



ASEAN FOUNDATION

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Organisation Profile

Think, Feel and #BeASEAN



Dr. Piti Srisangnam
Executive Director
ASEAN Foundation

“Through this profile, we want to showcase the ASEAN Foundation’s efforts to raise ASEAN awareness and, more importantly, empower youth by building their confidence and strengthening their 21st century skills.”

Who We Are

The ASEAN Foundation is an organisation from and for the people of ASEAN. As an ASEAN entity, we are mandated to support ASEAN mainly in promoting awareness, identity, interaction, and development of the people of ASEAN. We strive to provide the best platform for youth to become effective change leader.

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 30th Anniversary Commemorative Summit in Kuala Lumpur Malaysia on 15 December 1997. Since then, we have 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 goals.



Vision

To build a cohesive and prosperous ASEAN Community.



Mission

To commit to promoting ASEAN awareness through people-to-people interaction and collaboration with ASEAN stakeholders to build a caring, cohesive, equitable, inclusive and peaceful ASEAN Community.



Art and Culture

Celebrating and preserving ASEAN’s diversity, but also uniting its people as one ASEAN, and instilling a pride in being a part of ASEAN.



Community Building

Strengthening the relationships between ASEAN citizens, advancing their common interests, and getting them involved with and benefitting from ASEAN’s integration.



Environment

Providing ASEAN people, especially youth, with upskilling and reskilling opportunities to become changemakers capable of tackling the region’s most pressing environmental issues.



Business Community Engagement

Strengthening participation and collaboration of business entities with their surrounding communities, in order to create mutually beneficial relationships that improve the social, economic, and environmental well-being of all stakeholders.



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.



Media

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

Empowering Youth with 21st Century Skills

Youth makes up approximately one-third of the ASEAN population, with a peak population of over 220 million expected by 2038. It is our belief that youth play a pivotal role in building a peaceful and prosperous ASEAN Community as leaders of tomorrow.

How We Empower Our Youth



Develop a stronger sense of empathy



Grow friendship & network



Improve technical capacities



Enhance leadership skills



Ignite the spirit of teamwork & collaboration



Build stronger resilience



KONNECT ASEAN

Providing platform for artists and art workers from ASEAN and Republic of Korea to showcase their work, and exchange knowledge and expertise.

KEY ACTIVITIES

- Art exhibition
- Community-based training and workshop

PARTNERS

- ASEAN-Korea Cooperation Fund &
- ASEAN Secretariat

Bridges to the Future: ASEAN Youth Employment

Building a more sustainable and secure economy post-pandemic by equipping youth with the necessary 21st century skills that enable them to (re)enter the workforce.

KEY ACTIVITIES

- Deep-dive research on skills demand
- Development of online job centre
- Job fair

PARTNERS

Google.org &
Plan International





We believe that the youth of today are the future of tomorrow. Hence our focus is on sustainable programmes that provide long term community and economic benefits which will contribute to the progress of communities where we operate especially ASEAN. It is indeed challenging – however our intention is to provide everyone with a fair chance to thrive in their respective fields in hopes of them giving back to society.”

Nora Manaf
Group Chief Human Capital Officer,
Maybank Group

eMpowering Youths Across ASEAN

Galvanising youth’s social volunteerism to empower local communities.

KEY ACTIVITIES

- Regional workshop on project management and social volunteering
- Implementation of community projects
- Community project showcase event

PARTNERS

Maybank Group & Maybank Foundation

ASEAN Cybersecurity Skilling Programme

Combating cybercrimes in ASEAN by raising awareness and building capacity on cybersecurity issues.

KEY ACTIVITIES

- Training on cybersecurity skills
- Focus Group Discussion on cybersecurity issues
- Development of e-learning platform

PARTNER

Microsoft



“

It is my belief that participating in the ASEAN DSE regional forum is a great opportunity for Thai children to learn skills outside the classroom in terms of communication, exchanging knowledge, sharing opinions which will enhance the skills of working as a team as well as other essential skills such as soft skills, which are 21st century skills that modern Thai children should have.”

General Prayut Chan-o-cha
Prime Minister and Minister of
Defense of the Kingdom of Thailand

ASEAN Data Science Explorers

Preparing youth for IR 4.0 by equipping them with data analytical skills and increasing their awareness about ASEAN and UN-SDGs.

KEY ACTIVITIES

- Data analytics competition
- Enablement session on data analytics

PARTNER

SAP



ASEAN Digital Literacy Programme

Combating misinformation and disinformation in ASEAN by equipping youth, teachers and government officials with media and information literacy skills.

KEY ACTIVITIES

- Training on digital literacy
- Awareness raising campaign
- Development of e-learning platform

PARTNER

Google.org





ASEAN Foundation Model ASEAN Meeting

Building greater awareness about ASEAN and its decision-making process among students through meeting simulation and role-playing.

