



ASEAN FOUNDATION

# ANNUAL REPORT 2018







# TABLE OF CONTENTS

<b>About Us .....</b>	<b>4</b>
<b>Our Vision and Our Mission.....</b>	<b>5</b>
<b>Our Four Pillars .....</b>	<b>5</b>
<b>Message from the Leaders .....</b>	<b>6</b>
 <b>Community Building .....</b>	 <b>8</b>
ASEAN Farmers' Organisation Support Programme .....	10
eMpowering Youths Across ASEAN.....	23
Supporting Social Entrepreneurship .....	25
S Rajaratnam Endowment - ASEAN Community Forum Series .....	28
 <b>Education.....</b>	 <b>8</b>
ASEAN Foundation Model ASEAN Meeting .....	40
ASEAN Foundation Model ASEAN Meeting Training of Trainers.....	45
ASEAN Data Science Explorers .....	47
ASEAN Science and Technology Fellowship .....	55
 <b>Media .....</b>	 <b>62</b>
ASEAN Youth Video Contest .....	64
 <b>Celebrating Partnerships - Working Together .....</b>	 <b>67</b>
<b>Resource Management.....</b>	<b>72</b>
<b>Communications .....</b>	<b>75</b>
<b>Our Board of Trustees .....</b>	<b>80</b>
<b>Our Team .....</b>	<b>81</b>
<b>Audited Financial Report .....</b>	<b>82</b>

# ABOUT US

**D**ecades after ASEAN was established, ASEAN leaders recognised that there remained inadequate shared prosperity, ASEAN awareness and contact among 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 the formation of ASEAN in 1967, ASEAN has gone on a long journey to accelerate the economic growth, social progress and cultural development in the region. And the ASEAN Foundation has been an integral part of this mission for the last two decades.



## OUR VISION

To build a cohesive and prosperous ASEAN communities.



## OUR MISSION

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.



### **Arts 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 and benefiting from ASEAN's integration.

## OUR FOUR PILLARS



### **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.



# MESSAGE FROM THE LEADERS

**T**he year 2018 has been an exciting year for the ASEAN Foundation. Our successes this year went beyond achieving programmatic objectives as we have managed to step up our efforts to contribute in building a more resilient and innovative ASEAN Community, a goal that is the very heart of Singapore's 2018 ASEAN Chairmanship.

Under the Education pillar, we successfully co-organised the ASEAN Foundation Model ASEAN Meeting 2018 with donors, such as the Singapore-ASEAN Youth Fund, powered by the National Youth Council Singapore. Carrying the theme of "Resilient and Innovative," we transformed 159 youths into future leaders with a stronger sense of ownership towards ASEAN. Together with the ASEAN Secretariat and USAID, we selected 17 ASEAN scientists to continue promoting evidence-based policy making as the fellows of the ASEAN Science and Technology Fellowship Programme. Our joint programme with SAP, the ASEAN Data Science Explorers, managed to equip 3,712 students and lecturers with data analytics skill this year, compared to 917 in 2017.

Our Community Building pillar has never been more active. Our key partnership with Temasek Foundation Connects was continued with the organisation of the 3<sup>rd</sup> ASEAN Community Forum Series, forging stronger bonds among civil society organisations in the region. Through the ASEAN Farmers' Organisations Support Programme, we built the capacity of the regional farmer cooperatives' leadership and self-reliance. We also launched a new regional initiative with Maybank Group and Maybank Foundation called the eMpowering Youths Across ASEAN that places youth changemakers as the driving force in tackling poverty in disadvantaged communities in ASEAN.

By partnering with USAID PROGRESS in the implementation of the 4<sup>th</sup> ASEAN Youth Video Contest, we managed to encourage 10 talented aspiring video-makers to be more innovative in promoting diversity, peace and tolerance through video. As part of our continued effort to strengthen our organisational capacity, we conducted a blueprint workshop to kick start the process of digitalising all work processes in our organisation.

We are very proud of the work we did this year, but rest assured that we will always apply lessons learned to grow as an organisation and improve the way we develop and implement our programmes to continue bringing positive lasting impact to ASEAN citizens. Allow me to conclude my message by thanking our valuable partners and stakeholders for their continued trust and our staff for their commitment in realising our goals.

**Elaine Tan**

Director Executive of The ASEAN Foundation



It is my pleasure to present the ASEAN Foundation's 2018 Annual Report. This report chronicles the journey that the organisation took to realise its mandates, showcasing various programme activities under our four pillars as well as positive impact that our programmes brought about throughout the year. Overall, we worked hard to ensure that all our efforts are aligned with the theme of this year's ASEAN Chairmanship, "Resilient and Innovative."

The ASEAN Foundation Model ASEAN Meeting (AFMAM) continues to be our strongest platform in promoting ASEAN awareness and instilling the ASEAN identity among the youth. The role-playing method championed by AFMAM challenged our 159 young participants to enrich themselves with knowledge on ASEAN and about truly embodying the ASEAN spirit of amity and cooperation.

True to our commitment to bring about meaningful interaction among various ASEAN Stakeholders, we continued to support the ASEAN Farmers' Organisation Support Programme, ASEAN Community Forum and ASEAN Science and Technology Fellowship Programme, where we bridged the gap between farmer cooperatives, civil society organisations and scientists and their government counterparts.

Underscoring the importance of capacitating the youth, as our future leaders, with skills necessary to cope with new and emerging challenges through the ASEAN Data Science Explorers programme, I am proud to share that this year we managed to empower four times more students and lecturers (3,712) than in 2017 (917). The new eMpowering Youths Across ASEAN Programme will also be our main instrument to alleviate poverty in communities across the region through youth activism.

Internally, we organised a blueprint workshop by involving all our employees to identify how we can utilise the available information and technology tools to streamline our organisational processes. We view this workshop as an important milestone in achieving the strategic objective of the 3-year work plan (2018-2020), to strengthen our organisational capacity for efficiency and effectiveness.

Finally, I would like to thank the Board of Trustees and staff of the ASEAN Foundation for their passion and unwavering enthusiasm to ensure that the ASEAN Foundation achieves greater heights. I also wish to extend heartfelt appreciation to the ASEAN Dialogue Partners, partners in the private sector and the many dedicated institutions and individuals for their support for the ASEAN Foundation's initiatives.

#### **H.E. Elizabeth P. Buensuceso**

Permanent Representative of the Philippines to ASEAN  
(2018 Chair of the ASEAN Foundation Board of Trustees)





The 3rd S Rajaratnam Endowment:  
ASEAN Community Forum  
14-15 March 2018, Singapore

CULTURE  
& INFORMATION







The 3rd Rajaratnam Endowment:  
ASEAN Community Forum  
18-22 March 2018, Singapore

# CULTURE OF PEACE



## COMMUNITY BUILDING

The 3rd Rajaratnam Endowment:  
ASEAN Community Forum  
18-22 March 2018, Singapore

# Youth and Education

# ASEAN FARMERS' ORGANISATION SUPPORT PROGRAMME

## OUR COMMITMENT

To invest, uplift farming families, improve lives and attain social and economic progress working with ASEAN national agricultural cooperatives and its members.

## WHY IT MATTERS

Agriculture is a way of life in ASEAN. Eight out of 10 countries in ASEAN are agriculture-reliant, with a high proportion of practitioners, being smallholder farmers. The sector offers real opportunities. Improving and targeting smallholder farmer practitioners is the people-centred pathway to social and economic progress that will transform the agricultural landscape and promote rural development. Through the ASEAN Farmers' Organisations Support Programme (AFOSP), we work towards this with the goal of achieving a resilient and inclusive ASEAN, integrated with the global economy.

## WHAT WE ARE DOING

### Dialogue with Stakeholders

We pay special attention to building relations and we are the bridge that connects. The focus is to promote policy dialogues and interaction between farmer organisations and ASEAN level institutions and ensure engagement of all levels in the spirit of partnership and pragmatism, aligning local, international groups and governments to ensure community buy-ins and for projects to reach scale. We do all this to improve livelihoods through more responsible and inclusive value chain working with cooperatives.

### Leveraging Farmers' Cooperatives

The objective is to enhance participation of ASEAN agricultural cooperatives in the agricultural global value chains, understand the enabling and inhibiting factors to achieve positive results from smallholder inclusion in large agricultural value chains. The issue of regional standards on food produce (e.g. organic produce, Good Agricultural Practices), value chain participation, income generation and business expansion are among the issues we address.

### Understanding the Gender Perspectives

The ASEAN Foundation set a target to have at least 40 percent of women out of total registered participants. This is recognising that women play a crucial role within the smallholder system and the agricultural labour force. It is also a recognition that producers and operations that are inclusive will become industry leaders or maintain a market share.

Working towards this, the ASEAN Foundation delivered four regional activities together with Asian Farmers Association for Sustainable Rural Development (AFA) and La Via Campesina



## **ABOUT ASEAN FARMERS' ORGANISATIONS SUPPORT PROGRAMME**

**The ASEAN Foundation through the ASEAN Farmers' Organisations Support Programme aims to improve the livelihoods and food security of smallholder farmers and rural producers in ASEAN member countries. This programme assists farmers' organisations in improving their services to members, especially their entrepreneurial capacities and value chain participation.**

**With support from the European Union (EU) and International Fund for Agricultural Development (IFAD), the role of ASEAN Foundation is to promote policy dialogue and interactions between farmers and rural organisations with the ASEAN level institutions, such as the ASEAN Ministers Meeting on Agriculture and Forestry and ASEAN Ministers Meeting on Rural Development and Poverty Eradication.**

(LVC), engaging farmer organisations and cooperatives to overcome limitations faced by farmer and promote collaboration.

These events are opportunities for information exchange, a 360-degree view of industry best practices, in-depth discussions and creative solutions. Findings in the workshops and exchange events formed the basis of an operation plan with key activities and priorities to be implemented in the next phase of AFOSP.



## The 7<sup>th</sup> ASEAN Cooperative Business Forum: The ASEAN Coffee Corner and Regional Consultation for the development of ASEAN Roadmap for Agricultural Cooperatives

**163**

participants  
engaged through  
the business forum

**46%**

of the participants  
were women

### THE STRATEGIC ENGAGEMENT

We partnered with Philippines Coffee Board, a private sector-led group and the Sustainable Coffee Platform Indonesia (SCOPI), a non-profit organisation with multi-stakeholders from the public and private sector, including farmer organisations, to organise the event in the Philippines.

Carefully arranged by the Cooperative Development Authority of the Philippines, the national Focal Point of the Philippines, it brought together 110 regional and international participants.

Among those who joined us for the forum from the region are representatives of National Implementing Agencies (NIAs) and the ASEAN Sectoral Working Group on Agricultural Cooperatives (ASWGAC).

We supported the thematic discussion on cross-border collaboration to promote ASEAN coffee through a coffee exhibition on the first day.

### THE COLLECTIVE IMPACT

In consultation with SCOPI, we presented a visual simulation on collective coffee production, marketing and branding. It showed how coffee was produced and processed in different geographic areas of ASEAN.

The event provided insights to NIAs on future need of collective marketing using the agricultural cooperatives business model and an understanding of the preference and standards demanded by exporters and importers.

### VALUE TO COUNTRY, COMMUNITY AND BUSINESS

It was also an opportunity for governments and cooperatives to have an understanding about their own coffee quality and to firmly anchor coffee farmers in the value chain at the national level.

The side event created a room for informal discussion on how to improve production, marketing at the national level and the desired outcome.

## ASEAN Learning Series on Quality Management along Agri-Value-Chain

### ASEAN LEARNING SERIES

The ASEAN Learning Series helps to equip smallholder farmers with the knowledge to plan, implement, advance, scale their production, processing and marketing activities through the cross-sectoral collaboration between cooperatives, experts, university partners, together with the engagement of the government and the private sectors.

### CONTINUING FROM THE LEARNING ROUTE OF AGRICULTURAL COOPERATIVES

Peer to peer learning has a huge potential to ideate collective solutions for smallholder enterprise. The ASEAN Learning Series we started was one of the first learning activity of its kind focus on quality management of agricultural cooperatives along the agriculture-value chain.

It was the starting point for dialogue interactions between ASEAN member countries and its national stakeholders involved in cooperative development at policy and implementation level including farmer organisations.

This year, the Learning Series was held to coincide with Thai Food Expo (Thaifex) in Bangkok, Thailand. Considered to be the biggest food show in Asia, this is where people in the industry from all over the world come to find out on the latest food innovation which we want our participants to benefit from.

Present for our event was a very diverse line-up of organisations and participants. Among them were representatives of the ASWGAC of Thailand and Malaysia, the ASEAN Centre for the Development of Agricultural Cooperatives Secretariat (ACEDAC), the private sector and development agencies.



**86**

participants  
engaged through  
ASEAN Learning  
Series



**44%**

of the participants  
were women

The event exposed participants, mainly representatives of cooperatives, to the supply-chain management and offered opportunities for them to learn about business planning, commercialisation of agricultural products, marketing strategies, public-private partnerships from experts and exhibitors at the Thaifex.

The knowledge expert partners include the teams from Agriculture Certification Thailand Organic, AFOSP-Farmer Fighting Poverty, Agriterro, EU Mission to ASEAN, Greenliving Camp, IFAD, Silpakorn University, SCOPI, the Swiss Agency for Development and Cooperation, and Queen Tomato Community Enterprise. A total of 86 participants, 38 women and 48 men, from Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Viet Nam and Thailand attended the event.

### **Empowering Farmers with Knowledge and Techniques**

For our participants what they gained was promising. The event provided them with case studies of agricultural innovations, creative solutions and resources to assist smallholder farmers they work with.

