

Final Report

ASEAN Korea Innovative Culture Forum: Follow-Up Meeting

9 November 2025



KOFICE
Korean Foundation for
International Cultural Exchange

 **ASEAN FOUNDATION**

** This follow-up meeting was held as part of the ASEAN–Korea Partnership for Innovative Culture (PIC) Forum, a Korea–ASEAN partnership project hosted by the Ministry of Culture, Sports and Tourism of the Republic of Korea and co-organized by KOFICE and the ASEAN Foundation.*

Table of Contents

Executive Summary	1
Introduction & Background	2
Meeting Overview	3
Key Insights and Challenges	5
4.1. Key Insights and Areas of Focus	5
4.2. Challenges Identified	6
4.3. Expectations and needs	7
Strategic Directions for Future Collaboration	7
5.1. Core Strategy to Address Regional Need	7
5.2. Thematic Directions on Defining Innovation	8
Risk and Mitigation Measures	9
Recommendations	10
7.1. Forum Theme Recommendations	10
7.2. Recommended Forms of Cooperation	11
7.2.1. Cooperation Prioritization Matrix	11
7.2.2. Key Takeaways from Prioritization Matrix	13
Conclusion	13
Annex	14
9.1. Strategic Mapping Board	
9.1.1. Strategic Mapping Board Group A	
9.1.2. Strategic Mapping Board Group B	
9.2. Notes from the Follow-up Meeting	
9.2.1. Notes from Group A	
9.2.2. Notes from Group B	
9.3. Attendance List	

Executive Summary

The ASEAN–Korea Innovative Culture Forum 2025, held on 8–9 November in Singapore and collaboration between the ASEAN Foundation and the Korea Foundation for International Cultural Exchange (KOFICE), brought together experts from the ASEAN Member States (AMS) and the Republic of Korea to examine the theme “**Inclusive AI for Cultural Sustainability**”. The Forum and its Follow-up Strategic Meeting explored how multilingual and multicultural, and diverse levels of digital readiness shape the role of AI in strengthening arts, culture, and creative industries across the region.

Discussions highlighted both the **transformative potential of AI** for cultural innovation and the **risks posed by widening literacy gaps, unregulated technological development, and threats to cultural identity and intellectual property**. Participants stressed that innovation must remain **human-led, ethically governed, environmentally responsible, and culturally grounded**, particularly as ASEAN and Korea navigate rapid technological change.

The Follow-Up Strategic Meeting consolidated insights from the Forum and reaffirmed the shared commitment to deepening ASEAN–ROK collaboration. Seven significant insights emerged, centred on (1) reinforcing human agency and creative sovereignty, (2) linking imagination with real-world transformation and economic opportunity, (3) embedding sustainability and green innovation, (4) advancing ethical AI and digital wellbeing, (5) closing cultural and AI literacy gaps, (6) grounding innovation in social and ethical values, and (7) addressing a pronounced “two-speed” creative economy. These insights informed five categories of challenges: policy misalignment, technological and environmental risks, IP and cultural identity concerns, literacy gaps, and resource/funding limitations.

Building on these findings, the report outlines **strategic directions** to guide long-term ASEAN–ROK cooperation. At the core of these directions is a **tripartite definition of innovation** that integrates imagination, practical transformation, and sustainable economic opportunity. This is supported by four strategic pillars:

1. **Recentring innovation on human value and ethical governance;**
2. **Embedding sustainability and developing Green Cultural and Creative Industries;**
3. **Strengthening human-centred capacity building, particularly cultural and AI literacy; and**
4. **Enhancing transborder connectivity to address divides in digital readiness and cultural literacy.**

Participants also identified six key regional needs, including ethical AI frameworks, clearer cultural IP systems, shared R&D and monitoring tools, enhanced cultural-data governance, improved environmental management, and platforms for cross-cultural creative exchange. These needs informed a set of recommended cooperation modalities, ranging from mentorship and incubation programmes to sector-specific ethical guidelines, creative showcase platforms, and green innovation initiatives.

A prioritisation exercise placed capacity-building initiatives—especially cultural and AI literacy, green skills development, and mentorship—as the most urgent and high-impact areas for near-term cooperation, given their feasibility and foundational importance. Long-term, high-impact but resource-intensive initiatives, such as sector-specific legal frameworks, ethical AI guidelines, and joint research and innovation programmes, should be adopted as part of a phased, multi-year strategy. A complementary risk assessment underscores the need for policy dialogue, localisation of capacity-building efforts, and continuous alignment between policymakers, innovators, and creative communities.

Overall, the Strategic Final Report synthesises the core insights, identifies priority challenges, and proposes actionable pathways for future collaboration. It also provides early thematic guidance for the 2026 ASEAN – Korea Innovative Culture Forum, which should continue to advance responsible, inclusive, sustainable innovation that strengthens cultural identity, empowers communities, and ensures human creativity remains at the centre of technological progress

Introduction & Background

Since its launch in 2020, the ASEAN–Korea Innovative Culture Forum has served a regional platform for understanding how culture, technology, and social transformation intersect across ASEAN and the Republic of Korea. As the pace of innovation accelerates, the Forum has become increasingly important for navigating how AI and digital technologies reshape Cultural practices, creative industries, and community identity.

The 2025 Forum theme, Inclusive AI for Cultural Sustainability, reflects the shared commitment of ASEAN and Korea to ensuring that innovation enhances rather than erodes cultural integrity. Central to this commitment is the recognition of AI must be designed, deployed, and governed in ways that are ethical, inclusive, environmentally responsible, and culturally informed.

This follow-up meeting was held as part of the ASEAN–Korea Partnership for Innovative Culture (PIC) Forum, hosted by the Ministry of Culture, Sports and Tourism of the Republic of Korea and co-organized by KOFICE and the ASEAN Foundation. Leveraging this momentum, the Follow Up Meeting functions as a strategic mechanism to:

- Synthesise insights from the Forum
- Identify priority issues for the 2026 cycle;
- Map future avenues for cooperation in culture, technology, and sustainability;
- Guide early thematic directions for joints initiatives; and
- Support long term regional planning for ASEAN – ROK cultural cooperation.

The meeting aligns with ASEAN Community Vision 2045 and the ASCC Strategic Plan, particularly priorities on human resource development, creative economy growth, cultural protection, identity building, and global promotion of ASEAN. It also builds on the Republic of Korea’s regional initiatives, including KONNECT ASEAN, the Partnership Project for Innovative Culture (PIC), and the ASEAN–Korea Music Festival, which collectively strengthen the foundations for sustainable cultural collaboration.