KEY ACTIVITIES

- Simulation of ASEAN high-level meetings
- Training on public speaking and leadership skills
- Training of Trainers

PARTNER

ASEAN-China Cooperation Fund

“

ASEAN Foundation Model ASEAN Meeting (AFMAM) is a perfect platform to learn more about diplomacy, decision-making process and inter-governmental system in ASEAN. AFMAM also provides me with an invaluable opportunity to develop my professional and leadership skills.”

Siriphone Siriphongphanh

Delegate from Lao PDR,
4th AFMAM 2018



KEY ACTIVITIES

- Training on digital skills
- Tech4Good competition

PARTNER

Huawei



ASEAN Seeds for the Future

Developing ICT talent in ASEAN and promoting regional building and participation in the digital community.



ASEAN Young Climate Leaders Programme

Gathering young talents across the region to share and exchange ideas on sustainability, environment, and climate action-related issues to resolve the issues.

KEY ACTIVITIES

- Training on sustainability and environmental issues
- Climate action-based community projects

“

Needless to say, this programme has provided myself a new way and approach for sharpening the ideas and bringing it into reality by dozen of impact, specifically on creative problem solving approaches. It eases my job on mapping the social impact programme related to renewable energy implementation.”

Moh. Wahyu Syafi’ul Mubarak

Young changemaker from Indonesia

PARTNER

SAP, Common Purpose & GIZ



ASEAN-China Internship Programme

Empowering youth with future-ready skills and increasing their ASEAN awareness through mentorship and working experience at ASEAN Foundation.

KEY ACTIVITIES

- Training on project management, communication, HR and administration skills

PARTNER

ASEAN-China Cooperation Fund





ASEAN-Maybank Scholarship

Providing young, talented and deserving ASEAN nationals with full scholarships to pursue their undergraduate programme at a prestigious university outside their own countries, but within the ASEAN region.

KEY ACTIVITIES

- Selection of deserving students
- Internship placement

PARTNERS

Maybank Group, Maybank Foundation & ASEAN Secretariat

“

The ASEAN Youth Video Contest (AYVC) training taught me a lot about filmmaking, from directing sequences to connecting with viewers. I also enjoyed working with my new friends from ASEAN in this journey to promote renewable energy – we learn something new from each other every day, whether about our cultures or film techniques we love. It's an experience I'll always cherish!”

Deanne See

Finalist from Singapore, 5th AYVC 2019



ASEAN Youth Video Contest

Building stronger sense of ownership towards ASEAN through the means of video.

KEY ACTIVITIES

- Video competition
- Training on video production skills

PARTNER

USAID, ASEAN Secretariat & Cambodia's Ministry of Education, Youth and Sport



ASEAN Social Enterprise Development Programme

Increased the capacity of youth-led social enterprises in ASEAN to support the achievement of UN-SDGs.

KEY ACTIVITIES

- Capacity building on project management and social impact
- Mentorship
- Provision of access to seed grants and regional market

PARTNER

GIZ & SAP



“

The rations we have received through ASEAN CARES have been great for the children, because many of our students come from families who are daily wage earners and cannot spare that much money to keep buying food.”

Ratna Dewi

Center Manager for Children's Activity Centre of Yayasan Chow Kit



ASEAN COVID-19 Active and Robust Response

Strengthened the awareness and resilience of the marginalised and vulnerable communities in ASEAN affected by the COVID-19 pandemic.

KEY ACTIVITIES

- Distribution of essential food and health packages
- Awareness raising campaign on COVID-19 prevention

PARTNER

United Way Worldwide, 3M & Community Chest of Korea





ASEAN Digital Innovation Programme

Strengthened the digital skills of youth in ASEAN through comprehensive capacity building scheme.

KEY ACTIVITIES

- Training of Trainers' workshop
- Development of e-learning platform (www.futurereadyasean.org)

PARTNER

Microsoft & Empire Code

“

Before I joined this workshop, I only knew how to write but I knew nothing about publishing them. After this workshop, I was able to learn how to properly frame the published content online and how to analyse the audience who read and consume it. Besides, I realise the ASEAN Youth Social Journalism (AYSJ) is a good start for ASEAN as a region to invest in youth because we will take the lead of the future.”

Camille Joyce M. Lisay

First Winner from the Philippines, AYSJ 2019



ASEAN Youth Social Journalism

Empowered ASEAN youth to address the challenges of COVID-19 through social campaign.