Emalyn C Legal, a representative from Pambansang Kilusan ng mga Samahang Magsasaka from the Philippines, definitely sees the benefit that the lessons can offer for members of the confederation of farmers she serves, particularly the rural communities in the outlying provinces of Mindanao where organic heirloom rice farming is practised by indigenous communities. The farmers produce has yet to enter the market. She sees the opportunity for further engagement following the field visit to the rice farmers community project in Nakhon Pathom on the outskirts of Bangkok.

For Him Noeun, the representative of Farmer and Nature Net Association (FNN) from Cambodia, he intends to share the practice of the farming community of Nakhon Pathom to several of the organised rice farmers FNN supports. The farmer groups are village-based associations and networks. The knowledge would be applicable to the rice farmers cooperatives of Cambodia in carrying their tasks of promoting mutual help, community learning and self-transformation. Of interest to the participants who attended the Learning







Series are linking the product of their farming community to the market, adding value and improving the capacity of their members in areas of processing, packaging and branding.

The representative of the Cooperative Promotion Department of Thailand, Panuwat Na Nakornpanom foresees the setting up of a network among participants where information exchange can take place.

Equally, the knowledge on food certification such as “organic produce” and geographical indication or GI brings up to date the continuous increasing expectations of consumers. It caught the attention of the farmer organisation (FO) representatives of the importance to undertake marketing in a customer-oriented fashion through collaboration, networking and fund-raising.

Among other resolution adopted by the small-scale producers and FOs were further learning on fishery products, horticulture produce and its added value. Of common interest among them too are coconut products, processed palm juice, organic rice noodles and tea due to resource availability and the demand within the participants’ home countries.

### **Technology and Innovative Greenhouse Solution**

The site visit to the farming community in Nakhon Pathom Province also included a call on Silpakorn University where our participants had an interactive session on the solar dryer dome. Prof. Serm Janjai, credited as the creator of the dome and faculty member of a university partner, was there to share about the methods of solar drying and how it will enable farmers to dry their agricultural products such as bananas, tomatoes, chilli, cocoa, coffee, herbs as well as fisheries products under more hygienic condition.

The dome works like a greenhouse using trapped heat. The solar-powered dryer shortens the drying process and protects the produce from the elements, preventing spoilage and enable higher production. Much of the drying by smallholder farmers is still done in the open air, often on the ground, large amount is eaten by pests like rodent and insect, while rain and wind can ruin crops.

The solar dryer provides a promising alternative, in terms of reducing post-harvest losses and greater efficiency. Fourteen of our representatives believe the technology can be the solution to maintain quality of the products while adding value to the commodity.

However, for smallholder farmers the cost can be a limiting factor and can be a barrier to widespread application.

Financial support from governments and donor investments were recommended for the technology. They agreed that such technology is able to meet the requirement of food safety certification of agri-produce such as rice, customers' expectation, as well as contributing to the smallholder farming viability.

They also discussed and sought advice for more practical and affordable dryer installation for near future implementation at the national level.

We view this as a development opportunity and expect for the recommendation to be initiated by the Medium Term Cooperation Programme 2.

The opportunity to produce high quality marketable products appears to be a chance to improve the economic situation of the farmers.

At the Ma Chalouy Queen Tomato Community Enterprise, our participants saw the innovative processing technology of turning cherry tomatoes into various products.

### **Medium Term Cooperation Programme 2 (MTCP 2)**

The MTCP 2 focuses on engaging Farmers' organisations within the wider ASEAN environment with its key outcome to:

1. Strengthen the roles and functions of Farmer's organisation, both in servicing members for engaging in policy development and dialogue across regional, sub-regional and national levels.
2. Promote and advocate for the interests of smallholder farmers, particularly through addressing concerns within the policy process.
3. Provide effective pro-poor services within ASEAN's FOs.

# ASEAN Road Map to Enhance the Role of Agricultural Cooperatives in the Agricultural Value Chain

## WORKING WITH ASWGAC

The ASEAN Roadmap for enhancing the Role of Agricultural Cooperative in the Global Chain 2018 – 2025 was approved by Ad Referendum on 4 June 2018 by the focal points of the ASWGAC.

The consultation was held during the earlier part of year during the 7<sup>th</sup> ASEAN Cooperative Business Forum in the Philippines. It provided inputs into the “Roadmap” towards the next steps to be taken.

The event coincided with the 25<sup>th</sup> Meeting of the ACEDAC and the 20<sup>th</sup> Meeting of the ASWGAC from 23 to 26 July 2018 in Langkawi, Malaysia.

It was attended by representatives from Cambodia, Indonesia, Malaysia, Myanmar, Philippines, Thailand, Viet Nam and the ASEAN Secretariat. Also present are representatives of the Strengthening Capacity Building Agriculture Sector in ASEAN Countries Project – Phase 3.

In attendance too were members of Partner Universities under the Human Resource Development in Food-related Areas within the ASEAN region – Phase 2, ACEDAC.

AFOSP was represented by the ASEAN Foundation and AFA.

The Objectives of the “Roadmap” are to:

1. Provide guidance for enhancing, participation of ASEAN agricultural cooperatives in the agricultural global value chains.
2. Advance the implementation of Strategic Thrusts 2 which will enhance trade facilitation, economic integration and market access and Strategic Thrust 5 which aims to assist resource constrained smallholder farmers, producers as well as SMEs to improve productivity, technology and product quality.

This is with the objective to meet global market standards and increase competitiveness in line with the ASEAN Policy Blueprint on SME development of the ASEAN Cooperation in Food, Agriculture and Forestry 2016 – 2025 FAF 2025.

3. Serve as a framework to harmonise agricultural cooperatives’ legal structures and institutional arrangements within and among ASEAN member countries and share best practices.



## **“ASEAN ROADMAP” BASIS FOR LEGAL INSTRUMENT**

The document was endorsed by the 40<sup>th</sup> ASEAN Ministerial meeting on Agriculture and Forestry in Viet Nam in October 2018. With the approval, 2019 onwards will put into effect the “Roadmap” and its implementation.

For the ASWGAC, representatives agreed the “Roadmap” will be the reference to harmonise the agricultural cooperatives legal frameworks and institutional arrangements within ASEAN Member States.



Participants observed the processing oriented quality at the Queens Tomato Farm in Nakhon Pathom, Thailand.

# ASEAN Exchange Visit: Strengthening the Role of Agricultural Cooperatives in the Coconut Value Chain Management and Job Creations in Rural Areas

## WHY IT MATTERS

Identified as one of the most important agricultural crops in the region, a multitude of opportunities are emerging in this sector that will bring positive effects in local economies and livelihood around the region.

ASEAN represent 46% of the world's total coconut production with Indonesia and the Philippines as the two leading producers from the region. But although globally, demand for coconut is growing, its production in the region is declining and behind in reaching its full potential.

Challenges such as fluctuating prices, lack of incentive for farmers, an aging skilled force in the agricultural sector, production development, gaps in knowledge and technology, adoption of certification to meet international standards are chiefly among them.

## WHAT WE ARE DOING

With the theme “Strengthening the Role of Agricultural Cooperatives in the Coconut Value Chain Management and Job Creations in Rural Areas,” an exchange visit programme brought together 130 participants, which includes representatives of national implementing agencies, cooperatives of smallholder farmers, farmer managers, industry consultants, university partners, financial institutions and the private sector from the region and the Pacific from 24 to 25 October, 2018 in Purworejo, Jogjakarta, Indonesia.

Organised by the ASEAN Foundation, the event is part of the EU-IFAD funded AFOSP that serves to improve the livelihood and food security situation of smallholder farmers and rural producers in ASEAN countries.

Our participants had the opportunity to have an all-rounded view of the trends, opportunities, constraints and challenges that the stakeholder and coconut industry face.

The event is also a part of our “Learning Series,” the platform for knowledge exchange and information sharing among our participants.



The objectives of our event are to:

1. Help the delegates understand the ASEAN future challenges of coconut production and its value chain.
2. Promote open discussions of key issues and challenges in coconut value chain in tackling the uneven pace of economic development across ASEAN.
3. Support the implementation of ASEAN Roadmap on Agricultural Cooperatives on Capacity Building.

Moderated by Ms. Yacinta Esti, Project Manager, AFOSP, it underlined our core belief of collaboration and collective action. It showcased the coconut production and marketing from Indonesia, Fiji, Thailand and the Philippines.

### **THE KNOWLEDGE-RICH PLATFORM**

Through a series of 4 panel discussions and site visits our participants were encouraged to enhance their coconut productions as well as its processing, marketing opportunities and improving women participation along the coconut value chain.

The site visits included a call to the Women's Srikandi Cooperative and eco-tourism site at Nglanggeran Village at Gunung Api Purba. For Bounyouang Oudomephone, from the Lao Farmers Network of the Lao PDR, participating in the exchange was a new experience and inspiring. With insights from the visit, she hopes to use the coconut in some products of the farmers in her home country.

Salvador V Valeroso of the Cooperative Development Authority of the Calamba Extension Office in the Philippines believes the information sharing will help the agricultural cooperatives and develop the coconut industry.

### **SYNERGY BETWEEN GOVERNMENT, COOPERATIVES, COMPANIES AND FINANCIAL INSTITUTIONS**

Nel Sophap, Chairman of the Federation of Cambodian Farmer Organisation of Development said he learned of "key factors for success of business operation" and valued the sharing on how to develop business plan for coconut value chain, access finance, manage and lead cooperative. It also clarified on how government and other stakeholders is able support farmers in the value chain.

In relation to that, one of the strategies for a successful growing economy in ASEAN is empowering agricultural cooperatives to deal with their challenges and enhance their roles in the agricultural global value chains and how they could play a bigger role in the coconut industry.

Destry Anna Sari of ACEDAC opines it would require for governments to "engage and collaborate" with farmer organisations and the private sector, describing it as the "solid partnership that will benefit farmers and cooperatives in ASEAN."



“

We really hope that this programme could narrow the gap between government, farmers' organisation, private sector, and especially agricultural cooperatives to seize this opportunity and to increase its participation in the global value chain.

~ Destry Anna Sari, ACEDAC ”

### AGE OF INNOVATION AND E-COMMERCE

During the visit to the Nglanggeran Village at Gunung Api Purba, our participants encountered how eco-tourism becomes part of the upstream and downstream process of the coconut industry, the opportunities of access to financial assistance and linkages to market that are available. They also gained insights of the use of the solar dryer that can generate more earnings for farmers within shorter period of time and increased market competitiveness.

Our participants also had a wealth of resource on the engagement of millennials in agricultural e-commerce. Presented by the Muhammad Fadlan Rifki of Tokopedia, the session showcased an online portal where merchant farmers can “Buy, Pay, Book, Apply, Sell” their products and services. He described it as the democratizing “digital ecosystem” enabled through cooperation and partnership with the Indonesian government and small and medium enterprises.

On value add and the sustainability component in business, the experience of Martha Tilaar cosmetic company working with women and farmers, in partnership with the government are among the key factor of its success. The company is also the first company in the industry in Indonesia to be certified organic for their products.

In another discussion session, our participants were asked to consider the possibility of ASEAN Product labelling. In this effort, each ASEAN country could get involved in the regional value-chain to produce value-added product.

## THE “STRATEGIC ALLIANCE ON COCONUT”

An outcome from the event is a call for the “Strategic Alliance on Coconut.” The Alliance proposed a line of action, which are:

1. To conduct market study to identify strengths, weaknesses and opportunities for coconut farming, including identifying possible partnerships and prioritising type of value-added products.
2. To carry out consultations with farmers, producers and cooperatives relating to pricing concerns, capacity of production. Among the suggestion to improve prices is the promotion of organic farming.
3. To look into training in various aspects such as developing product development, good farming practices and management.
4. For governments to be the bridge-builder between farmers and cooperatives.
5. To foster better relationships among farmers, communities, cooperatives governments and the private sector.



Participants observed solar dryer dome at Silpakorn University, Thailand.

# EMPOWERING YOUTHS ACROSS ASEAN

## **ABOUT EMPOWERING YOUTHS ACROSS ASEAN**

For us, the programme is about youth taking the initiative to empower themselves working with the disadvantaged and communities in need across ASEAN.

Working in consultation with civil society organisations, it is a creative collaboration that builds relationships.

Tackling real world problems, relating to education, environment, community empowerment as well as arts and culture, the youths are given the opportunity to explore ideas and problem solving that is human-centred, turning their knowledge into action and understanding their purpose of action without forsaking community ownership.

## **OUR COMMITMENT**

Fostering active youth engagement and participation through voluntarism as agents of change and innovation working towards inclusive growth and sustainable development.

## **WHY IT MATTERS**

This is about giving opportunity for putting the acquired knowledge of young people into action through voluntarism. Employment and Opportunity is an area in need of future youth policy development. Creating opportunities for youth to actively engage and contribute towards communities in need within ASEAN, we are leveraging on a vast network of resources, knowledge and partnerships to achieve a long-lasting impact on their lives through the building of skills to benefit the communities they serve.



## WHAT WE ARE DOING

Together, we with the support of Maybank Foundation, the corporate responsibility arm of the Maybank group launched the eMpowering Youths Across ASEAN (EYAA) in August 2018 in a launch ceremony that was witnessed by the Secretary-General of ASEAN Lim Jock Hoi.

We received 2,613 applications through our communication and media strategy that involved engaging partners, including the ASEAN Secretariat, social and mainstream media both internationally and regionally. The 2,613 applications received surpassed the initial target of 1,000 applications.