2025 ASEAN-KOREA INNOVATIVE CULTURE FORUM

Follow-up Meeting

Date & Time 10:00 AM / Nov 9 2025

Venue Oct 2025

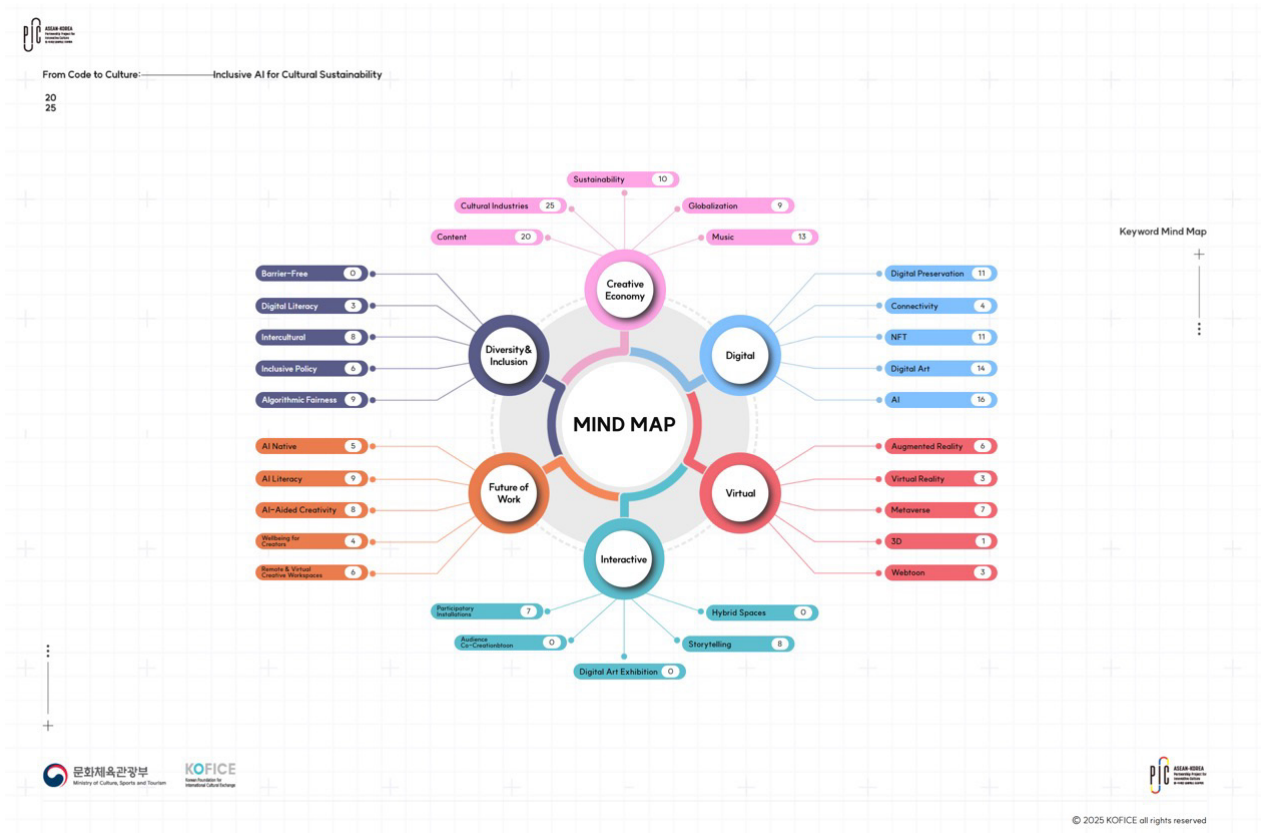


Meeting Overview

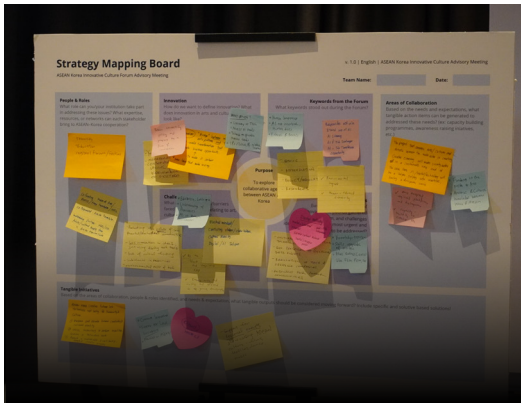
The Follow-Up Meeting, took place on Sunday, 9 November 2025, at the Pullman Hill Street Hotel, Singapore, with 16 panel members and stakeholders. Participants included representatives from the ASEAN Secretariat's Culture and Information Division and Digital Economy Division, SOMCA, cultural institutions, academia, AI and creative industry experts.

The meeting opened with an overview of the Forum's thematic development, including the PIC mind map process through which 243 keywords were collected and consolidated into six themes: Creative Economy, Diversity & Inclusion, Digital, Virtual, Interactive, and Future of Work.

Facilitated by KOFICE and the ASEAN Foundation representatives, the core of the meeting consisted of open brainstorming and strategic mapping, during which participants identified emerging insights, challenges, and needs shaping ASEAN–Korea cooperation. The session culminated in a summary of actionable pathways to inform strategic directions and donor-engagement opportunities.



Picture 1. Keyword Mindmap



Key Insights & Challenges

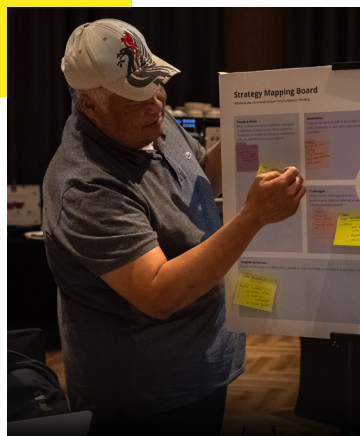
The Follow-Up Meeting reflected on the future of innovative culture agenda between ASEAN and the Republic of Korea. Participants discussed various meanings and definitions of innovation. There are 7 key insights and 5 categories of challenges emerging from the discussions. 6 needs were identified.

4.1. Key Insights and Areas of Focus

The brainstorming session surfaced seven core insights to guide future ASEAN–Korea collaboration:



1. **Human-Centred Creativity and Control:** Participants agreed that human agency must remain central in creative work. AI should enhance, not replace, innovative processes, supporting local wisdom, youth empowerment, and cultural continuity.
2. **Linking the Core Components of Creative Work:** Sustainable innovation requires bridging imagination (arts, culture, local knowledge), real-world transformation (solutions to societal needs), and economic sustainability (business and livelihood opportunities).
3. **Green Innovation and Sustainability as Emerging Priorities:** Participants highlighted resource depletion, the need for Green Cultural and Creative Industries (Green CCI), shared R&D, monitoring tools, green standards, and attention to AI's environmental footprint.
4. **Policies for Digital Wellbeing and Ethical AI:** Participants called for digital-wellbeing frameworks, ethical AI guidelines, and stronger dialogue among creatives, policymakers, and investors to ensure AI remains a supportive tool rather than a creative substitute.
5. **Cultural Literacy, Identity, and Responsible AI Use:** Strengthening cultural literacy and safeguarding identity were seen as urgent. The misuse of AI reflects a lack of cultural and AI literacy, an instant solution mentality, unclear authorship, weak IP protection, transparency gaps, and gaps in cultural data rights.
6. **Innovation Needs Social and Ethical Anchors:** Participants noted the absence of ethics-related keywords, such as equity, responsibility, literacy, gender, and resource divides. Overreliance on techno-centric ideas can be exclusive. Human connection should remain fundamental.
7. **A Two-Speed Creative Industry and a Lack of Shared Language:** The creative sector operates at two speeds: digitally advanced actors and traditional practitioners with limited access to tools. This resource gap reflects a broader understanding gap between investors and diverse creative communities, highlighting the need for shared language and inclusive support.

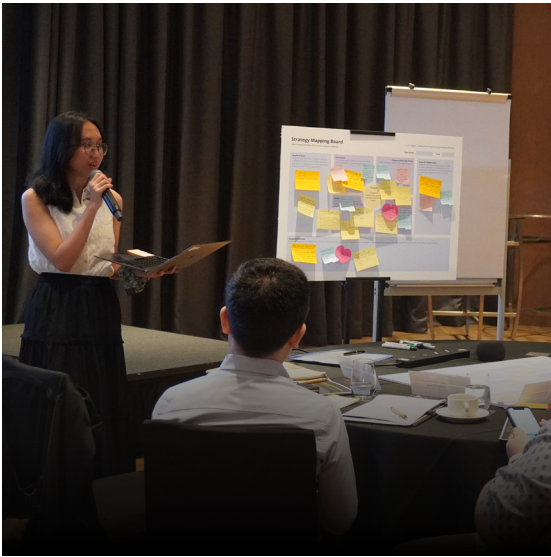


The 7 areas of focus highlight the participants' different perspectives on innovation for the cultural and arts sectors. A common unifying thread is the understanding that **innovation must be human-driven, stems from the human, and addresses human need** in various aspects, such as sustainability, creativity, policy, education, and accessibility.

4.2. Challenges Identified

From the generated insights, key challenges identified include:

Category	Challenge	Description & Details
Policy & Governance	Disconnect between Policy and Practice	Policymaking is often behind the curve compared to innovations seen in the Forum.
	Conflicting Stakeholders & Block Mindsets	Block mindsets and conflicting interest impede collaboration, further complicated by the diversity across the 11 ASEAN Member States (AMS).
	Sovereignty Issues	Cross-pillar collaboration and sovereignty sometimes make regional efforts difficult
Technology & Environment	Environmental Impact of AI	AI is resource intensive and has an environmental impact
	Lack of Green Standards and Skills	There is an absence of green standards and corresponding skills in the industry, amplified by the different structural readiness to embrace green skills and technology in the 11 ASEAN Member States (AMS)
	AI and Innovation Definition	Concern that something is labelled innovative just because it uses AI, even if the underlying idea is not truly innovative
Intellectual Property (IP)	Authorship and IP Issues	A major challenge is copyright, authorship, and IP related to AI-generated content. Questions remain about who owns AI-generated content when it is generated by trained datasets.
	Cultural Identity Theft and Misrepresentation	A lot of AI datasets are trained using Western knowledge and culture. The lack of local Southeast Asian datasets endangers oversimplifying the diversity of ASEAN cultures, cultural theft and appropriation.
	Lack of Understanding for Cultural IPs	The investing community often lacks the level of understanding needed for creative IPs across all segments and sectors of the creative industry, hindering safeguarding and monetizing efforts.
Education & Literacy	Literacy Gap and Skills Shortages	There is a constant gap of literacy concerning what art is, and a need to teach the thorough creative process to new designers who might see AI as an instant solution. There is a lack of AI experts in each nation to collaborate regionally.
	Decreasing Cultural Literacy	There are fewer people interested in culture and cultural literacy is going down among the youth.
	Attention Economy and Critical Thinking	The short attention span of the younger generation (from 30 to 15 seconds) reduces costs of generating visual creative content but risks creating lower quality output. There is a concern about less innovation due to technological shortcuts and less critical thinking.
Resources & Funding	Funding Limitations	Lack of access to finance is a problem. Funding limitations were highlighted as a challenge.
	Two-Speed Industry and Digital Divide	The creative industry operates at two speeds: some are tech-savvy, while others (traditional, rural communities) are not tapped into the market or lack access to digital tools.
	Data Accuracy	Data accuracy was mentioned as a technical challenge in collaboration and mentorship.