KEY ACTIVITIES

- Competition
- Training on social journalism

PARTNER

USAID, Embassy of Ireland & ASEAN Secretariat



“

I found the ASEAN Social Enterprise Development Programme (ASEAN SEDP) to be a good opportunity to learn, especially during COVID where I was not able to meet as many likeminded entrepreneurs. It was an honor to represent Thailand. While it was tiring to join sessions after working hours, it was rewarding in the long term. It helped provide me with a support network who face similar challenges.”

Chitsuda Chinati

Dao Ethical Gifts,
Thailand

Awards



3G Excellence in Social Development & Philanthropy Award 2022



3G Championship Award in Capacity Building 2022



3G Championship Award in Capacity Building 2021



3G Championship Award in Social Responsibility 2021



Gold Award for the Best PR Campaign in Public Services 2018 by Marketing Magazine

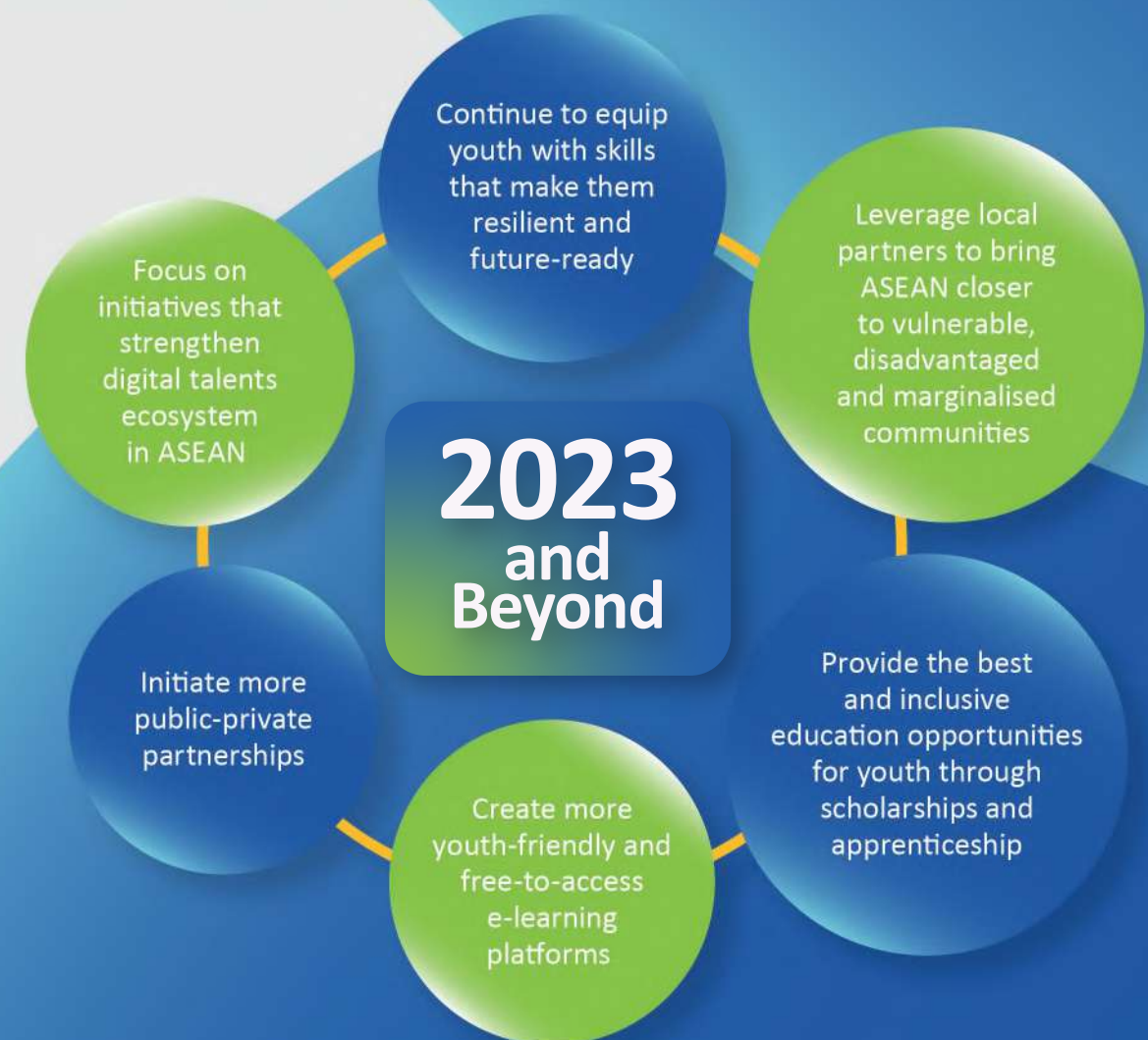


Bronze prize in PR Award ASIA 2018 for the Best Public Sector Campaign



142,533 youths
have been empowered in the last eight years

Our Partners



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