Ninety-four students within the age range of 19 to 35 finally took part in ten community projects within Cambodia, Indonesia and Malaysia working together with 10 selected Social Enterprises (SEs) and Civil Society Organisations (CSOs) combined.

The programme will be kicked off from 22 to 26 January 2019 with the Regional Capacity Building and Orientation Workshops at the ASEAN Studies Centre of Chulalongkorn University, Bangkok, Thailand. A series of online sessions were also held, which involved research, consultation and brainstorming of ideas with their development partners, VSO, People System Consultancy and UNDP to build on the capacity of the volunteers.

## CHALLENGES

The task is always about achieving both our short term aims such as educating and information sharing among others, while remaining focus in our long-term vision to make real an ASEAN identity and community.

To be strategic would mean the need for us to continually make careful choices about how to use and leverage on our limited resources and as much as possible to involve the citizens of ASEAN concerned in the planning and action.

It will be an iterative process that necessitates constant examination and adjustment to find the opportunities for us to move forward.

# SUPPORTING SOCIAL ENTREPRENEURSHIP

## OUR COMMITMENT

The Social Sabbatical (SoSa) Programme is the second initiative implemented in partnership with SAP alongside the ASEAN Data Science Explorers (ADSE).

Focusing on non-profit organisations and social enterprises, highly diverse teams of SAP employees, as part of the company's social responsibility, provide their skills and business expertise through a pro-bono volunteering scheme to solve challenges the non-profit organisations and social enterprises encounter to foster social impact. The non-profit organisations and social enterprises are selected to empower through digital inclusion.

In 2018, under SoSa, eight non-profit organisations and social enterprises in Cambodia and the Philippines, received mentoring. The programme was implemented by Pyxera Global with us providing the advisory support in identifying and selecting the appropriate organisations.

## WHAT WE ARE DOING





### At A Glance: SoSa Objectives

SoSa supports the achievement of the ASEAN Work Plan on Youth and Education 2016-2020, particularly in the following goals:

1. Sub-Goal 1: Sustain the focus on youth entrepreneurship through structured capacity building and mentorship programme (Youth).

## ABOUT THE MENTEES

Mentored by 24 SAP employees from SAP Southeast Asia, the mentees comprised of the following:

CAMBODIA	
	EDEMY or English Academy funded by Fulbright and Undergraduate State Alumni Association of Cambodia (FUSAAC) develop online learning tools including the use of mobile application and data to save teacher's time from doing administrative works and dedicate more time to teaching. The ultimate goal is to build an eLearning ecosystem in Cambodia.
	Empowering Youth in Cambodia, a non-governmental organisation, works with young people through four schools in the slums of Phnom Penh. English and computer classes are a core component of EYC's educational outreach.
	SHE Investments (Support Her Enterprise) Investments is a social enterprise in Cambodia set up to support female entrepreneurs to scale their businesses and create social economic impact for communities.
	Youth Star Cambodia is a not-for-profit organisation with a vision to empower Cambodian university graduates as volunteer leaders, improving the quality of life in vulnerable communities through education and civic participation.

THE PHILIPPINES	
	Cropital is a crowdfunding platform that connects investors to put money into smallholdings in the Philippines. It provides the opportunity for investors to grow their money and for the farmers to access scalable and sustainable financing to impact their lives for the better.
	Edukasyon.ph is a social enterprise that provides an online platform furnishing students with comprehensive information on the relevant, affordable and quality education using its database, assessments and quizzes.
	Messy Bessy produces and distributes natural home and personal care products in order to rehabilitate at risk young adults. A social enterprise, it provides disadvantaged and at-risk youths with the education and business acumen to be mentors. Its scholars learn through real work and creative psychosocial intervention.
	YGOAL is a social enterprise providing consultancy services specialising in programme and organisational development, training and impact assessment. Its founders composed of professionals working with corporations, civil society organisations, and government. Its consultants are matched with the needs of the clients.



### SOSA: THE IMPACTFUL PROGRAMME

The feedback from Krie Lopez, the CEO and Founder of Messy Bessy revealed that the Social Sabbatical was a useful programme that assisted NPOs and SEs to improve their capacity. Nonetheless, lengthening the programme would add value and strengthen impact.

“ We always make sure that our volunteers (SAP volunteers) get to interact with our young adults. A lot of the engagement was more social. However, we make sure they get to interact as professionals also in the discussions and meetings. It is very enriching for both ends, especially for those who were from abroad. They were very happy to be working with these inspiring and resilient kids. On the other end, our kids also very surprised that these professional from a prominent company were very warm and welcoming for them.

”

*~ Krie Lopez, CEO and Founder of Messy Bessy*

## S RAJARATNAM ENDOWMENT - ASEAN COMMUNITY FORUM SERIES

### OUR COMMITMENT

In 1997, to deepen bonds for a cohesive ASEAN Community, ASEAN leaders established the ASEAN Foundation to foster interaction among the different cultures and people of ASEAN, and to nurture and strengthen the ASEAN identity and sense of community. As the institution task to do so, we have continually strategised iteratively to realise the vision of the ASEAN Community through engagement and consultation.

“From the outset, the leaders of ASEAN had stressed the need for ASEAN in its further growth to become more and more a people-centered organisation, a community rooted in the peoples of ASEAN [...] It would therefore be of the highest importance for ASEAN to develop a way of functioning and management that would ensure the real involvement and participation of the peoples of ASEAN.”

~ H.E. Ali Alatas,  
Indonesian Representative to the Eminent  
Persons Group on the ASEAN Charter

## WHY IT MATTERS

Engagement with civil society organisations (CSOs) is ASEAN's 'people-centered' approach to regional integration.

For us, it is a process that presents the opportunity for wider participation and knowledge sharing; an avenue to take stock of issues and challenges that are arising; to provide the basis for policy formulation, strategic planning, analysis and decision-making; and as the way forward with the best course of action to tackle the issues that possibly differs from one country to another.

## WHAT WE ARE DOING

We consider the S Rajaratnam Endowment – ASEAN Community Forum series as one of the most strategic approaches to regional integration, to realise the “one vision, one identity and one community” ASEAN.

From the start of the series in 2017, the objective is to forge people-to-people engagement and alliances on solution to key issues; contributing to the further development of ASEAN; offering a two-fold purpose of knowledge-sharing and strategic planning.

As a platform to increase the knowledge of participant about ASEAN and the ASEAN 2025 roadmap, focusing on the ASEAN Community Blueprints 2025 (ASEAN Political-Security Blueprint, ASEAN Economic Security Blueprint and ASEAN Socio-Cultural Community), participants are introduced to ASEAN processes and mechanisms to understand how their respective CSOs can better collaborate with ASEAN to add value to their current initiatives, as well as contribute to achieving the goals of each ASEAN Community Blueprint 2015.

As a platform for strategic planning process, participants are required to work together to formulate and deliver applicable work plans and key recommendations within the three specific themes of youth and education, culture and information, and culture of peace.

For us it is an initiative that supports the realisation of ASEAN as a people-oriented community through networking and working together.



## ASEAN COMMUNITY FORUM: THE FINAL IN THE SERIES

In partnership with Temasek Foundation Connects, we held a two-day forum from 14 to 15 March, in Singapore, focusing on the ASEAN Socio-Cultural Community aspect of the ASEAN Community Blueprints 2025.

It is the final in a series of the S Rajaratnam Endowment - ASEAN Community Forum. The forum focused on the themes of “resilience” and “innovation,” the areas of focus under Singapore’ Chairmanship of ASEAN for the year.

Present at the forum were 50 representatives from 48 CSOs from all ten member states representing youth and education, culture and information and culture of peace. This forum involved more participants than the first two forums, marking a positive sign of the commitment from ASEAN key stakeholders to achieving the goals of ASEAN Community building.

Welcomed by our Executive Director, Ms Elaine Tan, the event was opened by Mr Lim Hock Chuan, the Chief Executive of Temasek Foundation Connects and on behalf the S Rajaratnam Endowment Team.

Our sincere hope is for the forum to build a sense of ownership to ASEAN and the willingness to grow and move forward together. As “achieving the goals of ASEAN Community will be a daunting task without the support of its key stakeholders,” reflected our Executive Director, Ms Tan.

Similarly, this was reflected by the Chief Executive of Temasek Foundation Connects in his opening remarks, “From the onset, Temasek Foundation Connects supported this Forum because we believed that it would serve as a platform for our friends and partners to engage one another in support of ASEAN’s community building efforts”.

## HAVING A STRONGER AND UNITED ASEAN: THE REFERENCES FOR CSOS

Mr Lee Yoong Yoong, the Director of Community Affair of the ASEAN Secretariat addressing the event, underscores the importance of having a stronger and united ASEAN. Alluding to the *ASEAN Communications Masterplan*, he noted of its message that ASEAN is a community of opportunities meant for all with CSOs as one of the key stakeholders.

### The three useful documents for CSOs

Firstly, the *ASEAN Charter*. It legalises and codifies its norms, explains behaviours and values and helps guide the work of ASEAN.

Secondly, the *ASEAN Engagement with Entities* booklet promotes affiliation with ASEAN.

Lastly, the *ASEAN 2025 Forging Ahead Together Blueprint*, the roadmap charting the path for ASEAN Community building over the next ten years.

In closing, Mr Lee pointed to three documents that serve as useful reference for CSOs for the purpose of engaging with ASEAN. In addition, the CSOs were able to consider collaboration opportunities with other key stakeholders from the public and private sectors.

### **AT A GLANCE: THE ASEAN COMMUNITY FORUM SERIES**

There were three sessions in this forum. The first session was followed by a question and answer session.

The key topics we focused on were: youth and education; culture and information; and the culture of peace. The issues were chosen for their importance to the ASEAN Community Blueprints that reaffirms the ASEAN vision of an integrated, peaceful, stable, prosperous and caring society.

The CSOs submitted recommendations and were asked to integrate the work plans into their organisational planning and activities.

### **SESSION 1:**

#### **“DEVELOPMENT OF THE ASEAN CULTURAL SECTOR – OVERVIEW AND THE WAY FORWARD”**

On the development of the ASEAN Cultural Sector, Mr Hilmar Farid, the Vice Chair of the ASEAN Senior Officials Meeting on Culture and Arts said: “ASEAN can only provide the platform. Individual artists, communities and the people have to work together and strengthen the vision through action.

The ASEAN expert was addressing the participants of the ASEAN Community Forum Series during the first session. It reiterates on ASEAN’s objective of community-building that embodies tasks, responsibilities and shared values.

During the Q&A session, questions were put, relating to “the mentality to cultivate ASEAN identity” and with the development of an ASEAN identify, which identity comes first – “national identity” or “ASEAN identity”.

Other questions relate to the role of ASEAN in addressing government gaps, voice and role of CSOs in political areas as well as communities, sense of belonging, ASEAN in the global context in addressing terrorism and extremism.

### **SESSION 2: “YOUTH ENGAGEMENT IN ASEAN”**

The second session was made of three parts and participants learned of the ASEAN Engagement and Programmes for Youth, ASEAN Programme on Culture and Information and ASEAN Initiative on Culture of Prevention.

Part 1 on ASEAN Engagement and Programmes for Youth, Ms Sara Abdullah, the Senior Officer from the Education, Youth, and Sports Division of the ASEAN Secretariat introduced the task of the division in youth development and the priorities of 2016 – 2020 workplan that addresses youth entrepreneurship, employability, awareness and appreciation of ASEAN Community, youth involvement and participation in building ASEAN Community through volunteerism and leadership programmes, and youth competencies and resilience with advanced technological and managerial skills.

Part 2 on ASEAN Programme on Culture and Information, Ms Widia Librianti, the Technical Officer from the Culture and Information Division of the ASEAN Secretariat presented the objectives of culture cooperation to promote ASEAN identity; the management of tangible and intangible heritage; the support of creative cultural industries; and the promotion of inter-cultural understanding under the division.

Part 3 on ASEAN Initiative on Culture of Prevention, Mr Girard Bonotan, the Senior Officer of the Culture and Information Division of the ASEAN Secretariat, presented the ASEAN Declaration on Culture of Prevention for peaceful, inclusive, resilient, healthy and harmonious society adopted by ASEAN leaders.

### **SESSION 3 BUILDING A RESILIENT AND INNOVATIVE ASEAN AND THE ASEAN SMART CITIES NETWORK**

In the last session, moving forward, Mr Tham Borg Tsien, the Deputy Director of the ASEAN Directorate from the Ministry of Foreign







Affairs, Singapore laid out the scenario wherein the international system is in a state of flux as the digital revolution transforms the way we live, work and play.

“Disruptions from new technology will radically transform our economies, politics and the livelihoods of ASEAN peoples,” he said. And in this context, he added: “ASEAN, a highly diverse grouping of ten very different countries, will find it increasingly difficult to remain united and relevant.

In this context, Singapore proposes to establish an ASEAN Smart Cities Network to synergise these efforts and bring the smart cities in ASEAN Member States (AMS) together.

Mr Tham said that there is tremendous potential for areas such as education, and culture, and social cohesion, in applying the smart city concept in ASEAN.

However, there are downsides. “Although smart solutions have the potential to connect people and to increase social cohesion, the darker side is the risk of smart city benefits not being reaped by all groups in our society alike,” Mr Tham said. Hence, we need to make every effort to ensure that connectivity and internet connection to almost everyone in ASEAN.

## **SUMMARY AND KEY RECOMMENDATIONS FROM CIVIL SOCIETY**

The circumstance presented by Mr Tham offered an opportunity for CSOs and governments to work together to improve the lives of people in ASEAN and to realise the people-oriented community.