4.3. Expectations and Needs

To address such challenges, participants highlighted the need for regional frameworks such as ethical AI guidelines, stronger protection of cultural and creative data rights, shared R&D and digital monitoring tools, clearer cultural IP and ownership systems, and improved regulation of tech companies alongside better environmental management. Cultural literacy education, knowledge-sharing mechanisms, and platforms to showcase creative work, including cross-cultural festivals was also underscored. These expectations point to the need for a shared language, strong ethical and cultural foundations, and policies that keep pace with technological change while preserving human-led creativity.

Strategic Directions for Future Collaboration

The strategic directions for ASEAN–ROK cooperation centre on strengthening human-centred frameworks, bridging policy and practice, advancing digital and cultural literacy, and integrating sustainability into future initiatives. At the core, it revolves around linking **imagination, real-world transformation, and creating sustainable opportunities.**

5.1. Core Strategy to Address Regional Needs

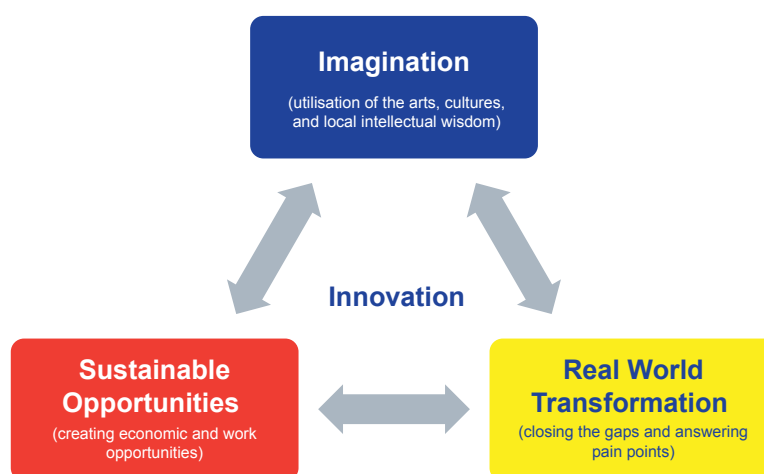
The strategic directions for ASEAN–ROK cooperation provide high-level, non-programmatic guidance to shape long-term, sustainable collaboration in arts, culture, and innovation. It focuses on redefining innovation around human value, establishing ethical and regulatory governance, embedding environmental responsibility, and strengthening regional capacity and connectivity.

1. **Re-centre Innovation on Human Value and Ethical Control:** The strategy mandates that technology and AI must serve human creativity and wellbeing. This direction reinforces human sovereignty over AI, emphasises the integration of tradition and technology, and calls for ethical governance and policies on digital responsibility and wellbeing.
2. **Mandate Sustainability and Green Governance:** Environmental accountability is a core requirement. Cooperation should advance Green Cultural and Creative Industries (Green CCI), promote carbon-neutral innovation, and address resource depletion and the environmental footprint of digital technologies. Cultural knowledge and artistic practice should be leveraged to support pragmatic, sustainable solutions.
3. **Prioritise Human-Centred Capacity Building:** Sustaining human-led creativity requires strengthened literacy, mentorship, and skills development. This includes promotion of cultural and AI literacy and education that reinforces critical thinking and problem-solving.
4. **Foster Foundational Literacy and Transborder Connectivity:** This strategy calls for regional cohesion to address cultural literacy decline and the digital divide, so as to establish inclusive rules that accommodate the “two-speed” creative economy, ensuring traditional and rural communities can participate

5.2. Thematic Strategic Direction on Defining Innovation

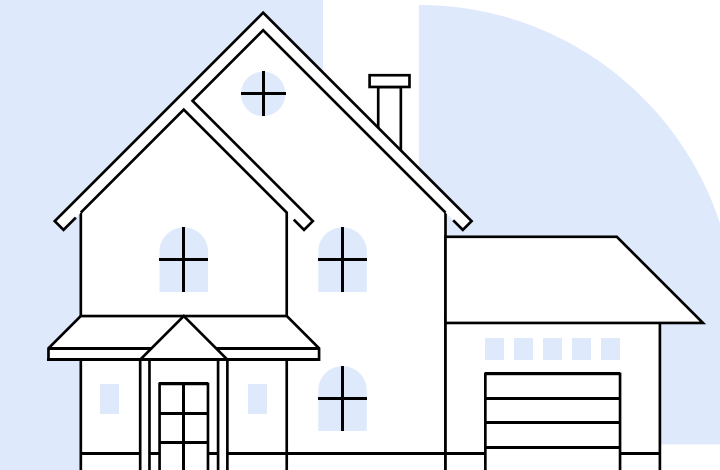
The strategic direction calls for a holistic, human-centred, and sustainable definition of innovation; one that moves beyond technology adoption and prioritises creative excellence, societal needs, and long-term value.

1. **The Tripartite Bridge of Innovation:** Innovation should be defined as the integration of imagination, real-world transformation, and sustainable economic opportunity. It links artistic and cultural wisdom with practical solutions to societal needs, supported by business models that ensure long-term viability.



2. **Human-Led and Foundation-Based Innovation:** Innovation must remain rooted in human creativity, with AI used only to enhance—not replace—core creative processes. This approach strengthens creative foundations, blends tradition with technology, and leverages AI to preserve heritage, expand entrepreneurship, and build community connection.
3. **Integrating Sustainability and Green Technology:** Innovation must incorporate environmental responsibility, embedding sustainable and low-carbon technologies into cultural production. This includes optimising AI use while addressing its environmental impacts and advancing green practices across the creative ecosystem.

Analogy: The strategic direction for ASEAN–Korea cooperation can be seen as building a smart, eco-friendly house. Other than adding a sophisticated smart lock (AI), the house must also be built on a strong foundation of traditional materials (cultural wisdom), designs to solve the resident's practical problems (real world transformation), functions on sustainable energy (Green CCI), and preserves artistic value as the human architect remains in-charge of its blueprint (human-led creativity).



Risks & Mitigation Measures

This matrix offers a high-level risk assessment outlining key threats and the corresponding mitigation strategies.

Risk	Description	Mitigation Strategy
Policy misalignment	Divergent national priorities and diverse policy structures and political readiness	Hold regular policy dialogues to strengthen creator–innovator–policy engagement
Limited resources	Funding gaps hinder continuity and scale	Use existing cooperation mechanisms, co-funding models, and phased implementation. Design collaboration that links imagination to viable business opportunities to sustain creative work.
Unequal digital and green readiness	Wide disparities in digital access and green capabilities, especially for traditional and rural communities	Enable knowledge exchange and localisation of capacity building measures and training, to fit the structural landscape while building readiness
Rapid tech change	Innovation evolves faster than policy and governance	Promote communication between policymakers and innovators to encourage adaptive policy work



Recommendations



7.1. Forum Theme Recommendations

The next Forum should adopt an ethical, inclusive, and convergence-driven agenda that responds to resource constraints and strengthens regional identity. Priority themes should center on human-centric and responsible innovation, particularly AI ethics, equity, and gender, while ensuring creativity remains guided by human judgement. Future themes should prominently feature keywords such as **“Responsible AI & Human-Centric Creativity,”** **“Ethical Innovation,”** and **“AI Literacy for All.”**

The Forum should also emphasize greater regional connectivity, highlighting collaboration, unity, and cross-border exchange. The agenda should also emphasize regional connectivity through themes like **“Connection,”** **“Collaboration,”** **“Transcending Borders,”** and **“Unity.”** Addressing foundational gaps is essential, including strengthening cultural literacy and integrating sustainability through green innovation and improved resource management, with themes on **“Cultural Literacy for Practical Solutions”** and **“Green Innovation & Sustainable Creative Futures.”**

Finally, the agenda should reinforce the creative economy’s viability and ensure inclusion of underserved sectors that remain outside current market access, referencing the **“Creative Economy”** and **“Inclusive Creative Growth,”** ensuring underserved communities gain greater access to opportunities.



