cultural Week will provide participating Southeast Asian countries and schools the opportunity to share their cultural heritage with viewers across the region and beyond. Video-viewers will be asked to write mini-essays in response to questions posted by SEAMEO moderators on the video footage once uploaded, and the winning viewer response will receive \$100, which will be awarded to his/her school.

## CONTACT DETAILS

**Email:** [spafa@seameo-spafa.org](mailto:spafa@seameo-spafa.org) or [linhanh@seameo-spafa.org](mailto:linhanh@seameo-spafa.org) **Tel:** +66 (0) 2280 4022 to 9 (Ext. 105)

## Find SEAMEO SPAAFA on Social Media

 SPAAFA's YouTube Channel

 Twitter: @seameospafa

 SPAAFA'S Facebook: [www.facebook.com/pages/Seameo-SPAAFA/167740286596694](http://www.facebook.com/pages/Seameo-SPAAFA/167740286596694)

 Instagram: Seameo SPAAFA



## **Attachment V:**

Brief Guidelines on the Use of SEAMEO 50<sup>th</sup> Anniversary  
Logo and Tagline



50 Years of Education Cooperation  
for Regional Sustainable Development

## Brief Guidelines on the Use of SEAMEO 50<sup>th</sup> Anniversary Logo and Tagline

1) The 50<sup>th</sup> Anniversary of SEAMEO will be reached on 30 November 2015.

2) **Celebration period**

The celebration period is from 37<sup>th</sup> HOM in November 2014 until December 2015.

3) **Official functions**

3.1 **Official Announcement** - the 37<sup>th</sup> SEAMEO HOM in November 2014.

3.2 **Official Celebration** - the 48<sup>th</sup> SEAMEO Council Conference, March 2015 by the Ministry of Education, Thailand.

3.3 **Birthday Celebration**- the 38<sup>th</sup> SEAMEO HOM in November 2015. (We plan to schedule the 38<sup>th</sup> SEAMEO HOM during the founding day on 30<sup>th</sup> November 2015)

4) **50<sup>th</sup> Anniversary logo**

(Approved by the 36<sup>th</sup> SEAMEO High Officials Meeting in March 2014)



(Full Color Version)



(Black and White Version)

The anniversary logo in .ai format and jpeg can be downloaded from the following link.

<http://www.seameo.org/files/50th-Anni/>

You can request the digital files of logo by sending email to Ms Piyapa (SEAMEO Secretariat) at her email: [piyapa@seameo.org](mailto:piyapa@seameo.org).

## 5) Shared theme of the celebration activities

As the agreement made at the SEAMEO Centre Directors Meeting in June 2013, the shared theme for the 50<sup>th</sup> anniversary celebration and activities is:

**“Education for Sustainable Development”**

The celebration activities should be developed in the alignment with the shared theme.

## 6) Anniversary tagline

(Approved by the 36<sup>th</sup> SEAMEO High Officials Meeting in March 2014)

50 Years of Education Cooperation  
for Regional Sustainable Development

- The tagline can be used with the logo without tagline, or standalone.
- It consists of two lines
  1. “50 years of Education Cooperation”
  2. “for Regional Sustainable Development”
- The font used is **“Tahoma” (Bold)**. The font size is adjustable to match the document/design.

## 7) 50<sup>th</sup> Anniversary logo with tagline

Alternative versions of the Anniversary logo with the tagline (colour and grey scale) are also provided as follows:

**Option 1:** The tagline is placed in 2 lines aligned at the centre beneath the logo.



**50 Years of Education cooperation  
for Regional Sustainable Development**



**50 Years of Education cooperation  
for Regional Sustainable Development**

**Option 2:** The tagline is placed in 3 lines, on the right side of the logo, separated by a thin vertical line.



**50 Years of Education Cooperation  
for Regional Sustainable  
Development**



**50 Years of Education Cooperation  
for Regional Sustainable  
Development**

8) Applications of Anniversary logo, SEAMEO Centre logo and Anniversary tagline

8.1 The Anniversary logo, SEAMEO Centre logo and tagline in a single combination

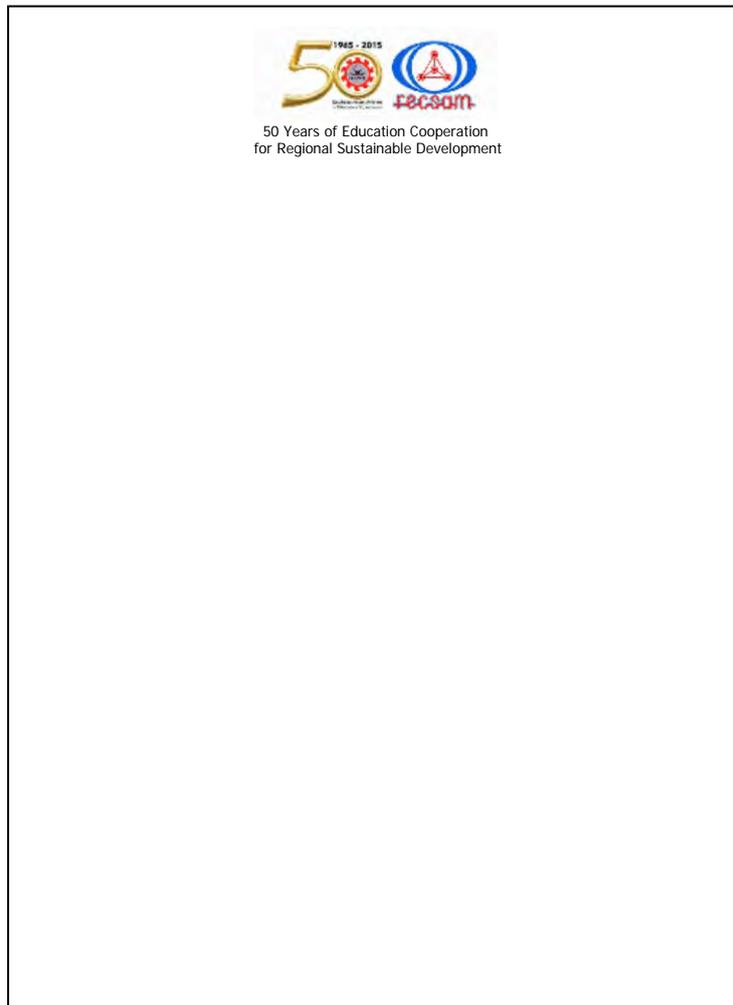
**Option 1:** The tagline is placed in 2 lines aligned at the centre beneath the logos.