## Youth and Education

Market value, job orientation and employability

- Provide career guidance for youths at a regional level
- Higher education institutions to work closely with different industries to better understand the skill and knowledge required
- Increase relevance of higher education among youth

Access to education

- Build more schools for marginalised youths, especially those with disability
- Have better education infrastructure in rural areas

Health, including mental and sexual education

- Implement as early as possible, ideally at primary school level

Meaningful participation of youth

- Set up ASEAN youth council
- Have a platform to promote youth participation regionally such as voluntarism to raise awareness and understanding of ASEAN values

Challenges for the future

1. Gender inequality
2. Intolerance
3. Quality of teachers/facilitator
4. Access to new technology for all
5. Sustainability beyond dialogue

## Culture and Information

The group discussed various issues, concerns that they had about ASEAN and the embeddedness of culture in ASEAN policies and practices.

The issues were grouped under these categories:

1. Education 2. Connectivity 3. Policy 4. Awareness 5. Funding

Another main concern was recognition. It is challenging to reach out to governments to get their attention and connect with the other ASEAN countries

### 1. Education

- Teach youth about ASEAN. Even knowing a little about other ASEAN countries would already bring us closer to understanding one other.

### 2. Connectivity

- Use various media such as radio, chats, social media, to achieve connectivity.
- Place official agents in each country to guide people who are willing to be closer to ASEAN.
- Make it affordable for people wanting to get closer to ASEAN and connect with one other in the region.

### 3. Awareness

- Provide information/ news about ASEAN and what it does.
- Use social media and web intensively to relaunch the brand and work with governments
- Create emotional selling to enhance awareness of ASEAN.

### 4. Funding

- Allocate fund for activities.
- Set up committees to plan and communicate them to investors, private organisations, donor communities and/or governments overseas.

### 5. Policy

- Peoples of ASEAN should make every effort to reach out to one another, by working with governments to improve policies for the benefit of better connectivity, preserving cultural heritage and strengthening ASEAN.

There were many ways to build connections within ASEAN, however presently there was no starting point. ASEAN could only be stronger together in the next decade if recommendations are followed through in a systematic way.

## Culture of Peace

### Challenges

For members of the group the key challenges were summarised as follows:

1. Role of government: cooperation with governments seems to be a challenge
2. In relation to extremism practiced by certain sects of Muslims, there are conflicts within the faith and conflicts against other faiths to be dealt with
3. Gender bias: stereotypical thinking of males
4. Challenges for funding where societies do not believe in your cause and there are colleagues who want to do research but cannot due to government restrictions
5. Collaboration and expertise – we cannot acquire all the knowledge on our own 6. Surface tolerance for each other is not good enough

### Recommendations

It was emphasised that not only were the following recommendations viable solutions, they offered opportunities for deeper collaboration among CSOs:

1. Encourage and sustain peace dialogues
2. Use existing platforms and tools such as social media to promote a culture of peace and counter narrative
3. Create a platform for community organisations to share learning and best practices (for example phone applications)
4. Increase training for peace journalists
5. Build capacity and be proactive



## THE IMPACT AND RESULTS

### Key Successes

The third Sri Rajaratnam Endowment – ASEAN Community Forum Series was built on the success of the previous two editions of the forum series, held in 2017 in Singapore.



**132** participants from **122** CSOs from Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, The Philippines, Singapore, Thailand and Viet Nam were empowered to implement workplans on a broad range of developmental issues.



Among others the topics discussed at the previous two editions were: disaster management, environmental protection, micro-small-and-medium enterprises, rural development, sustainable development and women's economic development.

**98%** told more people about ASEAN Community; **52%** found opportunities for further collaboration with others at the forums; **32%** got involved in an ASEAN project.

### Challenges



Lack of awareness, sense of identity and issues of connectivity are some of the challenges facing ASEAN Community. Not with standing the challenges, the progress it has achieved is undisputed. At its formation, the region was a zone filled with tensions and conflict. Its survival has depended on its ability to maintain peace, working towards prosperity for its people, withstanding pressures, both geopolitically and economically.



the

ARE

WE

AFMAM2018

The 4th Annual Business Model Awards

AFMAM2018

The 4th Annual Business Model Awards

AFMAM2018

The 4th Annual Business Model Awards

AFMAM2018

The 4th Annual Business Model Awards



**EDUCATION**



# ASEAN FOUNDATION MODEL ASEAN MEETING

## OUR COMMITMENT

### **ABOUT THE ASEAN FOUNDATION MODEL ASEAN MEETING**

Being an ASEAN organ under the ASEAN Charter, we are able to offer an authentic experience of simulating ASEAN meetings.

The ASEAN Foundation Model ASEAN Meeting (AFMAM) is the ASEAN Foundation's flagship programme to raise ASEAN awareness and promote greater ownership of the ASEAN Community through inclusion of young people.

It is the platform that brings together youths through very dynamic people to people interactions and partnerships.

This is part of our contribution to pave the way for a more coordinated youth development.

The objective is to enable behaviours that are meaningful at both the individual and societal level for young people to be leaders in their society.

Assuming the AFMAM roles of senior ASEAN officials, engaging in role plays, the students meet simulating an ASEAN summit to address challenges facing the region.

It would be the starting point for young people to better understand ASEAN affairs and its people, giving them the opportunity and platform to realise their dreams and showcase their talents.

And we have done this in cooperation with partners and youth-oriented organisations and institutions both in the public and private sectors.

We strive to be the driving force for the development of youth and ASEAN Community through greater interaction and partnerships among young people and youth sector organisations.

## WHY IT MATTERS

With youth making up 60% of the 630 million strong population in ASEAN by 2030, it is really in our hands to make a difference.

We provide the platform and opportunity for young people to have their voices heard and contribute to issues that matter both regionally and worldwide.



Whether it be sustainable and innovative solution to the challenges that ASEAN face today, like climate change, terrorism and the rise of violent extremism, and sustainable development.

While the objective is to develop the participants' skills in negotiation, public speaking and consensus building, ASEAN youths play an important role in motivating a forward-looking ASEAN Community. This is particularly so as we brace ourselves to support the ASEAN Vision 2025, particularly the ones affecting young people, better preparing them to become the future leaders of the region.

## WHAT WE ARE DOING

- **Inspiring ASEAN Citizenry**

The event was markedly a microcosm of ASEAN citizenry at work with the presence and engagement of member states ASEAN notables, leaders and experts working in concert with the student delegates. The series of on-site coaching sessions, lectures, talk show sessions and the simulated meetings was the right set of circumstances to plant greater cohesion and integration for future work in the region.

- **Promoting ASEAN Awareness, Values and Identity**

AFMAM was also the multi intercultural setting that offered the window of opportunity to develop deep relationships. It was a favourable moment for all 158 participants to understand differences and commonalities between them.



### Our Financial Supporters for 4<sup>th</sup> AFMAM 2018

We received funding of various sizes from the following:

- KBZ Bank Myanmar
- Maybank Foundation Malaysia
- S. Rajaratnam School of International Studies (RSIS) Singapore
- Confirmis
- An individual contribution from Singapore

There were in-kind contribution from:

- ASEAN Secretariat
- PopSockets
- The Global Citizen
- Singapore Tourism Board

### Our Partners for 4<sup>th</sup> AFMAM 2018

- The Government of Singapore through the Singapore Mission to ASEAN
- National University of Singapore
- Government of the Philippines
- ASEAN-U.S. Partnership for Good Governance, Equitable and Sustainable Development and Security (ASEAN-U.S. Progress)
- Singapore National Youth Council
- Malindo Air
- SAP Southeast Asia
- Global Compact Network Singapore
- Singapore Public Utilities Board,
- Fort Siloso
- MUN Inc



## THE STRONG STORIES OUT OF AFMAM

- **Knowledge of decision-making processes and mechanisms**

We are proud to share that a survey among the participants, indicated, on average, an increase from having little knowledge (40 per cent) prior to joining the AFMAM to having good knowledge (54 per cent) after completing the AFMAM programme.

## THE IMPACT AND RESULTS

### Key Successes

**158** students were trained on the arts of negotiation and public speaking as well as have been equipped with knowledge about ASEAN diplomacy.



Survey Parameter	Before participation	After participation
Knowledge on ASEAN	Fair knowledge: 55 per cent of the delegates	Good knowledge: 66 per cent of the delegates
Knowledge on ASEAN Community	Fair knowledge: 48 per cent of the delegates	Good knowledge: 51 per cent of the delegates
Knowledge on ASEAN decision-making processes and mechanisms	Little knowledge: 40 per cent of the delegates	Good knowledge: 54 per cent of the delegates



**“The most valuable takeaway for me from AFMAM is to be able to learn how intergovernmental organisations cultivate the values of mutual respect and cooperation for sustainable development. Don’t be afraid to try! Make sure to have a really gender-, age-, ethnicity, and hobby-diverse team!”**

**Kenneth Nicholas**

Delegate of AFMAM 2018 from Indonesia





# ASEAN FOUNDATION MODEL ASEAN MEETING TRAINING OF TRAINER

## OUR COMMITMENT

### **ABOUT THE ASEAN FOUNDATION MODEL ASEAN MEETING TRAINING OF TRAINERS**

The programme is designed to focus on the pedagogical value of the Model ASEAN Meeting.

It communicates ASEAN and its affairs, to people who have an interest in ASEAN, international relations, diplomacy, the regional grouping's works and objectives.

Targeted for young people and youth organisations, it is the go-to relevant leadership training activity that is authentic.

ASEAN Foundation Model ASEAN Meeting Training of Trainers is a sustainability initiative, the push needed to scale our effort in terms of greater outreach to generate further impact for young people, not only in ASEAN but as well as partners.

Through the ASEAN Foundation Model ASEAN Meeting Training of Trainers (AFMAM TOT), we want to provide future model ASEAN meetings (MAM) with the tools and information to bring MAMs more in line with the way ASEAN works.

## WHY IT MATTERS

We organised the AFMAM TOT to bring MAM simulations closer to how ASEAN functions. The programme acts as a sustainability strategy for the AFMAM which in the long run will contribute to the increasing ASEAN awareness among the youth.

## WHAT WE ARE DOING

We hatched the AFMAM TOT with one goal in mind: to encourage an organic movement in the region to share the ownership of ASEAN through the MAM initiative. This way we can have a pool of trainers for AFMAM.

Twenty eight participants from the previous AFMAMs underwent the TOT successfully on 27 – 29 November 2018 at the ASEAN Secretariat.

We were supported by the Norway Mission to ASEAN to carry out the training exercise. We engaged MUN inc. with the support of Singapore-ASEAN Youth Fund powered by the National Youth Council Singapore to implement the exercise.

They were given tips, tools and information on practices and procedures to run successful MAM simulations that are in line with the way ASEAN works.

The three-day training modules also consisted of theoretical presentations and engaging practical exercises. With the training, participants were equipped with better understanding of ASEAN and Model ASEAN Meeting.

## THE IMPACT AND RESULTS

### Key Successes



28

students were trained on how to lead and conduct MAM at their universities.



7

As a result of the first TOT, university-level MAMs were organised, engaging close to 500 students.



“I never let myself to miss the opportunity because “Life is an opportunity, so benefit from it.” And AFMAM TOT is one opportunity to enhance my skills and capacities to achieve higher academic achievement. AFMAM TOT isn’t only where I was trained, but it was the initial step to utilize my skills and potential to be more professional which is very crucial for my future career.

**Niphaphone Songkham**

Participant of AFMAM TOT 2018 from Lao PDR



# ASEAN DATA SCIENCE EXPLORERS

## OUR COMMITMENT

Enabling and propelling ASEAN youths through a deep commitment to education towards the digitally-driven, transformative, innovative, and resilient ASEAN Community.

In light of the opportunities presented by the next phase of technological advancements we aid to create the solutions working with the youth sector as ASEAN buoys up to embrace the innovations.

## WHY IT MATTERS

We are now in the midst of the fourth industrial revolution with technologies reaching new heights. The application of these technologies and the access to the internet have the potential to help emerging economies leapfrog development. It is impacting the way we live, interact and do business.

To thrive and benefit from the technologies and the digital economy there is no denying for the need of Big Data and data analytics to inform decision making and find fact-based solution.

At the same time, it not only entails for us to think more analytically but to concertededly break the silo mentality and collaborate as one region.

And all the while we keep in mind the tremendous benefits that the revolution offers. Because without a doubt, with the right understanding, people and skills, this fourth industrial and technological revolution could radically improve our lives.



This is even as the region prepares the infrastructure and adopts policies to deepen the digital connectivity through the ASEAN Smart Cities Network, the ASEAN ICT Masterplan 2020 (AIM) on ASEAN connectivity and the ASEAN Innovation Network among others.

### WHAT WE ARE DOING

Through the ASEAN Data Science Explorer (ADSE) Programme, we are training the young people with skills to put data to use to navigate us safely through this revolution and meet the emerging challenges.

And we have been lauded for our initiative working with our partner, SAP, a leading global software company.

### THE RECOGNITION OF PROGRAMME

In 2018, the appreciation for initiating the lead in the programme came from His Excellency, Dr. S. Iswaran, Singapore Minister for Communications and Information, when the member state was the ASEAN Chair.



“Events like ASEAN Data Science Explorers is an important one because it brings together two very important elements – data and skills. I want to congratulate SAP and the ASEAN Foundation for embarking on this project because it highlights the potential of what we can achieve with shared expertise. It is an example of how industry partners and public institutions can bring together ideas and young talent, and open doors for a brighter future for all of us.”