7.2. Recommended Forms of Cooperation

The Follow-up Meeting generated several recommended forms of cooperation, mainly:

- 1. Establish Collaborative Capacity-Building Initiatives:** ASEAN–ROK cooperation should focus on talent development through targeted mentoring, incubation, and education. This includes mentoring workshops, incubation programs, residencies, structured AI courses, critical cultural literacy initiatives, seminars and talk shows to further enable shared learning and networking. Together, these programs strengthen creative foundations, close literacy gaps, and support responsible, human-centred use of AI.
- 2. Develop Context-Specific Ethical and Legal Frameworks:** The partnership should advance regionally grounded ethical and legal standards by developing AI ethical guidelines, sector-specific guides for the creative industries, and clear IP governance mechanisms. A practical toolkit can also help ASEAN adapt ethical rules to local contexts, including labelling AI-generated outputs and protecting cultural data. These tools will ensure accountability, clarity, and ethical safeguards across the creative ecosystem.
- 3. Implement Tangible Creative and Showcase Platforms:** To amplify regional voices and strengthen cross-border exchange, ASEAN-ROK partnership should establish concrete platforms such as a cross-cultural AI film festival or OTT platform, regional forums, and creative festivals in areas like poetry and film. These platforms serve as collaborative spaces for expression, visibility, and regional narrative-building.
- 4. Advance Innovation and Sustainability Initiatives:** Future collaboration should embed sustainability through Green CCI programs, shared R&D, digital monitoring tools, showcases and exhibitions of Green CCI technologies, and capacity building on green standards and skills. Initiatives may include the ASEAN–Korea Creative Future Lab, promotional campaign videos using AI, pilot projects, joint research, and ongoing knowledge exchange with green innovators. These efforts integrate cultural wisdom with technology, supporting environmentally responsible,

7.2.1. Cooperation Prioritisation Matrix

The Cooperation Prioritisation Matrix evaluates recommended forms of cooperation by assessing their regional impact and urgency. It consists of two components: the Issue Prioritisation Matrix, which ranks key recommendations by impact and urgency, and the Action Prioritisation Matrix, which orders tangible outputs by their feasibility and expected impact.

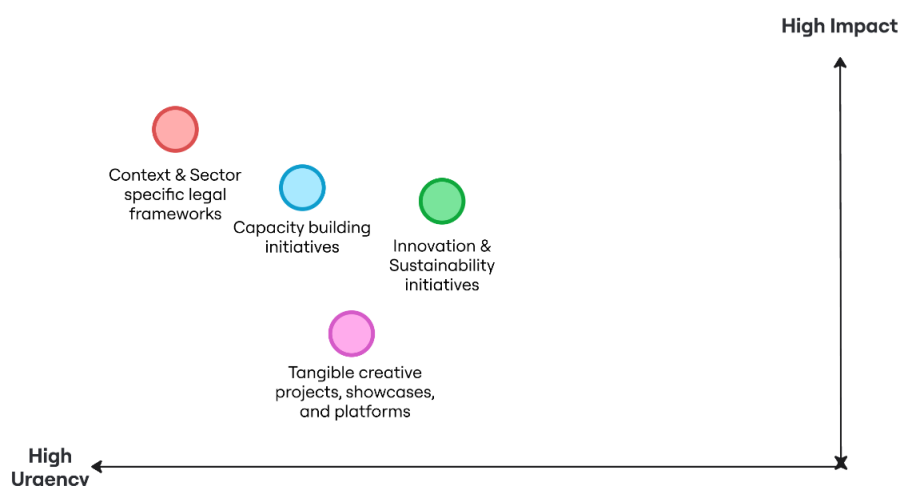


Figure 1. Cooperation Prioritisation Matrix

The Issue Prioritisation Matrix indicates that Context- and Sector-Specific Legal Frameworks rank highest in both impact and urgency, reflecting participants' strong call for ethical AI governance and clearer protections for cultural IP in the creative sector. Capacity Building Initiatives follow, driven by the need to strengthen cultural and AI literacy, particularly among youth and emerging creators. Innovation and Sustainability Initiatives rank next, underscoring the growing importance of greening the creative industry. Tangible Creative Projects, while less urgent overall, remain a priority due to the demand for more platforms to showcase regional work.

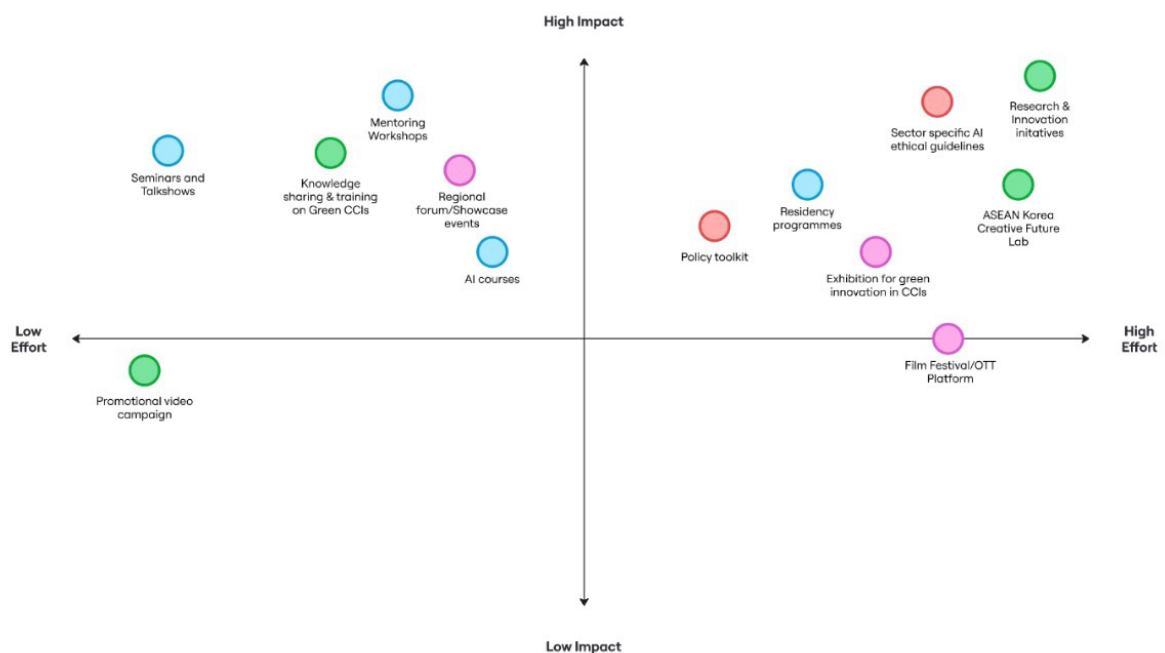


Figure 2. Action Prioritisation Matrix

Following the Issue Prioritisation Matrix, the Action Prioritisation Matrix assesses 13 tangible outputs across the 4 recommended forms of cooperation based on impact and feasibility. The 7 outputs that fall into the high-impact, high-effort quadrant are led by Research and Innovation Initiatives, which require significant resources but generate long-term value. Sector-Specific AI Ethical Guidelines follow, reflecting the substantial political coordination needed across ASEAN. Other notable high-effort outputs include Residency Programmes and the ASEAN–Korea Creative Future Lab, while Green CCI Exhibitions and a Policy Toolkit offer similar impact at lower cost. The Film Festival/OTT Platform ranks lowest in impact within this category due to its narrow sector focus.

Furthermore, 5 outputs fall into the high-impact, low-effort quadrant. Mentoring Workshops rank highest, directly addressing cultural literacy gaps, followed by Knowledge Sharing and Training on Green CCIs and Regional Forums/Showcases, which support education and networking needs. Seminars and Talk Shows offer mid-impact at minimal cost, while AI Courses rank lower given their limited depth compared to mentorship-based models. However, 1 output (Promotional Video Campaigns) sits in the low-impact, low-effort quadrant, serving primarily as an awareness tool rather than delivering direct benefit to creative communities.

