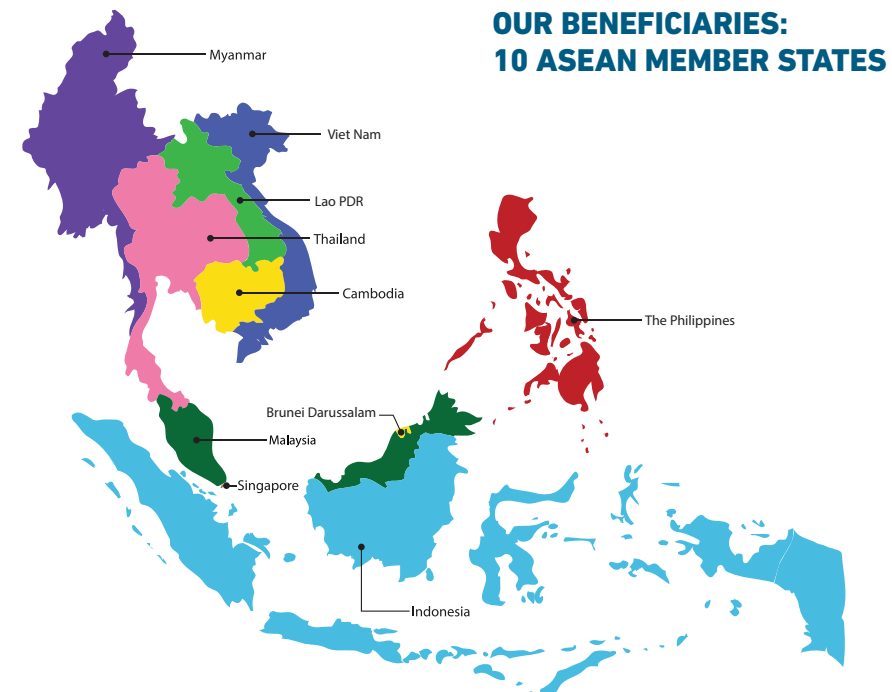




## WHO WE ARE

The ASEAN Foundation is an organisation from and for the people of ASEAN. As one of ASEAN's bodies, we are mandated to support ASEAN mainly in promoting awareness, identity, interaction, and development of the people of ASEAN. Our vision is to build a cohesive and prosperous ASEAN Community. Our mission is to commit to promoting ASEAN awareness through people-to-people interaction, and collaboration with ASEAN stakeholders to build a caring, cohesive, equitable, and peaceful ASEAN Community.



## OUR BENEFICIARIES: 10 ASEAN MEMBER STATES

PROFILE 2019



THINK.  
FEEL.  
BE ASEAN.



## WHY WE EXIST

Decades after ASEAN was established, ASEAN leaders recognised that there remained inadequate shared prosperity, ASEAN awareness, and contact among the people of ASEAN. It was because of this concern that ASEAN leaders established the ASEAN Foundation during the ASEAN 30<sup>th</sup> Anniversary Commemorative Summit in Kuala Lumpur Malaysia on 15 December 1997. Since then, the ASEAN Foundation has been taking pivotal role to fulfil these gaps. We unite people. And we help to develop them. We are a strategic instrument to achieve ASEAN's goal.

## HOW WE WORK

The ASEAN Foundation serves the people of ASEAN. We aim to promote ASEAN Awareness to build a caring, cohesive, equitable, and peaceful ASEAN Community. To do this, we collaborate with strategic partners to develop and implement initiatives that provide people-to-people interaction in the 10 ASEAN Member States. From 2014 to May 2019, we have empowered 7,742 beneficiaries. These initiatives come under 4 themes:

- Education
- Arts and Culture
- Media
- Community Building



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# WHAT WE DO

## The ASEAN Foundation programmes

### MEDIA

Helping members of the media understand ASEAN better so that they can showcase the real stories of the real people of ASEAN.

### ASEAN Youth Video Contest (AYVC)

AYVC is one of the initiatives to address the gap and encourage the youth to be more enthusiastic towards ASEAN and support the ASEAN Community. Through the medium of video, various topics will be selected as a theme for the competition in each year to engage young people across the region.

### ASEAN Youth Social Journalism (AYSJ)

Through AYSJ, talented youth in the region will have an opportunity to make a positive contribution to the community by producing content, news and information on certain topics based on their observations, research, or any other means. The selected participants will get the chance to join a four-day social journalism workshop where they will develop and implement a social awareness campaign in their respective countries.