**H.E. Dr Iswaran,**

Minister for Communications and Information  
of Republic of Singapore



As for Ms Adeline Lee, Head of the Executive Support Division of ASEAN Secretariat, she opines that, “the ASEAN Data Science Explorers competition is a great initiative to strengthen ICT skills and enhance youth employability within ASEAN.”

The Head of the Executive Support Division of the ASEAN Secretariat also expressed her enthusiasm to see the programme extended, “The participants gain skills and insights valuable to launch their own professional careers, contribute to the digital economy and be ready for the Industrial Revolution 4.0. and we are keen to support the continued expansion of such programs through the ASEAN Foundation and SAP.”

## ABOUT ASEAN DATA SCIENCE EXPLORERS

### Cultivating Responsibility and Ownership

We established national and regional competitions for youths to propose solutions to key social and economic issues using data analytics.

In the run-up to the competition we had the pleasure to engage and help them increase their digital literacy using the SAP Analytics Cloud software through a series of webinars and in-country trainings.

Using their newly acquired data skills participants tackled six selected United Nations Sustainable Development Goals as part of the competition.

### The Selected Six United Nations Sustainable Development Goals



For us it is all about the enablement of the youths in collaborative effort that will cultivate a greater sense of responsibility and ownership of the region's future, working across borders.

ADSE supports the achievement of the ASEAN Work Plan on Youth and Education 2016-2020, particularly in the following goals:

1. Sub-Goal 2: Enhance youth employability through skills training and life-long education (Youth).
2. Sub-Goal 3: Enhance awareness and appreciation of an ASEAN Community through mutually beneficial people-to-people exchange programme (Youth)
3. Sub-goal 3: Strengthening the use of ICT (Education);
4. Sub-goal 8: Provide capacity-building programmes for teachers, academics, and other key stakeholders in the education community (Education).

In addition, ADSE is aligned with the vision of the ASEAN ICT Masterplan 2020 (AIM 2020) to propel ASEAN towards a digitally-enabled and transformative economy.

## ADSE ENABLEMENT SESSIONS

To prepare the participants for the competition, enablement sessions were conducted with key university and polytechnic partners across the 10 AMS to help students and lecturers familiarise themselves with the SAP Analytics Cloud Software (SAC) and to encourage more students to participate in the ADSE competition. The enablement sessions were specifically carried out to:

1. Familiarise lecturers and students with analysis using the SAC.
2. Encourage awareness and appreciation of the ASEAN community amongst ASEAN youth.
3. Inspire ASEAN youth to harness the power of data to create positive social change.

### Enablement Sessions: Noting the feedback

- In general, most of the participants were satisfied with the overall enablement session with 44% satisfied and 42% very satisfied.
- 75% of the participants stated that the enablement sessions helped them improve their analytical skills.
- Some sub-topics required more attention for the improvement of the session. The majority of the participants indicated relatively low ratings for the following:
  - ASEAN Talk
  - CSO's sharing session
  - ADSE 2017 storyboards
  - SAP Analytics Cloud Video Instruction
 They perceived the topics were not useful and relevant to the session and requested for the enablement sessions to be extended.
- Over 80% of the participants were satisfied with the logistics of the enablement sessions. These included the venue, meals and refreshments, training materials and the SAP Analytic Cloud Software.
- Only 38% were encouraged to sign up for the ADSE competition, and 56% were unsure of participating in the competition.

## ADSE NATIONAL FINALS

The ADSE National Finals were organised back-to-back in the 10 AMS from 4 September 2018 to 19 September 2018 and hosted by selected Higher Education Institution (HEI) partners.

Ten winning teams from the ADSE National Finals were identified to compete at the ADSE Regional Finals. The ten identified teams representing the 10 AMS were: (1) Team BruGen35 from Universiti Teknologi Brunei – Brunei, (2) Team Visionary from Royal University of Law and Economics – Cambodia, (3) Team OWL from Bina Nusantara University – Indonesia, (4) Team Dok Champa from National University of Laos – Lao PDR, (5) Team My\_InnovAsean from Monash University Malaysia – Malaysia, (6) Team Thanos from Yangon Technological University – Myanmar, (7) Team Dimicrocambio from Nueva Ecija University of Science and Technology – Philippines, (8) Team Plan B from NUS High School of Math and Science – Singapore, (9) Team

UTCC ASEAN Rangers from University of the Thai Chambers of Commerce – Thailand, and (10) Team Pangolin from RMIT University Vietnam – Viet Nam. These winners were identified with the help of a variety of partners and stakeholders from HEIs, the National ASEAN Secretariats, civil society organisations, think-tank institutions and the UN bodies.

## THE ADSE REGIONAL FINALS

The ADSE Regional Finals held on 25 October 2018 in Singapore coinciding with the country's ASEAN chairmanship, was the second edition of the competition. It followed after having established strong continued successes against its objectives over the previous twelve months.

Throughout the competition, we and our partner had the pleasure to engage and help more than 4,500 youths and lecturers from HEIs from across the region, giving them IT skills through a series of enablement sessions.

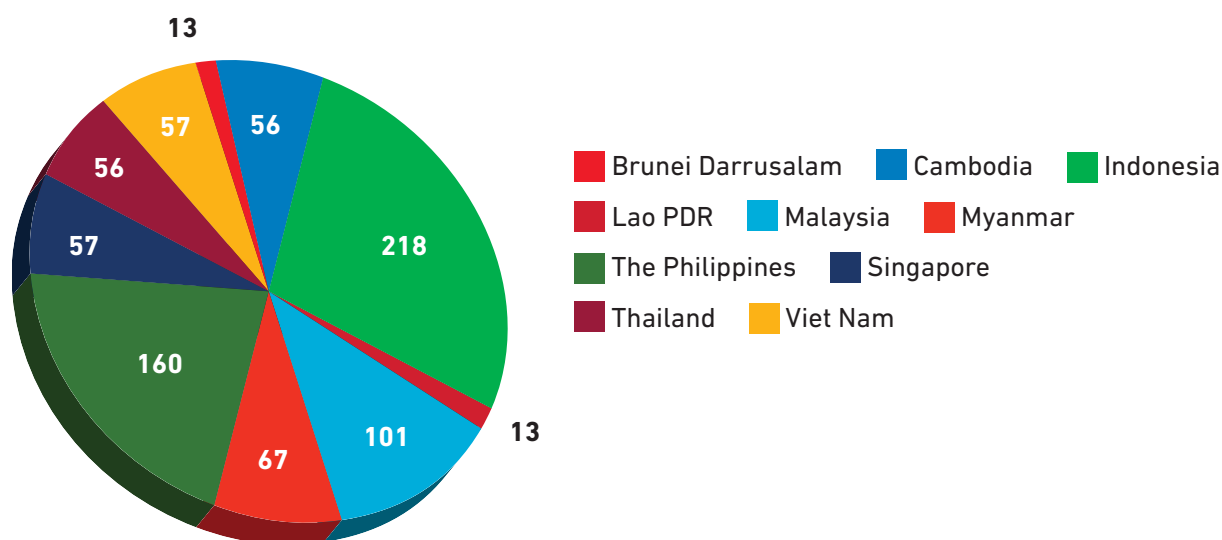
The participants were ten winning teams from the total of 840 teams who signed up for the competition following our enablement sessions across the region. Each of the team represented the bloc's 10 member states.

Winners from the ADSE National Finals, they were identified with the help of a variety of partners, stakeholders from higher education institutions, the ASEAN Departments, civil society organisations, think-tank institutions and the UN bodies.

The participating teams, as part of the competition, submitted storyboards of the UN Sustainable Development Goals they tackled.

The Regional Finalists' submissions are available at: <https://www.aseandse.org/storyboards-2018>

**Number of ADSE 2018 Verified Participants**



## AT A GLANCE: ADSE WINNING SUBMISSIONS

There was a diversity of topics that were being analysed through this competition. It ranged from those who advocated for smart farming to increase agricultural productivity, to those who are looking at mental health problems.

By using quantifiable data and analytics, we are taking steps towards finding solutions to current and future challenges. At a glance are the winning submissions for the ADSE Competition 2018.

### 1. Team “Plan B” from Singapore

Team *Plan B* of Singapore, comprising Tay Kai Jun and Madhumitha Ayyappan from NUS High School of Math and Science came tops at the ADSE Regional Finals. Their winning project, *‘From Slumming to Sustainability’* aims to galvanize ASEAN to transform slums into sustainable microcities taking lessons from the benefits of slum tourism in Kibera, Kenya.



**“I think it’s an absolutely amazing platform for youths to learn about the current developments in ASEAN and to contribute to its progress by harnessing data and formulating solutions. Despite not having any data science background. I learned to obtain meaningful information from the data sets and the SAP software, which I consider a very useful skill for my future. This competition also gave me the confidence that I have the ability to contribute to the growth of ASEAN through my ideas as a student.”**

**Madhumitha Ayyappan**

Winner of ADSE Regional Finals 2018

### 2. Team Dimicrocambio from The Philippines

Team *Dimicrocambio* of the Philippines, comprising Jade Hizon and John Rusty Perena from the Nueva Ecija University of Science and Technology emerged as the runner-up. Their project, *‘Recalibrating educational gears through entrepreneurship education’* focuses on how entrepreneurship education can empower students to turn their ideas into actions.





**“I will never forget my journey o ADSE starting from day 2. I will never forget the growth that I had, together with my partner, Rusty. And that what really inspires me, that this competition became our garden to grow not just as a student but also as an ASEAN citizen.”**

**Jade Hizon**

First Runner-up of ADSE Regional Finals 2018

### 3. Team “Pangolin” from Viet Nam

Team *Pangolin* of Viet Nam, comprising Nguyen Van Thuan and Mai Thanh Tung from RMIT University Viet Nam clinched third place for their project ‘*Conquering the Waves of Global Trade*’, which addresses the issue of disadvantaged trading due to the disparity in sea transport capacity among ASEAN countries.



**“I think the event is super challenging when you have to pick one topic to dig into, amongst thousands of ideas relating to the sustainable development goals. My team struggled a lot before choosing the issue of sea transportation. I love the way ADSE encouraged us to use data to figure out the problem, although what we did in the competition was small compared to what real data analysts do, I feel so proud that I stepped out of my comfort zone and did something new. Lastly, I am glad that our ideas were heard, not domestically, but on the scale of ASEAN, that’s something I really cherish.”**

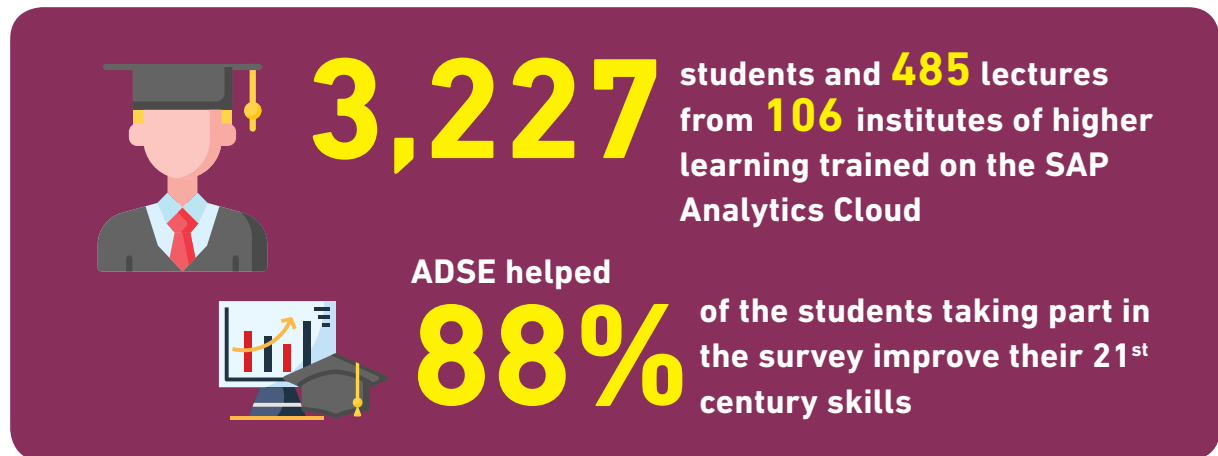
**Thuan Nguyen**

Second Runner-up of ADSE Regional Finals 2018

## IMPACTS AND RESULTS

### Key Successes

On 3 May 2018, the Senior Official Meeting on Youth (SOMY) officially endorsed the ADSE as an ASEAN Programme during the ninth SOMY in Jakarta. The ADSE was also endorsed by the Senior Officials Meeting on Education (SOM-ED) at the thirteenth SOM-ED on 29 October 2018 in Nay Pyi Taw. It is now part of the initiatives contributing to the SOM-ED's Five Year Work Plan 2016-2020.