7.2.2. Key Takeaways from Prioritisation Matrix

From both prioritisation matrixes, several strategic directions emerge for guiding future ASEAN–ROK cooperation:

- 1. Prioritise Capacity Building Initiatives.** Critical cultural and AI literacy, along with training on Green CCIs, stand out as both highly impactful and urgent. Their feasibility is reinforced by the fact that 3 of the 5 outputs in the High-Impact, Low-Effort quadrant fall under Capacity Building, with the remaining two linked to Innovation & Sustainability and Tangible Creative Projects.
- 2. Advance high-impact, low-effort outputs in the short term.** Mentorship workshops, Green CCI knowledge-sharing sessions, regional showcases, seminars, talk shows, and AI courses can be delivered within a one-year timeline and require fewer resources, making them ideal early wins to build momentum.
- 3. Plan for high-impact, high-effort initiatives as part of a long-term vision.** Policy-oriented outputs, such as sector-specific legal guidelines and ethical frameworks, demand time, coordination, and political will but offer significant strategic value. Aligning these long-term efforts with short-term initiatives can strengthen trust and foster sustained dialogue among policymakers, investors, and the creative community.

Conclusion

This report underscores the critical needs for a cooperation model that is ethical, human-centred, and environmentally sustainable. AI presents both tremendous opportunities and serious risks for ASEAN and Korea. Addressing these requires a coherent strategy that strengthens literacy, empowers communities, protects cultural identity, and advances green innovation.

In the short term, ASEAN and Korea should prioritise high-impact, low-effort capacity-building initiatives, such as mentorship programmes, literacy initiatives, and regional showcases. These investments are immediately feasible and will generate strong momentum for broader cooperation.

In parallel, high-impact, high-effort initiatives, including sector-specific legal guidelines, ethical AI frameworks, and broader research and innovation programmes, should be pursued as part of a longer-term cooperation agenda. Though resource-intensive, these are critical for shaping a future-ready creative ecosystem. Aligning early wins with longer-term policy development will strengthen trust, deepen collaboration, and position ASEAN–ROK cultural cooperation for sustained, strategic development.



ANNEX

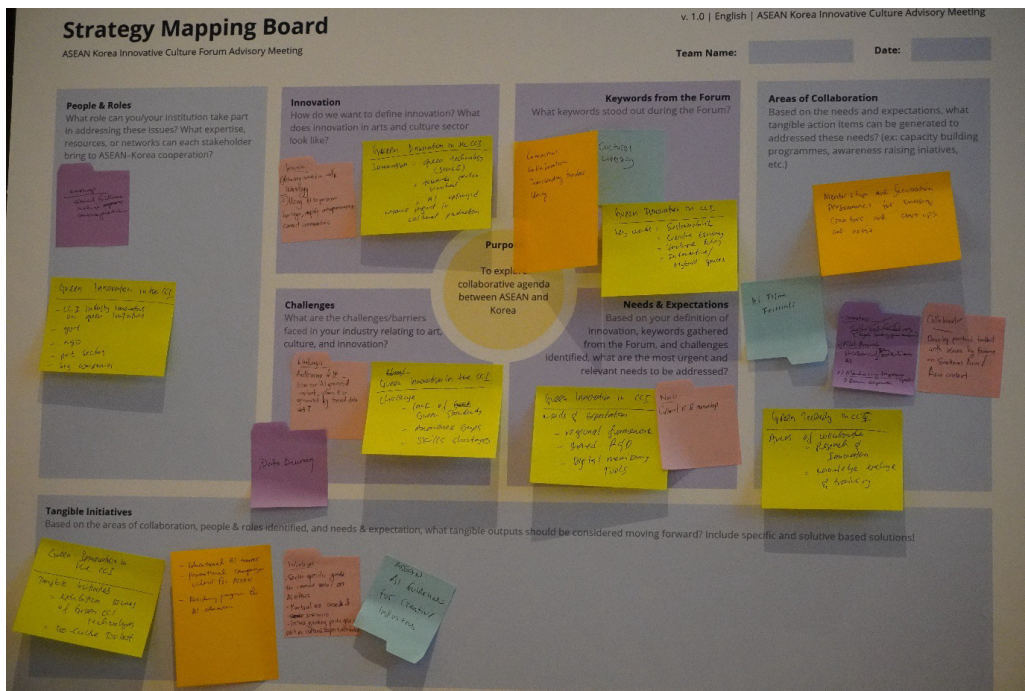


Figure 3. Strategic Mapping Board Group A

Key Insights & Challenges are generated from the results of the discussions based on this mapping board.

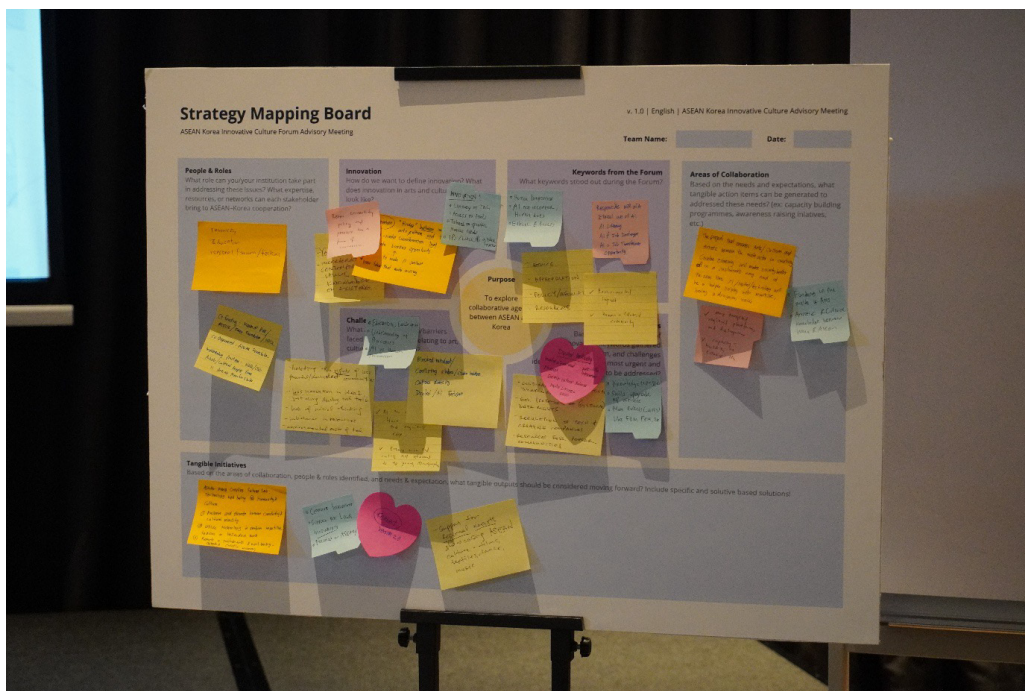


Figure 4. Strategic Mapping Board Group B

Key Insights & Challenges are generated from the results of the discussions based on this mapping board.

Follow Up Meeting to the Forum

This meeting's purpose is to discuss insights and ideas on the future of AI and innovative culture agenda between ASEAN and Korea, providing a platform for experts across policy, culture, and academia to gather and discuss mutual interests and emerging agendas. The meeting's desired outcomes aim to help shape future joint programs and set long-term directions for sustainable policy collaboration.

