

ASEAN Strategic Area	COCI Contribution to ASEAN Strategic Area	COCI Long Term Goal	COCI Medium Term Goal	COCI Strategies
			organizations in dialogue countries.	dialogue partners to promote cooperation.
	Promote mutual understanding within ASEAN of the projects undertaken by COCI.	Improve the mechanism for engaging with the media and promoting the importance of ASEAN's cultural heritage and the work of COCI. The protection and utilization of ASEAN's cultural heritage will only occur if there is widespread awareness of the importance of this heritage, the opportunities that exist for the economic and social benefit this heritage can provide and the threats to this heritage from unsustainable exploitation. The work of COCI, in focusing on sustainability, is a key message which should be widely disseminated.	Develop and implement a mechanism for engaging with the media. This may involve developing protocols to ensure every project receive widespread favourable coverage.  Establish co-operation to get cultural heritage onto the agenda of other ASEAN committees. The work of COCI should also be promoted to other ASEAN subcommittees. Cultural heritage is a cross-cutting issue that should be considered by all other committees.	Develop guidelines for project proposals to ensure all projects have a promotion strategy incorporated into their planning.  ASEAN Secretariat to develop a series of presentations to other committees to promote the work of COCI. Each presentation should focus on the benefits of cultural heritage activities and their relevant to the work of particular committees.
	Promote cooperation between organizations within ASEAN and between ASEAN organizations and international networks.	Establish and strengthen specialized networks. Many organization and networks exist within ASEAN, in other countries and internationally that specialize in various aspects of cultural heritage. International examples include ICOM, ICOMOS, IIC. Strengthening the engagement of ASEAN organizations within these networks will	Identify existing networks and encourage cooperation. COCI to establish more memoranda of understanding with international networks to undertake joint information and people exchanges.	Encourage and select proposals that involve people exchanges between ASEAN organizations and international organizations. Use bilateral funding mechanisms to facilitate.