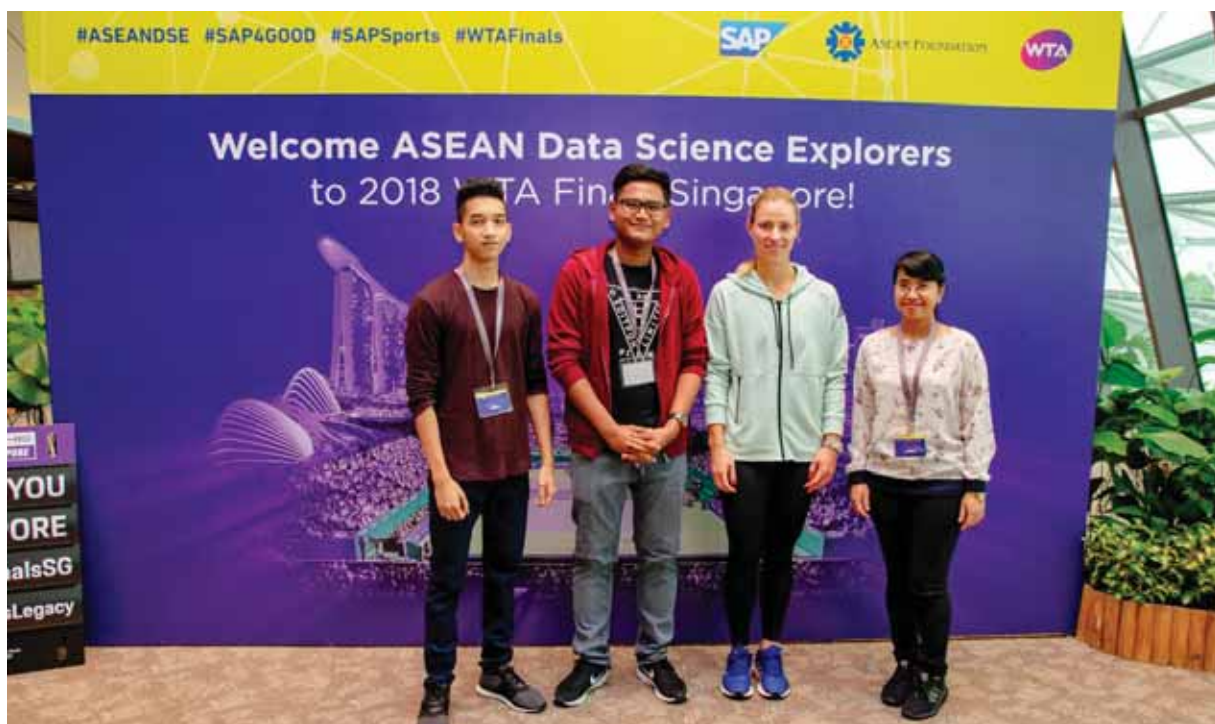


### Challenges

Even as we are developing an ICT workforce, we also need to ensure that those from non-ICT part of the workforce has a better understanding of what the digital economy is about and for them to ask questions that concerns them.

This is in view that even as we are gearing to take full advantage of the possibilities, we must ensure that the technology benefits all, notably not only our businesses but also our community.

At the ASEAN Foundation, we will continue to aid towards this working with our partners and stakeholders.



# ASEAN SCIENCE AND TECHNOLOGY FELLOWSHIP

## OUR COMMITMENT

In November 2015, the ASEAN Plan of Action on Science, Technology and Innovation (APASTI): 2016–2025 was endorsed after the launch of the ASEAN Economic Community 2015. The vision of this new comprehensive action plan is to promote 'A Science, Technology and Innovation enabled ASEAN, which is innovative, competitive, vibrant, sustainable and economically integrated' towards 2025.

## WHY IT MATTERS

Today sustainability has taken on an existential significance. Climate change, the over-consumption of resources, pollution of the air, land and water; these are all pushing our planet to a breaking point. The region is not immune to these imminent threats. .

## WHAT WE ARE DOING

Supported by the U.S Government through USAID, U.S Mission to ASEAN, ASEAN Committee of Science, Technology and Innovation (COSTI) and the ASEAN Secretariat, we managed the ASEAN Science & Technology (S&T) Fellowship as of November 2017.

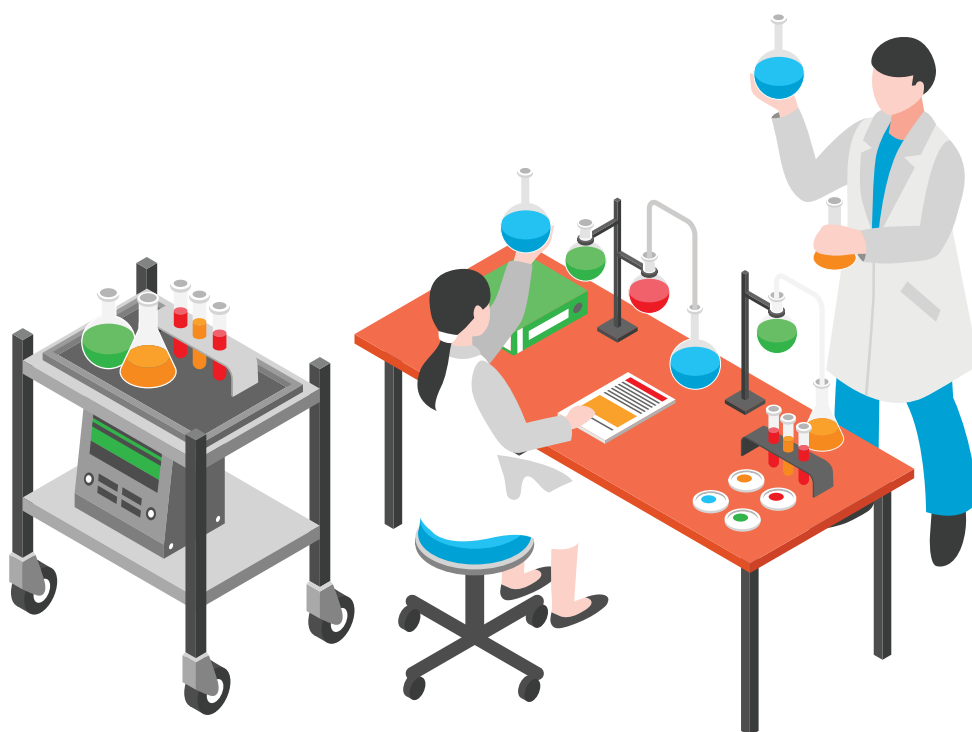
There were 17 talented scientists out of 227 applications from nine ASEAN Member States successfully selected as the ASEAN S&T Fellows of 2018/2019 under the areas of climate change, sustainable energy and science, technology, and innovation policy. The fellows were



selected for their track record of achievements and potential to advance science-based policy-making in ASEAN. The fellowship thematic topics adheres to the ASEAN Plan of Action on Science, Technology, and Innovation.

Launched in 2014, the Fellowship provides opportunities for early- and mid-career scientists from ASEAN countries to be embedded in relevant line ministries within their home countries to increase the technical capacity of policy makers to make informed science-based policy decisions, by contributing their knowledge and analytical skills. Supported by the USAID, we managed two cycles of fellowship, from 2018 to 2020.

The Fellows, with guidance from the supervisors who are assigned from the host ministry, developed the Plan of Action, a set of goal and activities, as their workplan for one-year fellowship. Throughout 2018, the Fellows received two capacity buildings. The first was the Orientation Workshop and Capacity Development Programme from 25 – 30 June 2018 held in Jakarta, Indonesia. The second was the Advanced Capacity Building from 14 – 16 October 2018 conducted in Cebu, the Philippines. The Fellows were also fortunate to observe the 75th Committee on Science and Technology Meeting and the 8th ASEAN–U.S. Consultation on Science and Technology which took place from 17 – 18 October 2018 in Cebu.





We are proud to present the fellows of 2018/2019 ASEAN S&T Fellowship:

**Dr Andery Lim of Brunei Darussalam**

Dr. Lim obtained his Ph.D. from the Universiti Brunei Darussalam, where he worked as a research assistant. Dr. Lim's research focuses on sustainable energy, more particularly on solar cells technology.

**Dr Kong Chhuon of Cambodia**

Dr. Kong Chhuon is the Head of Research Unit Water and Environment at the Institute of Technology of Cambodia in Phnom Penh. During his doctoral research, he assessed the carrying capacity of available water resources for meeting water demands for daily life, agriculture, energy development and environmental protection using the watershed approach in Cambodia.

**Dr Fidero Kuok of Cambodia**

Dr. Fidero Kuok is the dean of the Faculty of Chemical and Food Engineering at the Institute of Technology of Cambodia in Phnom Penh where he leads and oversees research activities and teaching for genetics, waste management, and research methodology courses.

**Dr. Muhammad Makky of Indonesia**

Dr. Makky is an associate professor at Andalas University and a visiting professor at various universities in Japan, the Netherlands and Greece. He is currently a coordinator at the Andalas University Center for Quality Assurance for Research and Community Services and works as an advisor and consultant for oil-palm companies in Indonesia.

**Dr. Ahmad Agus Setiawan of Indonesia**

Dr. Setiawan is an assistant professor in renewable energy systems and planning at the Department of Nuclear Engineering and Engineering Physics, Faculty of Engineering, Universitas Gadjah Mada. A clean energy specialist for the World Bank on Improving Energy Delivery Project at the Ministry of Energy and Mineral Resources for National Energy Policy, he also contributes to the formulation of draft Local Government Regulations for Renewable Energy for Yogyakarta Province, Indonesia.

**Dr. Vimontha Khieovongphachanh of Lao PDR**

Dr. Khieovongphachanh is the head of Information Technology Division at the Department of Computer Engineering and Information Technology at the National University of Lao

**Dr. Sengphet Keokangdong of Lao PDR**

Dr. Keokangdong is the head of the division of Materials Science and Applied Mechanics at the National University of Laos. His area of interest is materials science engineering and Technology.

**Dr. Haslenda Hashim of Malaysia**

Dr. Hashim is the deputy director of the Process Systems Engineering Center and the head of the Green Energy and Environmental Planning Research Group at the Faculty of Chemical and Energy Engineering, University of Technology Malaysia. Her research activities focus on energy and environmental planning, low-carbon society, renewable energy and resource conservation.

**Dr. Hazlina Selamat of Malaysia**

Dr. Selamat is the director of the Centre for Artificial Intelligence and Robotics at the University of Technology Malaysia and the Director and Co-Founder of Apt Touch Pte. Ltd. Dr. Selamat's principal areas of interest are adaptive control, system identification and modelling as well as artificial intelligence.

**Dr. Thein Min Htike of Myanmar**

Dr. Htike is an associate professor at the department of Mechanical Engineering, Yangon Technological University. Dr. Htike conducts research on small-scale wind turbines for rural electrification and also manages a project promoting wind energy and disseminating wind energy technologies with the support of Mekong-ROK Cooperation Fund 2017.

**Dr. Kay Lwin Tun of Myanmar**

Dr. Tun is an associate professor at the University of Yangon. Her research interests are in sustainable aquaculture development and pathogenicity of fish and shellfish, especially those infecting commercially important wild and cultured fish and those that are important for the aquaculture industry in Myanmar.

**Dr. Joey D. Ocon of the Philippines**

Dr. Ocon is a tenured assistant professor and scientist at the University of the Philippines Diliman. As an S&T Fellow, Dr. Ocon works with the Philippine Council for Industry, Energy, and Emerging Technology Research and Development to update their research and design roadmaps; and harmonize this portfolio with renewable energy, energy storage and other alternative energy technologies.

**Dr. Michael Angelo B. Promentilla of the Philippines**

Dr. Promentilla is the head of the Waste and Chemicals Management Unit of De La Salle University's Center for Engineering and Sustainable Development Research. He has over five years of research experience on decision modeling and risk analysis as it relates to environmental and energy systems. He is the founding head of the Geopolymer and Advanced Materials Engineering Research for Sustainability Lab.

### **Dr. Nuwong Chollacoop of Thailand**

Dr. Chollacoop is the head of Renewable Energy Laboratory at National Metal and Materials Technology Center under Thailand's National Science and Technology Development Agency. He has over a decade of research experience in sustainable mobility with a focus on renewable energy and energy efficiency in the land transport sector.

### **Dr. Nipon Pisutpaisal of Thailand**

Dr. Pisutpaisal is an Associate Professor in Environmental Technology at King Mongkut's University of Technology North Bangkok. With long experiences and strong skills in science & technology, particularly in renewable energy research, he will promote the competitiveness in the science & technology innovation and entrepreneurship in ASEAN region through the engagement of the government decision-making processes of the waste-to-energy proposal.

### **Mr. Dung Duc Tran of Viet Nam**

Dr. Dung Duc Tran is a lecturer and researcher at the Faculty of Fisheries, University of Agriculture and Forestry, Hue University, Vietnam. He has worked as an advisor and consultant for different projects in Vietnam such as Community based Coastal resources management in central Vietnam, Integrated Management of Lagoon Activities in Thua Thien Hue province, and a member of VLIR-IUC network in Can Tho University for bioscience on food and aquaculture and livestock crop production.

### **Dr. Nguyen Trinh Minh Anh of Viet Nam**

Dr. Nguyen Trinh Minh Anh lectures at the Nong Lam University, University of Agriculture and Forestry. His research focuses on the convergence of human cultures (particularly inter-ethnic group dynamics), natural resources and the environment. He completed his doctorate degree in Environmental Science at Okayama University, Japan, in 2016, with a dissertation entitled "Transformation of ethnic minorities' society in Central Vietnam – Livelihood negotiation during the transition from moral economy.

The Fellows of 2018/2019 are scheduled to report and present their one-year fellowship result at the end of June 2019 in Bali, Indonesia.

## AT A GLANCE: THE TRUST IN SCIENCE

Science, technology and innovation (STI) is viewed as a tool for moving the region onto a sustainable path.

Science and technology was firstly introduced in ASEAN as one of the areas of cooperations. It was then officially initiated through the organisation of the first meeting of ad-hoc Committee on Science and Technology in 1970. The importance of such cooperation was further emphasised with the establishment of the ASEAN Committee on Science and Technology in 1978 with the objective of cooperating to develop S&T and related human resources and encouraging technology transfers within and outside ASEAN.