Date	Sunday, 9 November 2025
Start & End Time	10.00 – 12.05 SGT
Location	Pullman Hill Street
Organiser	ASEAN Foundation & KOFICE
Attendees	• Hazremi Hamid (ASEAN Secretariat) • Mohammad Abdoh Damit (Study Smartable Learning Centre) • Prof. Dr. Tan Awang Besar (ASWARA) • Antonia Kim (Aitonia) • Mahmudi Yusbi (ASEAN Foundation) • Ahmad Afryan (ASEAN Foundation)

General Meeting Notes

Session	Description & Objective	Key Points	Notes
Open Brainstorming (10.10 – 11.20)	• Description: Breakout session for group brainstorming • Objective: a. To explore collaborative agenda between ASEAN and Korea b. To create a strategic output highlighting the issues to prioritise, the desired form of collaboration,	• Opening: The facilitator opened the brainstorming session by highlighting the context of collaboration between ASEAN and Korea counterpart, what the topics are that we can do for 2026, and giving 10-15 minutes to write on the post it notes on the strategi mapping board. • Strategy mapping board work: Prof. Awang, as an educator, focuses on educational activities. Pak Abdoh, as a Brunei	• Diverse background of the participants from ASEAN Secretariat, government, public, and educational sector • Discussion started with after Pak Mudi explained the strategy mapping board with Prof. Awang asks what project has been carried out. Mudi said, "Expert meeting, like AI." Prof. Awang suggested mentoring projects through workshops to initiate small projects by each country mentored by an expert to have more engagement and guidance. • Antonia echoed Prof. Awang's suggestion on the workshop to provide mentoring sessions, and she is ready to not only create but also teach. She

	and the needs that needed to be addressed.	government representative, focuses on the pressing concern from the Brunei perspective related to environmental issues, which is the green initiative. Ms. Antonia is from the creative industry and is an AI practitioner, focusing on film. Pak Remi comes from a background in the digital sector and government and focuses on protection issues. • Themes & Focus Areas: ○ Mentorship & incubation ○ AI innovation & ethics ○ Green innovation & sustainability ○ Creative economy ○ Cultural literacy ○ Transborder collaboration ○ Digital talent development • Key Challenges: ○ Data accuracy ○ Copyright, authorship, and IP ○ Lack of AI experts ○ Funding limitations ○ Absence of green standards and skills • Proposed Initiatives: ○ Mentoring workshops ○ AI ethical guidelines ○ Promotional AI video	adds a promotional video with AI, just like APAC for ASEAN. • Prof. Awang highlighted the importance of ethical guidelines/safeguarding for the AI sector based on the member states' rules. • Abdoh's suggested moving away from AI to green innovation, coming from his concern about Brunei's challenges of running out of the natural resources soon. • Strategy mapping board: ○ Pak Mudi suggested areas of collaboration on mentorship and incubation programs for emerging creators and start-ups and artists. And keywords from the forum were highlighting cultural literacy. ○ Prof. Awang mentioned the people and roles (ethical guidelines with regional flavor and best practices provided by policy makers) and challenges (data accuracy) of collaboration, mentorship, and pilot projects. Prof. Awang's highlighted the importance of ethical guidelines to mitigate disputes. ○ Pak Remi comes from the digital sector. As he noticed that one of the concerns was the protection and copyright. The main challenge is ownership to make sure the. We need something for the legal framework; like in ASEAN, we are working on this. Any AI-generated things need to be labeled as an AI product. mentioned the challenges of authorship and IP,
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		○ AI film festival / OTT platform ○ Collaboration with Korea (AI toolkit, best practices) ○ Green CCI implementation (R&D, monitoring, training)	innovation, needs, and expectations (cultural IP and ownership). Highlighted sharing best practices from Korea as they develop AI Act, so develop practical toolkit with Korea to conduct Southeast Asia conduct. Pak Remi suggested developing digital talent from creative industry with definition and criteria. ○ Antonia focused on creative stuff. Based on her discussion with the president of KOFICE, OTT platform based on AI and film festivals in ASEAN with the purpose of bridging bridge and connecting ASEAN and Korea. Educational activities with the residency programme. Keywords from the forum (collaboration, connection, and transborder transcending borders), while for the areas of collaboration, AI film festival, and challenges (funding, lack of AI experts in each nation to collaborate regionally). Antonia suggested that next year's theme be connection. Antonia responded to Pak Remi's statement that in Korea, all AI products need to be labelled if they go out to the public. While for the protection, it requires a lot of work and needs and needs new laws and new judging criteria. ○ Pak Abdoh suggested green implementation CCI as the tangible initiatives, collaboration and needs and expectations (shared R&D, monitoring tool), challenges (lack of green standards,
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			skills), keywords (sustainability, creative economic, inclusivity), innovation (green technology, MSME for carbon neutral), people and ideas (invite green innovators public and private), areas of collaboration (knowledge and training). Pak Abdoh responded to Pak Remi to create AI guidelines for creative industries. ○
Mapping the Future (11.20 – 11.50)	• Description: Presenting the results of the brainstorming session • Objective: To knit together ideas from the brainstorming session, get feedback, and create tangible results		• Group A: ideas, challenges, and areas of collaboration, not only in the creative industry but also in green technology as well. Based on each background, discussion focused on AI supporting creative industries, but there is no binding guideline, and there is a need to develop a binding agreement or guideline like intellectual property.
Summary & Wrap Up (11.50 – 12.05)	• Description: Summary and wrap up session to highlight key takeaways in the discussion • Objective: Summarizing the direction of ASEAN Korea future collaboration on innovative arts and culture from the results of the discussion		• Discuss the 2026 plan within the context of working in the creative industry and AI. We cover policy and IP protection in the absence of the skills in the creative industry. AF is committed to providing the final • To finalise the report and disseminate it to the expert to further the collaboration.

Brainstorming Synthesis

from Strategic Mapping Board

People & Roles	Innovation	Keywords from the Forum	Needs & expectations	Challenges	Areas of Collaboration	Tangible Initiatives
- Workshop - Ethical guidelines - CCI industry innovators on green initiatives	- Innovation - Bending tradition with technology - Using AI to preserve heritage, amplify entrepreneurship, and connect communities - Innovation - Green technology (SMCG) - Toward carbon neutral - AI optimised in cultural production	- Connection - Collaboration - Transcending borders - Unity - Cultural literacy - Sustainability - Creative economy - Inclusive rules - Innovative/hybrid spaces	- Regional framework - Shared research and development - digital monitoring tools - Cultural IP and ownership	- Authorship & IP: Who owns AI-generated content when it is generated by trained data set? - Lack of green standards - Analysis gap - Skills shortages - Data accuracy	- Mentorship and incubation - Programmes for emerging creators and startups and artists - AI film festival - Ethical guidelines - Pilot project - Mentoring exhibition - Develop practical toolkit with Korea by focusing on Southeast Asian context - Research and innovation - Knowledge exchange and training	- Exhibition services of Green CCI technology - Toolkit - Education AI courses - Promotional campaign videos for ASEAN - Residency program for AI education - Sector-specific guide for creative sector on AI ethics - Practical use case and scenario - Include guiding principles such as cultural aspects. - ASEAN AI guidelines for creative industries

Summary

1. Highlight of discussion

- a. Prof. Awang emphasised mentoring and ethical frameworks tailored to regional contexts.
- b. Antonia Kim proposed AI-integrated creative initiatives (film festivals, promotional content, and AI education).
- c. Abdoh urged a stronger focus on green innovation due to environmental and resource challenges in Brunei.
- d. Remi raised legal and protection issues—AI products should be labeled and covered under clear IP laws.

2. Key Themes & Focus Areas

- a. Mentorship & incubation
- b. AI innovation & ethics
- c. Green innovation & sustainability
- d. Creative economy & cultural literacy
- e. Transborder collaboration
- f. Digital talent development

3. Main Challenges

- a. Data accuracy and skills shortage
- b. Copyright, authorship, and intellectual property (IP) issues
- c. Lack of AI experts and ethical guidelines
- d. Funding limitations
- e. Absence of green standards and green innovation skills

4. Proposed Initiatives

- a. Mentorship workshops to incubate small, guided national projects
- b. AI ethical guidelines and toolkit (ASEAN–Korea collaboration)
- c. AI film festival / OTT platform to showcase creative projects
- d. Promotional AI videos for awareness and education
- e. Green CCI (Cultural and Creative Industries) programs focusing on sustainability, R&D, and training
- f. Residency programs and AI courses for creators and artists

Follow Up Meeting to the Forum

This meeting's purpose is to discuss insights and ideas on the future of AI and innovative culture agenda between ASEAN and Korea, providing a platform for experts across policy, culture, and academia to gather and discuss mutual interests and emerging agendas. The meeting's desired outcomes aim to help shape future joint programs and set long-term directions for sustainable policy collaboration.

