



ASEAN FOUNDATION

ASEAN Foundation in 2023 and Beyond:

Building Future Skills of ASEAN Youth and Instilling Stronger ASEAN Identity

Ilan Asqolani, Project Manager for the ASEAN Foundation – SAP Joint Initiatives

Our History, Vision, and Mission

www.aseanfoundation.org



ASEAN FOUNDATION



Our Vision

To build a cohesive and prosperous ASEAN Community.



Our Mission

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



Established on 15 December 1997 as an inter-governmental organisation and ASEAN body under the ASEAN Charter.



Has 10 ASEAN Ambassadors and Secretary-General of ASEAN as its Board of Trustees.

Our Mandate



ASEAN FOUNDATION

Increasing
people-to-people
interaction



Build greater
**ASEAN awareness
and identity**



Promoting
cultural
exchange

Providing
opportunities for
upskilling and
re-skilling



Improve **the lives of
ASEAN people,
especially youth**



Encouraging
collaboration and
networking

Our Way of Work



ASEAN FOUNDATION

Embrace and Build Pentahelix Partnership:

- **Government**
- **Private Sector**
- **Local Community/Youth**
- **Educational Institutions**
- **Media**

Engage and involve our programme alumni in our programmes

Embrace Inclusivity

Create programme champions

Our Partners for Pentahelix Partnerships



ASEAN FOUNDATION

Government



Corporations



Our Partners for Pentahelix Partnerships



ASEAN FOUNDATION

Dialogue Partners & International Donors Other Partners



USAID
FROM THE AMERICAN PEOPLE



Ambasáid na hÉireann
Embassy of Ireland

- **Academics:** higher education institutions, high schools, vocational schools, think tanks.
- **Youth Community/Local Organisation:** youth ambassadors, youth advisory groups, youth organizations.
- **Media**

Our Upskilling and Reskilling Programmes



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Education



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ASEAN Data Science Explorers

(ASEAN DSE)
Building the digital skills of students from tertiary universities and deepening their appreciation for ASEAN.



Key

Activities

- ASEANDSE is a regional data analytics competition targeting tertiary students across the 10 ASEAN Member States.
- By using SAP Analytics Cloud, the programme requires students to deliver data-driven, innovative, and feasible solutions to social and economic issues in ASEAN across the six UN SDGs: (1) Good Health and Well-being, (2) Quality Education, (3) Gender Equality, (4) Decent Work and Economic Growth, (5) Industry Innovation & Infrastructure, and (6) Sustainable Cities and Communities.
- Provision of enablement session, a set of data analytics training session using SAP Analytics Cloud targeting tertiary students and lecturers



Project Duration

2017 – Ongoing



Main Partners

- SAP



Community Building



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eMpowering Youths Across ASEAN

(EYAA) Empowering communities in ASEAN through community project and youth volunteerism.

Key Activities

- Engages talented youth aged 19 to 35 to develop and implement community projects that will deliver tangible long-term social and economic impact in selected community sites.
- Selected youth volunteers will be divided into groups based on topics they chose (Arts and Culture, Community Building, Education, Environment).
- Regional workshop on project management, social volunteering, and awareness-raising campaign.
- Implementation of community projects



Project Duration

2018 – On-going



Main Partners

- Maybank Group
- Maybank Foundation



Community Building

ASEAN Social Enterprise Development Programme (ASEAN SEDP) 2.0

Empowering early and growth-stage youth-led social enterprises to contribute to the achievement of UN-SDGs.

Key Activities

- The programme aims to sustain youth entrepreneurship through structured capacity building and mentoring programmes;
- To empower youth-led social enterprises across the ASEAN region through (1). Promoting productivity, technology and Innovation; (2). Increasing access to finance; (3). Enhancing market access and internationalisation; and (4). Promoting entrepreneurship and human capital development
- Capacity building on project management and social impact
- Provision of access to seed grants and regional market



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Project Duration

2023 - ongoing

Main Partners

- TikTok
- SAP



Education



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ASEAN Seeds for the Future (ASEAN STF)

Building and nurturing the digital talents of ASEAN.

Key Activities

- The programme seeks to develop local ICT talent, enhance knowledge transfer, encourage a greater understanding of the ICT sector, and promote regional building and participation in the digital community.
- The programme provides youth with the opportunity to gain work experience in Beijing and Huawei's headquarters in Shenzhen.
- ASEAN STF also seeks to address skill gaps in the region and promote inclusive education by providing youth from marginalised communities with more access to vocational training.



Project Duration

2022 – Ongoing



Main Partners

- Huawei
- Huawei ASEAN Academy



About Us: Our Communications



ASEAN FOUNDATION



437,526
followers



233,806



104,783



30,289



38,048



30,600

Social Media Profile: Our Audience



Academically
gifted



55% women



Students and
young
professionals
aged 18 – 24



Digitally savvy



Fluent in English






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Thank You

     ASEAN Foundation

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Think. Feel.
and
#BeASEAN.