### ASEAN Data Science Explorer (ADSE)

ADSE is an annual tri-sector initiative involving stakeholders from the public, private, and plural sectors to engage and prepare today's youth for tomorrow's world. It targets tertiary students across all 10 ASEAN Member States to harness the power of data, gain insights by leveraging the SAP Analytics Cloud, and deliver recommendations to relevant ASEAN bodies. Started in 2017 by the ASEAN Foundation and SAP, the initiative supports the ASEAN ICT Masterplan 2020, ASEAN Socio-Cultural Blueprint 2025, and the UN Sustainable Development Goals 2030.

### ASEAN Foundation Model ASEAN Meeting (AFMAM)

AFMAM is an initiative by the ASEAN Foundation to target university and high school students to understand diplomacy and how decision-makers of ASEAN Member States address regional issues at the ASEAN Summit and other regional ASEAN meetings. During simulation sessions, students play the role of country leaders and are required to come up with proposals and recommendations to discuss in simulation meetings.

### EDUCATION

Capacity building for ASEAN citizens, especially youth and students, with the skills and knowledge to be highly competitive and to advance ASEAN's socio-economic growth.

### ASEAN Science and Technology (S&T) Fellowship

Organised with support from USAID and ASEAN COSTI, the ASEAN S&T Fellowship offers unique and exciting career opportunities. It enables early- and mid-career scientists who are citizens and residents of ASEAN Member States to contribute their knowledge and analytical skills to their national governments. Fellows will be embedded within national-level ministries for a year to encourage policy makers to use more science-based approaches in their policy- and decision-making.

### Scholarship

Since its establishment, the ASEAN Foundation has been providing scholarship grants for ASEAN youth. A number of joint scholarship programmes have been accomplished involving reputable universities and corporate foundations in ASEAN as well as some other ASEAN associated entities. The scholarship programme illustrates the regional cooperation process, at the same time, promoting the "we" feeling of ASEAN.

### ASEAN Digital Innovation Programme (ADIP)

ADIP is a partnership programme between Microsoft and the ASEAN Foundation that aims to reach 46,000 underserved youths across the region and equip them with digital skills to enable them to thrive in the fourth industrial revolution. To achieve this objective, 13 capacity building workshops will be delivered to over 500 educators in collaboration with local partners and by harnessing a specifically developed learning module. As part of the key implementation of the programme, a regional blog-making competition targeting ASEAN youth will take place.

### COMMUNITY BUILDING

Strengthening the relationships between ASEAN citizens, advancing their common interests, and getting them involved and benefiting from ASEAN's integration.

### S Rajaratnam Endowment - ASEAN Community Forum (SRE - ACF)

SRE - ACF is a programme by Temasek Foundation Connects and the ASEAN Foundation that aims to forge people-to-people engagement and alliances on solutions to key issues, contributing to the further development of ASEAN. The series offers a platform for a two-fold purpose: knowledge sharing and strategic planning.

### ASEAN Famers Organisation Support Programme (AFOSP)

AFOSP is a European Union and International Fund for Agricultural Development grant for a multi-stakeholder project which aims to improve the livelihoods and food security situation of smallholder farmers and rural producers in ASEAN countries. The role of the ASEAN Foundation in AFOSP focuses on promoting policy dialogues and interactions between farmers and rural organisations and ASEAN institutions.

### ASEAN Leaders Programme

Implemented in partnership with Common Purpose, ASEAN Leaders Programme aims to accommodate leaders in the region to build strong connections, share knowledge, and develop the cultural intelligence to help them realise the immense potential of the newly-formed ASEAN Community. The participants on the ASEAN Leaders Programme are gathered from different sectors and backgrounds across the region; they will go through an open selection process before being offered a place.

### Social Entrepreneurship

By partnering with UnLtd Indonesia and the Singapore International Foundation as well as the Youth Volunteering Innovation Challenge and with United Nations Volunteers, the ASEAN Foundation promotes social entrepreneurship and fosters collaboration through the ASEAN Social Entrepreneurship Conference by bringing social entrepreneurs, related organisations, government, and academia together.

Another stand-out initiative is Social Sabbatical, which is a joint programme with SAP. It aims to build the capacity of innovative social enterprises across ASEAN countries. In this endeavor, SAP assigns high performing employees from various offices across America, Europe, and Asia to support social impact intermediaries in the region through a series of mentoring and pro-bono consulting sessions up to one month. The ASEAN Foundation helps increase the visibility of the programme by promoting the success stories.

### eMpowering Youths Across ASEAN (EYAA)

The EYAA programme is a partnership initiative between Maybank Foundation and the ASEAN Foundation that aims to alleviate poverty and improve the social and economic well-being of ASEAN communities through youth volunteerism and social innovation. The programme targets youth between the ages of 19 to 35 from all 10 ASEAN Member States to be change-makers by providing them a platform to learn, contribute, and advocate solutions to social and economic issues and to develop and implement community projects in collaboration with local partners.