## IMPACTS AND RESULTS

### Key Successes

- In terms of human capital development through the programme, scientist can broaden their perspectives as well as contribute to strengthening the link between science and policy, learning what policy makers need and what is important for them in their decision-making process.
- Allowing for scientist to discuss ideas and implications of their research with government offices or agencies can shed light on the most appropriate pathways requires sophisticated knowledge of the policy process which can present both challenge and benefit.







“I learned how to communicate with different people from lower to higher level. It increased my confidence to propose my idea. All the capacity development workshops are really beneficial to me. Become a Fellow, I gained more opportunities to join many events and projects dealing with climate change.”

**Dr. Chhuon Kong**

Fellow of 2018/19 ASEAN S&T Fellowship from Cambodia









**MEDIA**

# ASEAN YOUTH VIDEO CONTEST

## OUR COMMITMENT

This is another programme to promote the ASEAN Community to young people using audio-visual expressions. Central to the programme's objective is to highlight youths' perspectives on what the ASEAN community means to them, using the information and communication technologies.

## WHY IT MATTERS

Since its inauguration, the contest has been a platform for the creative expression of young people on themes that defines the ASEAN Community, helping to shape and fortify the younger generation and promote youth-led initiatives to be "ASEAN-ready," by working collaboratively amid diversity.

### **ABOUT ASEAN YOUTH VIDEO CONTEST**

The ASEAN Youth Video Contest, highlighted in the Five-Year Work Plan of Senior Officials Meeting on Youth, 2016-2020 is an activity that addresses priority area 4.2, which is to leverage on information and technology (IT) to promote ASEAN Community to young people.

The contest opened to all ASEAN citizens between 18 and 30 years old, is designed to enhance civic engagement and youth leadership.

We have been collaborating with ASEAN-U.S. PROGRESS, the National Youth Council of Singapore and the Government of the Philippines since 2015 on this initiative.





## WHAT WE ARE DOING

The 4<sup>th</sup> ASEAN Youth Video Contest 2018 was launched with the theme of “Youth Celebrating Diversity to Promote a Culture of Peace and Tolerance” with a call for submission from 7 February to 9 March 2018.

Nine young ASEAN filmmakers from Brunei Darussalam, Cambodia, Indonesia, Laos PDR, Malaysia, Myanmar, the Philippines, Thailand, and Vietnam were selected from 134 entries based on their initial 60-second video submission.

In the last stage, the finalists took part in a video production workshop in Singapore from 23 to 26 April 2018 to strengthen skills and produce their final two-minute videos on the theme: telling a story on how youth celebrate cultural diversity to promote peace and tolerance.

Troy L. Valdehueza, a 19-year-old student of Central Mindanao University Laboratory High School came out as the winner with his video entitled “We Belong.” In second place was Malaysian Risjhen Rajasingam Velsine with a video titled “We Are More Alike Than We Unlike.” The third winner was Vietnamese Thi Nguyen Le Minh with the only animation video in the competition “In a Colorful ASEAN.”

With a focus on IT, social media and people to people interaction, the 4<sup>th</sup> ASEAN Youth Video Contest 2018’s Facebook page was established at the following link <https://www.facebook.com/AYVC2018/>

During the training, all participants were requested to do social media challenge by posting their training activities. The aim was to amplify the programme visibility to ASEAN audience and to share beneficiaries’ takes on ASEAN’s cultural diversity. Three prizes were given to participants with the most frequent posts, most reaction received on posts, and most in line with the daily themes.

## IMPACTS AND RESULTS

### Key Successes

- As one of the most significant ripple effects of the programme, one of the participants by the name of Troy L. Valdehueza from the Philippines received a recognition from the local government of Valencia in the Philippines for his achievement in the video contest



10

ASEAN young, aspiring video makers equipped with video production skills



“The mentoring session of the video production workshop has given me the much-needed professional touch to my filmmaking techniques and broaden my perspectives about filmmaking process in exceptional ways. Undoubtedly, it has accelerated my skills as filmmaker and strengthen my passion in this field.”

**Troy L. Valdehueza**

First Winner of AYVC 2018 from the Philippines

# CELEBRATING PARTNERSHIPS – WORKING TOGETHER

## OUR COMMITMENT

### Brand Partners

Collaborating with our private sector partners from the Maybank Foundation, the corporate social responsibility arm of the Maybank Group as well as the SAP we are heartened to see how we are making headway and having impact by providing young people with the foundations to continually develop and transform themselves into future leaders and entrepreneurs through ICT and education.

Working with Maybank Foundation, an extension of the EYAA programme is already underway as we are completing the pilot in the first quarter of 2019.

The inaugural launch gathered 100 youths aged 18 to 35 years, impacted 3,143 people through voluntarism working on ten community projects in Indonesia, Cambodia and Malaysia to alleviate poverty and empower communities.

Among others, it played a significant role in helping to achieve the objectives as laid out in the ASEAN Socio-Cultural Community Blueprint 2025 and the UN Sustainable Development Goals focusing on the four areas of: Community Empowerment, Arts and Culture, Environmental Diversity and Education.

In partnership with the SAP, with the second edition of the ADSE competition we had the pleasure to engage 5,000 youths including educators from 175 institutions of higher learning across ASEAN. Together with the SoSa programme focusing on non-profit organisations and social enterprises, involving pro-bono volunteering schemes provided by the company's employees as part of the company's social responsibility, we were given the opportunity to create opportunities and solutions for the community through digital literacy and its inclusion in business management. We will continue to deepen this collaboration as a new memorandum is signed for 2019.

We believe this is a multi-stakeholder initiative cum partnership that will ripple to benefit all.

## WHY IT MATTERS

To enable integration and development, one institution doing it alone tends to be limited. In this case, we have rightly made the decision to synergise the effort by bringing together the community-based bodies consisting of non-governmental organisations and social enterprises with the private sector and combine it with our development experience.

Through partnerships with the private sector, we were able to have the resources, expertise and innovative force to scale and achieve wider impact.

Conversely, by working with the local community-based organisations, businesses can more effectively implement corporate social responsibility programme, benefiting from their partners' access to local networks and their understanding of community needs, public trust, and their hands-on experience with grassroots communities.

## WHAT WE ARE DOING

### The Influencers

The partnerships tap into the resources, strengths, and technical know-how of the different organisations to address the gaps and disparities.

NGOs or social businesses may often find it difficult to plan for long-term objectives as their sources of revenue may be limited or typically be of temporary provision. Through partnerships with the private sector, NGOs or social enterprises are able to improve the development impact of their programming, while building their organisational capacity – in terms of entrepreneurial and financial management, marketing strategies, and sustainable funding.

And agreeably, so said the founder of Messy Bessy, Krie Lopes, chosen by us to be part of the SoSa programme: to get her products to be of export quality, get better distribution, availability, are among the challenges that she faced as an entrepreneur.

Messy Bessy as a social enterprise provides education and employment for at-risk young adults. Krie Lopez found SoSa to be useful in particular for her company's beneficiaries as they "interact as professionals" with the members of the volunteer corps from SAP during discussions and meetings.

Equally, under the EYAA, Randa Sandhita from Indonesia, one of the youth's team leader of the community project in Gombak, Malaysia that focused on educating people about the importance of separating food waste and organic farming said: "The knowledge and experience that I got from the programme (such as design thinking, project management cycle, and interviewing people directly down to the road) helped me a lot in designing some new social-projects in Indonesia. I also got invited to some talks and winning another competition in a social-project proposal."

We hope that this can inspire other organisations especially ASEAN entities and regional companies to follow us.



## IMPACTS AND RESULTS

### Key Successes

We have been lauded and received awards and honours, time and again, for taking the lead in public and private sector collaboration, working with our partners towards in ICT and education. This is a privilege worth reiterating, knowing that we will continue to work with our partners from private sector.

### Challenges

With the fourth industrial revolution in its prime, marked with rapid changes, it becomes imperative for us to remain a community that continues to be inclusive even as we aspire to be flexible and agile to reap the opportunities of the times.

As such we have been directing a great deal of attention and effort in strengthening and energising the small-scale businesses and non-profit organisation. This is while we remain focussed on the social sector, in particular education, working with young people with the support of our partners from the private sector.

It will be a challenge until and unless we continue to work collaboratively with the private sector as our partners.

We say this, knowing that the private sector is the engine of innovation investment and growth.





# RESOURCE MANAGEMENT

## OUR COMMITMENT

We remain dedicated to our aim of continuously improving our initiative.

To do so we are insistent on investing in our human resource, to be prepared for any transitions, fortifying ourselves against any anticipated or unexpected detractions that may weaken our standing and resolve.

## WHY IT MATTERS

We say so, because we are serious about our sustainability. This is knowing that the current landscape is evolving and changing fast shaped by technological disruptions and global uncertainties.

In the face of these uncertainties we recognise the urgency to broaden our public support, both from funders and beneficiaries alike in order to reap the opportunities.

The thrust of our endeavour is to put together a programming that is sustainable supported by a core of quality personnel that will meet our current and future needs and in tandem with the way we are going to operate in the digital age.

## WHAT WE ARE DOING

### At A Glance: Our Values

In our work, we are guided by the values of: professionalism; initiative and responsibility in our work; and effective collaboration.

To this end, we remain forward looking, strategic and transparent when carrying out our mission.

## PROFESSIONALISM: THE HUMAN RESOURCE PERSPECTIVE

We believe that employees as an important resource in the organisation. Our future begins with each and every new addition to the team, bringing to our team the energy to strive towards the ASEAN motto of “one vision, one identity, one community.”

And 2018 was the year where we have pulled off feat upon feat.



Under the aegis of programmatic are initiatives under the pillars of Education, Arts and Culture, Community Building and Media that has seen an overall increase in participation of the programmes. Led by our programme manager with the support of two senior project executives, they were joined by two support officers newly recruited to strengthen the team. Together, they push for change through our programmes.

The Communications team was taken up a notch with a complete team consisting of communications manager, officer, inhouse designer and intern who are curious, open to innovations and full of fresh ideas



“As a Programme Intern, I was exposed to the different stages in the workflow of programme management and non-profit work from grant proposal writing, resource mobilisation, programme implementation and finally, post-programme monitoring and evaluation.

**Regina Ng**

Programme Intern from Singapore

### **INITIATIVE AND RESPONSIBILITY: BEING ACCOUNTABLE**

Our objective is to deliver quality programmes over the long-term. Measuring impact and progress is important to us. We now have in our team a monitoring and evaluation officer to measure the impact of our programmes and operations to ensure effective programming. The information we have collected so far has given us the opportunity to improve our performance and to be held accountable.

### **EFFECTIVE COLLABORATION: ENABLED DIGITALLY**

In response to the expectations of the future, we are embracing the application of technologies and innovative solutions to our operations. A customised IT system using SAP software is in place to facilitate the integration of the project management and human resource.

We undertake this as long-term a cost-saving measure that will pave the way for a more seamless operation, ensuring faster and more efficient decision-making. It is important to note that members of our financial and procurement team have contributed to its development by providing ideas which has considerably improved our operational efficiency.

We also started using social media intelligence software: Hootsuite to monitor the performance of our social media. By the end of the year, subscribing to Meltwater, we have been able to get a consolidated view of the conversations and reported news on us to be able to make informed and actionable decisions.

In paying attention to these areas as among our top priorities, we are positive that we are able to ensure the continuation of our activities, support organisation sustainability, and allow us for improvement and the scale up of our programmes.

## **IMPACTS AND RESULTS**

### **Key Successes**

#### *Programmatic Sustainability*

We have established a solid team and have shown the capacity to deliver our programmes that respond to our beneficiaries' needs as well as key stakeholders including our donors. This has enabled us to expand our reach to the citizens of ASEAN to the next level.

#### *Institutional Sustainability*

We have a strong structure with accountable, transparent governance practices which has allowed us to build trust and respond to the priorities and needs of our beneficiaries as well as the priorities of our supporters, while creating a positive work climate for our staff.

#### *Financial Sustainability*

We work closely with our funders/donors both from the public and private sectors for our funding needs and we hold adequate funds to meet operating expenditure for ongoing efforts and to undertake new initiatives.

### **Challenges**

We have what it takes as a credible development agency. Partnerships can dramatically increase our ability to do more good work. We want to appeal to those with the same vision to come forward and come on board.

To all our donors, partners, and participants, our heartfelt gratitude for supporting our programmes and activities in 2018.

# COMMUNICATIONS

## OUR COMMITMENT

We were established to nurture and strengthen the ASEAN identity and sense of community.

As such our communication strategy has been geared towards a participative approach that gets people together to realise a common vision, taking stock of our shared values to move forward, and formulate the identity from the bottom up.

It is in this light that we have continually made the communication channels for the public, in particular ASEAN citizens, increasingly accessible and interactive with the use of technology to accompany each programme that we undertake.

The aim being to garner a holistic understanding and offer synergistic support for our cause done through our programming.

## WHY IT MATTERS

We do this knowing that at the heart of it all is about building a community and that ASEAN is home. Equally, to be a part of ASEAN necessitates acknowledging the principle of staying “united in diversity.” By itself it matters that ASEAN citizens find and realise within that diversity wisdom and values that can provide the basis for behaviour and actions that will add to its strengths as the association continues to build the community.

## WHAT WE ARE DOING

Beyond the use of our website, our content sharing and outreach has included external platforms such as Facebook, Instagram, LinkedIn, Twitter and YouTube.

With the objective to raise awareness, generate leads, calls, follow-ups and conversions that lead to action, the strategy focuses on providing the go-to avenue for diverse voices to spark commitment to a united ASEAN.