**50 Years of Education Cooperation  
for Regional Sustainable Development**



**50 Years of Education Cooperation  
for Regional Sustainable Development**



**Option 2:** The tagline is placed in 3 lines, on the right side of the Anniversary logo and Centre logo.



**8.2 The tagline can also be placed separate from the logos, as in certain letterhead sheets designs, as shown in the sample below.**

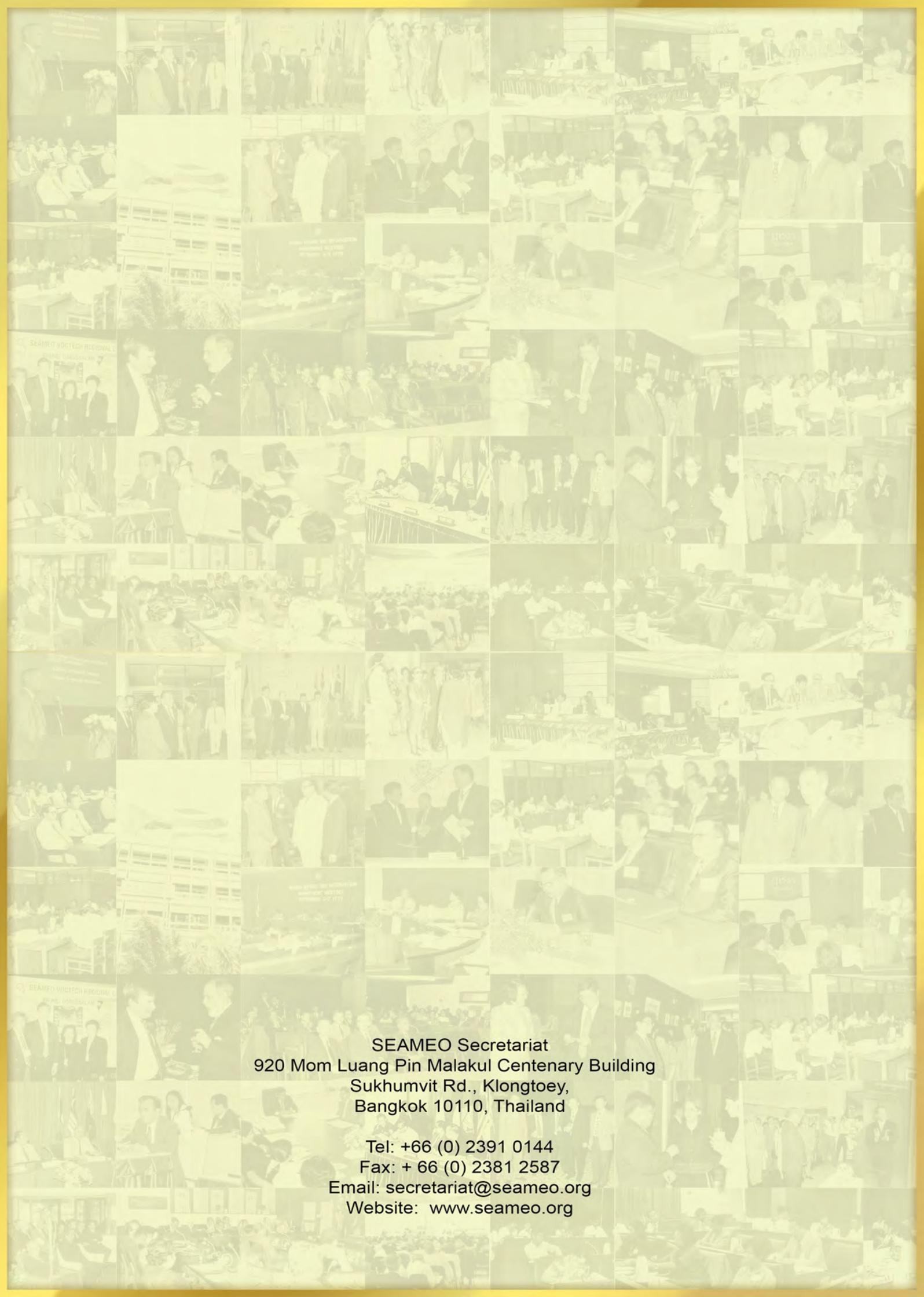


## **9) Contact details**

For additional information, the SEAMEO Centres' staff can contact the following concerned persons at the SEAMEO Secretariat.

- Ms Piyapa, (External Relations Officer) - email: [piyapa@seameo.org](mailto:piyapa@seameo.org), or
- Mr Ismariwan Shamsudin (Programme Support Officer) – email: [ewan@seameo.org](mailto:ewan@seameo.org)

Tel: +662 391 0144  
Fax: +662 381 2587



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Website: [www.seameo.org](http://www.seameo.org)