Promoting ASEAN among the Youth

With funding support from the Government of Japan (Japan-ASEAN Solidarity Fund)
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Message

The ASEAN Foundation is mandated to “promote greater awareness of ASEAN, and greater interaction among the peoples of ASEAN, as well as their wider participation in ASEAN activities through human resources development” with particular focus on raising ASEAN awareness and enhancing interaction among the youth and other ASEAN stakeholders. Enhancing awareness of ASEAN is an important undertaking that involves a continuing effort at knowledge-building and inculcating values and attitudes of regionalism among various stakeholders of the region, especially the youth. The aim is to enable ASEAN citizens to realize and appreciate common aspirations in the region and to inspire them to take part in the dynamics of building the ASEAN Community.

This publication highlights the youth-related programs and projects that the ASEAN Foundation has supported and implemented over the past decade with generous support from the Government of Japan through the Japan-ASEAN Solidarity Fund. Promoting ASEAN awareness among the young generation of ASEAN citizens was carried out through workshops and forums, community immersion activities, youth exchange programs, scholarships and development of an educational, interactive computer game, among others.

With these efforts, we hope that in time, the youth, the next generation of ASEAN Leaders, would have been inculcated with the ASEAN identity to help sustain and carry on the goals and objectives of the ASEAN Community.

Dr. Filemon A. Uriarte, Jr.
Executive Director
ASEAN Foundation
Introduction

At their 12th Summit Meeting held in Cebu in January 2007, the ASEAN Leaders issued The Cebu Declaration Towards One Caring and Sharing Community which stated the following:

“Encourage greater institutional collaboration in promoting ASEAN awareness particularly among the younger generation, and promote the increased involvement of ASEAN youth and students at national and regional level activities, so that they can make valuable contributions to the achievement of the ASEAN Community.

“Promote ASEAN identity building in support of an ASEAN Community by undertaking initiatives and activities to increase the level of ASEAN awareness and “we feeling” among the peoples of ASEAN. We also reaffirm our efforts in preserving and promoting the region’s rich and vast cultural heritage and living traditions, which reflect the ASEAN spirit of unity in cultural diversity and social harmony.”

The ASEAN Foundation’s projects to help promote ASEAN awareness among the youth are many and may be grouped into the following forms and approaches: (a) interactions and forums; (b) workshops and community immersion activities; (c) scholarship programs and youth exchanges; (d) improving skills and outlook; (e) development of youth website and video game; and (f) cultural appreciation and promotion.

Promoting ASEAN is a task that involves a continuing effort at knowledge-building and inculcating values and attitudes of regionalism among various target sectors, especially the youth. The aim is to enable target audiences to realize and appreciate common aspirations in the region and inspire them to take part in the dynamics of community-building.

Promoting ASEAN is a shared responsibility among all ASEAN member countries, ASEAN agencies and all other stakeholders involved in shaping the ASEAN community. In his keynote address to open the ASEAN Youth Awareness Forum in January 2008, Dr. Surin Pitsuwan, Secretary-General of ASEAN said: “In order to convince the 567 million in ASEAN to join and support the community-building endeavour, they must first be informed of what ASEAN is all about and what important objectives ASEAN is trying to achieve. To be able to raise awareness of ASEAN, we need to consolidate our efforts to make sure that a growing number of these 567 million people feel ASEAN and would like to contribute to ASEAN. In order to achieve this, we need a network across the sectors in every ASEAN Member State, which include professional groups, civil society, organisations, other stakeholders and well-wishers.”
I. Interactions and Forums

Towards building the ASEAN Community, the ASEAN Foundation’s agenda is to promote greater interaction among the peoples of ASEAN as well as their wider participation in ASEAN activities. Among the youth, the ASEAN Foundation has supported exchanges with the aim of bringing them together, promoting ASEAN awareness and instilling in them the spirit of regionalism.