Date	Sunday, 9 November 2025
Start & End Time	10.00 – 12.05 SGT
Location	Pullman Hill Street
Organiser	ASEAN Foundation & KOFICE
Attendees	• Ahmad Afryan (ASEAN Foundation) • Antonia Kim (AITONIA) • Aras Darmawan (Aras Design & Motion) • Chae-eun Yeon “Justina” (KOFICE) • Dr. Piti Srisangnam (ASEAN Foundation) • Hazremi Hamid (ASEAN Secretariat) • Ian Jeon (Compound Collective) • Jonathan Tan Ghee Tiong (ASEAN Secretariat) • Mahmudi Yusbi (ASEAN Foundation) • Marsha Phoebe (ASEAN Foundation) • Mohammad Abdoh Damit (Study Smartable Learning Centre) • Prof. Dr. Tan Awang Besar (ASWARA) • Sehyung Joo (KOFICE) • Tara Gujadhur (Traditional Arts & Ethnology Centre)

General Meeting Notes

Session	Description & Objective	Key Points	Notes
Opening & Project Overview (10.00 – 10.10)	• Description: Introducing the follow up meeting format • Objective: Starting point for co-designing the agenda of the next Forum	• Opening • Scene Setting background	• MC opens the follow up Meeting. • Sehyung Joo explained what the Forum is and the history of the Forum

Open Brainstorming (10.10 – 11.20)	• Description: Breakout session for group brainstorming • Objective: a. To explore collaborative agenda between ASEAN and Korea b. To create a strategic output highlighting the issues to prioritise, the desired form of collaboration, and the needs needed to be addressed.	• Points of discussion include: Innovation, Forum Keywords, Challenges, Needs & Expectations, People & Roles, Areas of Collaboration, and Tangible Initiatives	• Moderator explains how the open brainstorming session will go. • Sehyung Joo explained that the Forum isn't confined to just AI topics; the past two years it has been about AI topics On Innovation • Jonathan: disconnect between policy and practice. Policymaking behind the curve from the presentations in the Forum. ASEC partnered with the UK which led to the framework he shared; there is a lack of understanding between investor, policymakers, and creatives. Lack of access to finance is also a problem because the investing community do not understand all segments and sectors of the creative industry. In terms of challenges, it's a two-speed industry; some are tech-savvy, some are not tapped into the market (traditional and no access to digital tools). Only well-resourced can access the digital tools. Innovation: create a more sustained and more inclusive dialogue between creators, innovators, policymakers. A shared language: creative IPs. How do we bring that level of understanding of creative IPs? Safeguarding and monetizing. • Dr. Piti: bridge to link 3 things; imagination (arts, cultures, local intellectual wisdom, origin of the link), link to real world transformation (closing gaps, answer pain point), make money (create business opportunity to sustain). • Tara: incorporating traditional knowledge, skills, and values, into existing creative practices. Figuring out what we know today is built upon what is done in the past. Youth is also a fundamental aspect of innovation. Youth must have empowered to innovate. True innovation by a
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			lot of education systems by outside the box thinking. The creative economy and financial foundations to continue creative work but also question how innovation can contribute to non-commercial work. What role does innovation play there? • Aras: literacy is the part needed for innovation, especially about ethical use. Education about literacy is important. Retaining cultural heritage is important in terms of innovating culture. The government support in that is important. Communication between creatives and policymakers is important. IPs carry identities of countries. AI is just technology; innovation can be done through what makes good creative work (the foundation). On keywords of the Forum • Piti: why is NFT have a high number in the keyword forum. Tara helps answer that is that it is the Non-Fundable Token. Aras and Tara talked about the boom of it before COVID but now it's not that popular or common. • Aras: There is a big number for Metaverse. Tara also commented that it went nowhere. Aras said that some video games are trying to make digital versions of themselves, but it didn't sell because it's too expensive and people still value people to people/human connection. • Tara: tara is concern because there isn't any word about ethics, equity, gender. the heavy focus is on digital aspects and future of work, but that is ignoring a lot of what ASEAN is. People are not living their lives digitally, and there are still the resource divides. Keywords from yesterday; ethics and ethical use, resources, policy. • Piti: has the same thinking as Tara. About Supertone, dr piti thinks that is susceptible to scam. Keywords;
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			responsible, ethical, AI literacy, AI as a job transformant not destroyer, and opportunities (job). • Aras: agree with Tara and Dr piti. Learned that everyone was one the same page yesterday where human is an integral part of creative industry; the human aspect is important because it can define what AI can be. Should listen more about our own human behaviour and culture, tailor it to your own country and culture and regional needs, not follow the leading AI countries. Human should be in control no matter how AI is developing. AI only to improve and enhance, not replacing. • Jonathan: echo Aras. More human-centred creativity. Entering AI slop. how to educate and minimise the risk of AI. • Tara: Tara says that AI has an environmental impact. It is resource intensive. • Jonathan: AI creating carbon footprint was not addressed by anyone tomorrow. But when you stream Spotify, the carbon footprint is higher than actual festivals. Digital applications and technologies create a lot of carbon footprint. On Challenges • Aras: education. There is always this gap of literacy of what art is. So, Aras needs to train them. With AI, he is concerned about the process understanding of new designers who might think that AI is an instant solution to any creative industry work, when a thorough process is needed. Aras mentions Tara 's case. the justice aspect of AI and art. Need to teach what art is and connect it to culture. the challenge is that the attention span of young generation is so short (from 30 to 15 seconds). This also reduces and creates lower costs. Need to differentiate
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			what is AI arts and what is human arts. Need to push for both sides to be balance. AI arts can be repetitive depending on datasets, while human arts are not. • Tara: concern about the attention span and the attention economy. Seeing less innovation because there is so much rehashing. So many remarks and franchise brands and AI feeds this, social media echoes chambers. But social media also creates access to creatives, yet at the same time echoes the same ideas. Tara is concerned that something is label innovative just because it is using AI, but not the idea is innovative. Concern about less innovation because there are more technological shortcuts and less critical thinking. Concerned about appropriation and cultural rights especially in rural and cultural communities. Converting something digitally and spreading it to a wider audience doesn't necessarily equate to the real-world implications of the communities that don't have voice. Resource is also a big issue for. • Dr Piti: block mindsets, conflicting stakeholders. Cross-pillar collaboration and sovereignty also make collaboration difficult sometimes. AF also works with multinational who are concerned with branding but also work with NGO who question the validity of working with multinational. then there is the diversity of working across 11 AMS. Too much AI and digital fatigue is also a challenge. • Jonathan: AI becoming a quick fix makes people blunt and lose their edge. how to make arts and culture more relevant to the youth? There are less people who are being less interested in culture; cultural literacy is going down. for example, films are now streamed more than seeing them in theatres. So, some countries are doing
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			film appreciation literacy. How can culture and arts solve practical and pragmatic problems? Sustainable technologies through cultural wisdoms, medium, and expression (COP30 discussion). To what extent are we promoting creative education? (STEM vs Art) On Needs and Expectations • Jonathan: promote cultural literacy • Dr Piti: digital wellbeing and digital balance • Tara: cultural literacy issue. Stronger protection for cultural and creative data rights. Regulation of tech companies. Environmental management. • Aras: platform to showcase their work. A cross-cultural film festival. Knowledge transfer is important. Critical thinking and problem-solving aspect are important; this should be human led not Ai led. On People and Roles • Tara: resources and resource transfer. AF is well positioned to help homegrown ideas grow. Education as key. Regional forums, creative festival (poetry, film, etc.) to help the region find its voice. Showcase identity to outside. • AF and KOFICE are mentioned several times. On Areas of Collaboration • Piti: arts, culture, and artist as main actors in creativity work. IA and robotics will be assistance. Mentions the concept of Saunoi (or afternoon of Friday, the second Friday) and the second Sunday (Monday). • Aras: A cross-cultural film festival. To showcase and connect through their work (amongst artist and showcase their work). Or seminars and talk show so
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			people can learn and work together and meet each other and connect. • Tara: resources and resource transfer. AF is well positioned to help homegrown ideas grow. Education as key. Regional forums, creative festival (poetry, film, etc.) to help the region find its voice. Showcase identity to outside. • Piti: not just focus on digital arts, but also to create a bigger focus on art sectors. On Tangible Initiatives • ASEAN Korea Creative Future Lab: a human centre innovation lab to preserve human creativity and diversity, tech for repetitive and dangerous work, and promoting wellbeing. • Aras: A cross-cultural film festival. To showcase and connect through their work (amongst artist and showcase their work). Or seminars and talk show so people can learn and work together and meet each other and connect. • Tara: resources and resource transfer. AF is well positioned to help homegrown ideas grow. Education as key. Regional forums, creative festival (poetry, film, etc.) to help the region find its voice. Showcase identity to outside (inter-regionally).
Mapping the Future (11.20 – 11.50)	• Description: Presenting the results of the brainstorming session • Objective: To knit together ideas from the brainstorming session, get feedback, and create tangible results	• Innovation must stay human-centred, inclusive, and culture-based.	• Jonathan highlighted the gap between policy and practice. Policymakers often lag the creative sector, and investors still struggle to understand its diversity. This creates financing barriers and widens the gap between tech-savvy and traditional creatives. He called for stronger dialogue among creators, innovators, and