Below are the key figures of our communications efforts in 2018:

## ASEAN FOUNDATION'S COMMUNICATIONS IN NUMBERS\*

### SOCIAL MEDIA



**1,966**

social media posts  
circulated across  
4 platforms



**11,465,273**  
impressions

### SOCIAL MEDIA FOLLOWERS



Facebook

**35,526**



Instagram

**40,558**



Twitter

**19,908**



LinkedIn

**5,536**

### FACEBOOK LIVE: REGIONAL FINAL OF ADSE 2018

**47,003**

user accounts  
reached

**13,023**

views

### WEBSITE

ASEAN Foundation  
([www.aseanfoundation.org](http://www.aseanfoundation.org))



**39,252**

visits

**128,754**

pageviews

ASEAN Data Science Explorers  
([www.aseandse.org](http://www.aseandse.org))

**164,021**

visits

**282,108**

pageviews



### MEDIA RELATIONS

**USD 3,114,530**

in PR Value



**424**

media clippings



The effort highlights what works through the sharing of information and best practices, working alongside our programmes.

While noting the gaps, we work to improve and collaborate with partners from the public and private sector, including non-profits organisations, educational institutions as well as civil society.

### **AT A GLANCE: AMONG THE ACTIVITIES TO SHARE OUR STORY**

To shape our overall long-term objective, we have carried out campaigns and activities that have achieved results to build on ASEAN sense of identity and community. The effort includes both online and offline content and publications that have received recognition.

#### **Success Story: ADSE's Communication Campaign**

We received accolades for the PR campaign to build awareness among youths as future leaders on key social and economic issues in ASEAN and proposing solutions using data analytics.

We were awarded Gold for the Best Public Relations Campaign in Public Services category at Marketing Magazine's Awards 2018 in Singapore and Bronze in Hong Kong. The awards are dedicated to celebrating the most outstanding, inspired and successful campaigns from the region's public relations function.

The outreach and communications strategy for the ADSE, were in consultation with SAP. Since its launch on 1 May 2017, the webpage has been viewed 160,149 times.

Using our social media platforms (Facebook, Instagram, LinkedIn, and Twitter) to promote ADSE resulted in 324 posts to the specified hashtags #ASEANDSE, #beASEAN, #SAP4GOOD, #RoadtoADSENationalFinals, #RoadtoADSERegionalFinals. Our social media posts were read 5,467,728 times by 5,353,530 people. The publicity is enough to garner the support of youth-affiliated organisation in the ten AMS to promote the ADSE in their websites and social media channels.

Notably ADSE has been featured by over 300 printed and electronic media across the ASEAN region with the most coverage from Indonesia. H.E. Mr S Iswaran, Minister for Communications and Information, Singapore, and H.E. Nguon Sokveng, Ambassador of the Royal Embassy of Cambodia to Singapore, published ADSE on their Facebook accounts. The Embassy of Philippines to Singapore also featured the ADSE on their website.





## OUR BOARD OF TRUSTEES

**H.E. Amb. Pengiran Hajah Faezah Pengiran Haji Abdul Rahman**

Permanent Representative of Brunei Darussalam to ASEAN

**H.E. Amb. Norng Sakal**

Permanent Representative of Cambodia to ASEAN

**H.E. Amb. Ade Padmo Sarwono**

Permanent Representative of the Republic of Indonesia to ASEAN

**H.E. Amb. Ekkaphab Phanthavong**

Permanent Representative of Lao PDR to ASEAN

**H.E. Amb. Dato' Shariffah Norhana Syed Mustaffa**

Permanent Representative of Malaysia to ASEAN

**H.E. Amb. Min Lwin**

Permanent Representative of Myanmar to ASEAN

**H.E. Amb. Elizabeth P. Buensuceso**

Permanent Representative of the Philippines to ASEAN (2018 Chair of Board of Trustees)

**H.E. Amb. Tan Hung Seng**

Permanent Representative of the Republic of Singapore to ASEAN

**H.E. Amb. Phasporn Sangasubana**

Permanent Representative of the Kingdom of Thailand to ASEAN

**H.E. Amb. Tran Duc Binh**

Permanent Representative of Viet Nam to ASEAN

**H.E. Dato Lim Jock Hoi**

Secretary-General of ASEAN



# OUR TEAM

**Elaine Tan** Executive Director

## PROGRAMME UNIT

**Mahmudi Yusbi** Programme Manager

**Yacinta Esti Wulan Wahyu Jati** Project Manager for ASEAN Farmers' Organisation Support Programme

**Diana Syafitri** Senior Programme Management Officer

**Uni Prayuti** Senior Programme Officer

**Ilan Asqolani** Senior Project Officer for ASEAN Data Science Explorers Programme

**Dina Wintyas Saputri** Senior Project Officer for ASEAN Science and Technology Fellowship Programme

**Hana Hetty Manuela** Communication Officer for ASEAN Farmers' Organisation Support Programme

**Amy Darajati Utomo** Programme Support Officer

**Ludhini Volva** Programme Support Officer

## COMMUNICATIONS UNIT

**Anthoni Octaviano** Communications Manager

**Caron Toshiko Monica** Programme and Communications Officer

## FINANCE AND ADMINISTRATION UNIT

**Piranti Savitri** Head of Finance and Administration

**Damai Sejahtera Nazara** Finance and Accounting Officer (Up to April 2018)

**Ninik Rahayu** Finance and Accounting Officer

**Riza Olivia** Operations Officer

## SUPPORT UNIT

**Ahmad Mubarak** Security Guard

**Tukimin** Security Guard

**Asep Darmadi** Security Guard

**Fransiscus Adi Nugroho** Security Guard

**Slamet Achrizin** Driver

**A.D. Suryanto** Driver

**Yandi Kusnandar** Officer Helper

# AUDITED FINANCIAL REPORT

**The ASEAN Foundation**  
**Statements of financial position**  
 As of December 31, 2018

(Expressed in US Dollar)

	Notes	2018	2017
<b>ASSETS</b>			
<b>Current assets</b>			
Cash and cash equivalents	4	259,342	482,569
Account receivables – net allowance for impairment losses of USD 680 (2018) and USD 727 (2017)	5	18,773	-
Interest receivables		6,292	11,924
Advances	6	83,889	290,135
Prepaid expenses		2,105	2,388
<b>Total current assets</b>		<b>370,401</b>	<b>787,016</b>
<b>Non current assets</b>			
Restricted bank accounts	7	1,330,407	1,184,711
Restricted time deposits	8	2,544,514	2,495,805
Property and equipments	9	14,848	17,154
Other assets	10	8,149	1,329
<b>Total non current assets</b>		<b>3,897,918</b>	<b>3,698,999</b>
<b>TOTAL ASSETS</b>		<b>4,268,319</b>	<b>4,486,015</b>

The accompanying notes to financial statements form an integral part of these financial statements.

**The ASEAN Foundation**  
**Statements of financial position (continued)**  
 As of December 31, 2018

(Expressed in US Dollar)

	Notes	2018	2017
<b>LIABILITIES AND NET ASSETS</b>			
<b>LIABILITIES</b>			
<b>Current liability</b>			
Accrued expenses	11	4,320	839
<b>Total current liability</b>		<b>4,320</b>	<b>839</b>
<b>Non current liabilities</b>			
Other payable	12	106	-
Employee benefit liability	13	25,711	38,169
<b>Total non current liabilities</b>		<b>25,817</b>	<b>38,169</b>
<b>TOTAL LIABILITIES</b>		<b>30,137</b>	<b>39,008</b>
<b>NET ASSETS</b>			
Unrestricted		(808,488)	(647,235)
Restricted		1,826,670	1,874,242
Endowments	14	3,220,000	3,220,000
<b>TOTAL NET ASSETS</b>		<b>4,238,182</b>	<b>4,447,007</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>		<b>4,268,319</b>	<b>4,486,015</b>

The accompanying notes to financial statements form an integral part of these financial statements.

Jakarta, September 9, 2019

  
**Elaine Tan**  
 Executive Director

**The ASEAN Foundation**  
**Statements of activities**  
For the year ended December 31, 2018

(Expressed in US Dollar)

	Notes	2018			2017 <sup>(*)</sup>				
		Unrestricted	Restricted	Endowment	Total	Unrestricted	Restricted	Endowment	Total
<b>REVENUES</b>									
Grants	15	-	1,047,815	-	1,047,815	-	1,122,925	-	1,122,925
Donations & contributions	16	150,000	-	-	150,000	150,000	-	-	150,000
Interest income		136,837	5,281	-	142,118	134,758	3,309	-	138,067
Exchange rate difference (gain)		-	-	-	-	1,779	-	-	1,779
Other income	17	2,413	21	-	2,434	846	-	-	846
<b>TOTAL REVENUES</b>		<b>289,250</b>	<b>1,053,117</b>	<b>-</b>	<b>1,342,367</b>	<b>287,383</b>	<b>1,126,234</b>	<b>-</b>	<b>1,413,617</b>
<b>EXPENDITURES</b>									
Managerial and general expenses	18	(213,439)	-	-	(213,439)	(226,651)	-	-	(226,651)
Project cost	19	(110,894)	(1,091,041)	-	(1,201,935)	(17,393)	(1,813,788)	-	(1,831,181)
Depreciation expenses	9	(8,447)	-	-	(8,447)	(10,192)	-	-	(10,192)
Exchange rate difference (loss)		(117,723)	(9,648)	-	(127,371)	-	-	-	-
Allowance for impairment loss of receivables		-	-	-	-	(727)	-	-	(727)
<b>TOTAL EXPENDITURES</b>		<b>(450,503)</b>	<b>(1,100,689)</b>	<b>-</b>	<b>(1,551,192)</b>	<b>(254,963)</b>	<b>(1,813,788)</b>	<b>-</b>	<b>(2,068,751)</b>
<b>CHANGE IN NET ASSETS</b>		<b>(161,253)</b>	<b>(47,572)</b>	<b>-</b>	<b>(208,825)</b>	<b>32,420</b>	<b>(687,554)</b>	<b>-</b>	<b>(655,134)</b>

<sup>(\*)</sup> Reclassification, see note 20

<sup>(\*)</sup> Reclassification, see note 20

The accompanying notes to financial statements form an integral part of these financial statements.

Jakarta, September 9, 2019

  
**Elaine Tan**  
Executive Director



**The ASEAN Foundation**  
**Statements of changes in net assets**  
For the year ended December 31, 2018

(Expressed in US Dollar)

	<b>Unrestricted</b>	<b>Restricted</b>	<b>Endowment</b>	<b>Total</b>
Net assets beginning January 1, 2017	(679,655)	2,561,796	3,220,000	5,102,141
Change in net assets	32,420	(687,554)	-	(655,134)
<b>Net assets ending December 31, 2017</b>	<b>(647,235)</b>	<b>1,874,242</b>	<b>3,220,000</b>	<b>4,447,007</b>
Change in net assets	(161,253)	(47,572)	-	(208,825)
<b>Net assets ending December 31, 2018</b>	<b>(808,488)</b>	<b>1,826,670</b>	<b>3,220,000</b>	<b>4,238,182</b>

The accompanying notes to financial statements form an integral part of these financial statements.

Jakarta, September 9, 2019

  
**Elaine Tan**  
Executive Director

**The ASEAN Foundation**  
**Statements of cash flows**  
For the year ended December 31, 2018

(Expressed in US Dollar)

	2018	2017
<b>Cash flows from operating activities</b>		
Change in net assets	(208,825)	(655,134)
Adjustments for:		
Loss in foreign exchange	98,848	13,147
Allowance for impairment loss of receivable	-	727
Depreciation	8,447	10,192
Provision for post-employment benefits	(12,458)	(14,451)
Interest income	142,114	(138,067)
Operating cash flows before changes in operating assets and liabilities	28,126	(783,586)
Changes in operating assets and liabilities:		
Accounts receivable	(18,773)	372
Advances	206,246	724,794
Security deposit	(6,821)	-
Prepaid expenses	284	967
Accrued expenses	3,481	(149)
Other accounts payable	106	(346)
<b>Net cash provided from (used in) operating activities</b>	<b>212,649</b>	<b>(57,948)</b>
<b>Cash flows from investing activities</b>		
Increase in restricted bank accounts	(293,250)	(138,247)
Acquisition of property and equipment	(6,141)	(2,392)
Interest income received	(136,485)	136,395
<b>Net cash used in investing activities</b>	<b>(435,876)</b>	<b>(4,244)</b>
Net increase (decrease) in cash and cash equivalents	(223,227)	(62,192)
Cash and cash equivalents at beginning of year	482,569	544,761
<b>Cash and cash equivalents at end of year</b>	<b>259,342</b>	<b>482,569</b>

The accompanying notes to financial statements form an integral part of these financial statements.

Jakarta, September 9, 2019

  
**Elaine Tan**  
Executive Director







ASEAN FOUNDATION

Jalan Sam Ratulangi No. 2, Menteng

Jakarta 10350, Indonesia

Telp +62 21 3192 4833 ext. 113

@secretariat@aseanfoundation.org

     ASEAN Foundation

 [aseanfoundation.org](http://aseanfoundation.org)

Circulated by ASEAN Foundation, 2018.





ASEAN FOUNDATION

# ANNUAL REPORT 2018





ASEAN  
FOUNDATION

Jalan Sam Ratulangi No. 2, Menteng  
Jakarta 10350, Indonesia

Telp +62 21 3192 4833 ext. 113

@secretariat@aseanfoundation.org

     ASEAN Foundation

 [aseanfoundation.org](http://aseanfoundation.org)

Circulated by ASEAN Foundation, 2018.





ASEAN FOUNDATION



# ANNUAL REPORT 2018







