Think, Feel and #BeASEAN

ASEAN Foundation Profile
3G Capacity Building Award 2021

3G Championship Award in Social Responsibility 2021

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

OUR VISION
To build a cohesive and prosperous ASEAN community.

OUR PILLARS

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.

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.
Decades after ASEAN was established, ASEAN leaders recognised that there remain inadequate shared prosperity, ASEAN awareness, and contact among the people of ASEAN. It was because of this concern that ASEAN leaders established the ASEAN Foundation on 15 December 1997.

It is our belief that youth play a pivotal role in building a peaceful and prosperous ASEAN Community as leaders of tomorrow. Therefore, we develop and implement regional initiatives that aim to equip youth with future ready skills that matter while raising their awareness and sense belonging towards ASEAN. We strive to provide an immersive platform for youth to learn, grow and unlock their potentials.

In the last 7 Years through our programmes

74,532* Youths Empowered

Building resilient and prosperous ASEAN communities
Our Programmes

Maybank Women Eco-Weavers
"Weaving Tales"
Short Story Competition

ASEAN Youth Social Journalism Contest

ASEAN Science and Technology Fellowship

ASEAN Youth Video Contest

Future Ready ASEAN
ASEAN Digital Innovation Programme

ASEAN Photo Competition

Bridges to the Future:
ASEAN Youth Employment

ASEAN Internship Programme
KONNECT ASEAN

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

Capacity building workshop, arts exhibition

“...

In this Covid-19 period, many artist can’t go abroad (including me). It make many of us fell in to lethargy, but when I found this project, I feel like ‘OK, now I can do something new with far away friend!’ and it really does. It was not just cultural exchange, but can also take care someone abroad continuously and heard the news in another country in another view. I think this experiment make me feel more comfortable and It gave me the power to sustain my creation with a sense of relief that I am not the only one so helpless.”

Jade (Sunok) Park
Virtual360 Konnect Resident Artist, Republic of Korea
eMpowering Youths Across ASEAN (EYAA)

- Galvanising youth’s social volunteerism to empower local communities
- Capacity building workshop, community project implementation

“
As the EYAA programme involves youth from various backgrounds, I believe it will help facilitate more cross-cultural dialogues which is useful in facilitating better understanding of each other’s differences and enhancing appreciation to ASEAN’s diversity.”

Joshua Dale Santos
Young Changemaker of EYAA:
Cohort One, the Philippines
ASEAN CARES

Alleviating the negative effects of COVID-19 in the most impacted areas in ASEAN

Campaign, relief package distribution

ASEAN CARES allows me to connect deeper with humans whom I might not had the chance to meet on a day-to-day basis. It’s very easy to be caught up or stay in our own little bubble or circle of people, so getting to meet and engage with people from other parts of the communities, is something I won’t trade.”

Fara Amina
EcoKnights, Malaysia
ASEAN Social Enterprise Development Programme

- Empowering youth-led social enterprises across the region to deliver greater impact to the communities
- Capacity building workshop, mentorship, financing

Bridges to the Future: ASEAN Youth Employment

- Equipping youth with professional skills that matter
- Capacity building training, deep-dive research, creation of job portal

Maybank Women Eco-Weavers: “Weaving Tales” Short Story Competition

- Preserving ASEAN's art of weaving through stories from youth
- Story competition
ASEAN Foundation Model ASEAN Meeting (AFMAM)

Building students’ leadership skills and understanding of ASEAN decision-making process

Meeting simulation, role-playing

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

Siriphone Siriphongphanh
Alumni of AFMAM 2018, Lao PDR

www.afmam.aseanfoundation.org
ASEAN Data Science Explorers (ASEAN DSE)

Equipping youth with data analytics skills and promoting ASEAN awareness and UN-SDGs

Enablement session, data analytics competition

I believe ASEAN DSE is of great importance for ASEAN youth especially in today’s increasingly digital world. Our young people need both technical skills, such as on data analytics, as well as 21st century skills to succeed amidst the Fourth Industrial.

H.E. Kung Phoak
Deputy-Secretary General of ASEAN for Socio-Cultural ASEAN Community

www.aseandse.org
ASEAN Digital Innovation Programme (ADIP)

Providing a platform for undeserved youth to learn computer skills

Capacity building workshop, data science competition, e-learning website

Future Ready ASEAN
ASEAN Digital Innovation Programme

"The Future Ready ASEAN training by ASEAN Digital Innovation Programme not only provides knowledge about basic digital skills such as how to use HTML5, CSS and Javascript or maximise LinkedIn's potential to find work, but also inspires girls to learn and participate in computer science and the digital world."

Ngo Minh Trang
Participant of Future Ready ASEAN
Training of Trainers, Viet Nam

www.futurereadyasean.org
ASEAN Science and Technology (S&T) Fellowship
- Transforming ASEAN scientists into champions of evidence-based policy making
- Capacity building workshop, work placement in relevant ministries

ASEAN Online Safety Academy
- Promoting safe and positive online experiences for youth in ASEAN
- Webinar series

ASEAN Foundation Internship
- Equipping students with future ready skills and knowledge of the inner workings of a regional inter-governmental body
- Hands-on learning, mentoring
ASEAN Youth Video Contest (AYVC)

Equipping youth with professional video production skills

Video production workshop, video competition

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

Deanna See
First Runner-up of AYVC, Singapore
ASEAN Youth Social Journalism (AYSJ)

Providing youth with skills and knowledge to deliver impactful social campaigns

Workshop on social campaign, campaign competition

ASEAN Photo Competition

Promoting the importance of renewable energy among youth

Photo competition, workshop

ASEAN Youth Social Journalism Contest

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

Camille Joyce M. Lisay
First Winner of AYSJ, the Philippines