		• Close the gap between policy and practice by improving dialogue. • Protect, understand, and monetize creative IPs. • Draw innovation from local wisdom by supporting youth and community development. • Prioritise ethics, literacy, and responsible AI • Ethics, equity, and gender are overlooked. • Declining cultural literacy, attention economy, and resource gaps are challenges • Cultural education,	policymakers, built on a shared understanding of creative IPs and how to safeguard and monetize them. • Dr. Piti described innovation as a bridge linking imagination, transformation, and sustainability where local wisdom inspires ideas that can transform communities and generate livelihoods. • Tara emphasized that innovation should draw from traditional knowledge and values, and that youth empowerment and education for outside-the-box thinking are vital. She also reminded us that innovation isn't only for profit; it can also advance social and cultural goals. • Aras stressed literacy and ethics as the foundation of innovation. Governments and educators must help creatives understand technology's role without losing sight of culture. He warned that AI should enhance, not replace or become an instant fix to skip the long creative process, human creativity. • When examining the Forum's keywords, participants noted the dominance of digital buzzwords like NFTs and the Metaverse, but a lack of focus on ethics, equity, and gender. They urged ASEAN to prioritise responsible, ethical AI use, AI literacy, and awareness of AI's environmental footprint. • On challenges, everyone agreed on the need to rebuild art and cultural literacy, especially among youth, and to combat the attention economy that rewards quick, repetitive content over originality. They also noted resource divides, digital fatigue, and the difficulty of cross-sector and cross-country collaboration within ASEAN. • Looking forward, the group identified key needs: Cultural literacy and education (Jonathan)
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		digital wellbeing, stronger data/IP protection, and human-led creative platforms are needed. • Collaboration ideas: cross-cultural films, festivals, and workshops.	- Digital wellbeing and balance (Dr. Piti) - Protection of cultural and creative data rights, plus stronger regulation of tech companies (Tara) - Platforms for showcasing work, knowledge exchange, and human-led creativity (Aras) • Finally, tangible collaboration ideas include a cross-cultural film and/or cultural festivals, workshops, etc basically events that foster human-centred innovation and promotes human connection, and knowledge sharing that preserves cultural diversity, uses tech for good, and promotes wellbeing. • In essence, ASEAN's creative future depends on bridging policy and practice, empowering youth, and ensuring technology serves humanity — not the other way around.
Summary & Wrap Up (11.50 – 12.05)	• Description: Summary and wrap up session to highlight key takeaways in the discussion • Objective: Summarizing the direction of ASEAN Korea future collaboration on innovative arts and culture from the results of the discussion	• Closing remarks and follow up actions	• Discuss the 2026 plan within the context of working in the creative industry and AI, covering policy and IP protection in the absence of the skills in the creative industry. • To finalise the report and disseminate it to the expert to further the collaboration.

Brainstorming Synthesis

from Strategic Mapping Board

People & Roles	Innovation	Keywords from the Forum	Needs & expectations	Challenges	Areas of Collaboration	Tangible Initiatives
1. KOFICE 2. AF is well positioned to help homegrown ideas grow. 3. Policymakers 4. CCI stakeholders (practitioners)	1. Innovation should address the gap between policy and practice 2. Innovation should incorporated a two-speed industry: tech-savvy vs. traditional creatives with limited access to digital tools. 3. Innovation should be the shared understanding of creative IPs for safeguarding and monetization. 4. Innovation bridges imagination, real-world transformation, and sustainable livelihoods. 5. Innovation incorporates local wisdom (traditional knowledge, skills, and values) fuels ideas that solve problems and create economic opportunities. 6. Innovation should serve both commercial and	1. NFT / Non-Fungible Token 2. Metaverse 3. Human connection / people-to-people value 4. Ethics 5. Ethical use 6. Equity 7. Gender 8. Resource divides 9. Policy 10. Responsible AI 11. Ethical AI 12. AI literacy 13. AI as job transformer (not destroyer) 14. Opportunities (jobs) 15. Human-centred creativity 16. Human behaviour & culture 17. Cultural context / local needs 18. AI enhancement (not replacement) 19. AI risks / minimising risk	1. Promoting cultural literacy. 2. Strengthening digital wellbeing and digital balance. 3. Addressing cultural literacy gaps by protecting cultural/creative data rights; regulating tech companies; managing environmental impacts. 4. Creating platforms to showcase creative work (e.g., cross-cultural film festival); support knowledge transfer; prioritize human-led critical thinking and problem-solving.	1. Major literacy gap in understanding art; need stronger arts education. 2. Concern that AI encourages shortcut thinking and undermines creative process. 3. Must distinguish AI-generated vs. human-created art 4. Shorter youth attention spans reduce depth, originality, and artistic value. 5. Attention economy limits innovation & encourages repetition, franchises, and echo chambers. 6. AI often labelled “innovative” even when ideas are not (Things should be labelled as innovative based on the idea, not the technology) 7. Technological shortcuts reduce critical thinking; AI as a “quick fix”	1. Highlighting cultural concepts like <i>Saunoi</i> . Arts, culture, and artists should remain central; AI and robotics serve only as assistants. Emphasizing expansion of focus beyond digital arts in future projects. 2. A cross-cultural film festival plus seminars/talk shows to connect artists, showcase work, and foster collaboration. 3. Education programmes (awareness raising/capacity building) are key. Stressed resource access and resource transfer. 4. Regional creative festivals (poetry, film, etc.) to amplify ASEAN’s voice and showcase identity globally.	1. ASEAN Korea Creative Future Lab: Human-centred innovation lab; preserves creativity and diversity; uses tech for repetitive/dangerous tasks; promotes wellbeing. 2. Cross-cultural film festival, seminars, and talk shows to showcase work, connect artists, and foster collaboration. 3. Programmes focusing on resource access and transfer , supporting homegrown ideas, education-oriented projects such as capacity building and awareness raising, and regional creative festivals and forums to amplify ASEAN’s voice and showcase identity

	non-commercial cultural goals. 7. Ethical digital literacy is key to innovation. 8. Cultural heritage must be preserved as part of creative innovation.	20. Environmental impact of AI 21. Carbon footprint (digital technologies, streaming)		weakens creative sharpness. 8. Risks of cultural appropriation and misrepresentation, especially for rural communities. 9. Resource disparities widen creative inequities 10. Rigid mindsets, conflicting stakeholders, and cross-sector/cross-country complexity. 11. AI and digital fatigue are rising issues. 12. Declining youth interest in arts and culture; cultural literacy is falling. 13. Need creative education and cultural relevance for youth (e.g., film literacy). 14. Lack of exploration on how culture and arts can address practical issues using sustainable, culturally rooted approaches.		
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Summary

Key insights from the follow up meeting are as follows:

- Innovation should bridge policy and practice, serve both tech-savvy and traditional creatives, and integrate local wisdom. It should focus on human-centred creativity, sustainable livelihoods, cultural preservation, and ethical digital literacy. AI should assist, not replace, human creativity.
- Participants noted many of the keywords from the Forum are technocratic; *NFT, Metaverse, responsible AI, AI literacy*, but lack human-centred keywords. Additional keywords proposed include *human connection, ethics, equity, gender, resource divides, policy, job transformation, environmental impact, carbon footprint, and cultural context*.
- There is a need to promote:
 - Cultural literacy, digital wellbeing, and creative education
 - Protection of cultural/creative data rights, regulation of tech companies, and manage environmental impacts.
 - More platforms for showcasing work, cross-cultural exchange, knowledge transfer, and human-led problem solving.
- The biggest challenges in the creative sector in the AI Age is the literacy gaps in understanding art and culture; there is a propensity to use AI as shortcuts which reduces critical thinking and shortens the attention economy, therefore limiting originality. Other challenges include:
 - Declining youth engagement
 - Resource disparities
 - Digital fatigue
 - Cross-sector/country collaboration complexity
 - Risks of cultural appropriation and misrepresentation
- Some potential areas of collaboration include:
 - Cross-cultural festivals (film, poetry), seminars, and talk shows to connect artists and foster collaboration
 - Education programs, capacity building (resource transfer and support for homegrown creative ideas), and awareness-raising initiatives
- Some tangible initiatives mentioned include:
 - ASEAN Korea Creative Future Lab: human-centred innovation, tech for repetitive/dangerous work, and promoting wellbeing,
 - Regional creative festivals and forums to amplify ASEAN's voice and showcase identity globally
 - Platforms and events to connect artists, promote knowledge exchange, and balance human and AI creativity