The ASEAN Student Leaders’ Summit and Cultural Festival, organized and hosted for the second time by the Angeles University Foundation, Philippines was held on 22-26 January 2007 and participated in by 131 student leaders coming from 45 universities and academic institutions from ASEAN countries including China and Korea.

With the theme “Awareness and Unity among ASEAN Youth,” the student leaders conducted interactive group discussions and presentations, skills-building and dialogue sessions on issues such as ASEAN awareness, civic responsibility and community service, values, entrepreneurship and volunteerism. Following are the results of the event:

1. Through the interactive group discussions and presentations, skill-building sessions, dialogues with educators, business and community leaders, government officials and field exposure, participants became more knowledgeable on the following:
   - Vision and Policy Developments on ASEAN Awareness among Youth;
   - ASEAN Awareness and Civic Responsibility;
   - Youth Employability and Entrepreneurship;
   - Spirit of Volunteerism and Civic Responsibility among young ASEAN Emerging Leaders;
   - Networking and Information Exchange among ASEAN Youth;
   - Behavioral Change in ASEAN: Role of Contemporary Youth;
   - Desirable Attributes and Qualities of Aspiring Leaders in ASEAN.

2. As in most ASEAN meetings, the student summit was well-documented. A CD containing all the paper presentations and workshop outputs and photos of all the activities was distributed to all participants. DVD copies of videos documented were also made available to participants.

At the end of the Summit, the delegates signed a declaration expressing their “commitment to promote the Awareness and Unity among ASEAN Youth”, and “affirming that actions will be taken to further foster the ASEAN spirit, by joining together Heads, Hearts and Hands in building one community.” The event culminated in a cultural festival that featured song and dance performances from each delegation and the host institution’s performing arts group.

The summit provided a good opportunity for the student leaders to network with
other students from other countries in ASEAN as well as from China and Korea.

In November 2008, the ASEAN Foundation supported the 11th SEAMEO INNOTECH International Conference with the theme “Transitions for Youth Success: Creating Pathways for Work and Life”. This regular meeting of educators, practitioners and education stakeholders gathered around 175 youth leaders, education planners, community leaders and government and business representatives to discuss and share experiences and explore strategies towards helping the youth co-create their positive future. The objectives of the conference were to:

• Broaden perspectives and understanding on the challenges and opportunities being faced by the youth;
• Highlight the success factors of various development programs and approaches in creating a positive future for the youth;
• Build a shared understanding of the important characteristics of youth success;
• Explore new and exciting possibilities in creating multiple pathways towards developing the youth.

Of the 175 participants, 33 were from ASEAN countries who are potential leaders and professionals of the region. By participating in the workshop, the youth leaders were able to contribute in crafting the “Framework for Ensuring Youth Success”, which aims to be the uniting factor for all youth development initiatives in the ASEAN region. The Framework likewise served as a platform for various organizations and groups engaged in youth projects in crafting their respective development programs.

II. Workshops and Community Immersion Activities

If there is one project of the ASEAN Foundation that really brings the youth to directly experience the challenges being addressed by ASEAN, it is the ASEAN Students Engaging Action for Local and Regional Contribution to Society or “ASEAN Logics.” Proposed by the University of Indonesia, ASEAN Logics sought to address the challenges of low level of awareness and absence of a ‘we-feeling’ in ASEAN among the youth through a program that would be people-oriented, encourage interaction among the youth to participate in the actual dynamics of development challenges faced by ASEAN especially in the functional area, and enable the youth to express and share their views on such issues.

In general, the program would involve two stages. First, a conference and workshop on identified issues would take place where discussions would be held with competent officials and experts after which a plan of action would be drawn up. Second, actual field trips will be organized to allow participants to observe and experience living conditions in the communities visited and to hold further interaction discussions among themselves. With such an approach, participants would learn from both the working group discussions as well as from the site visits to observe the problem taking place.
With funding support from the Japan-ASEAN Solidarity Fund, the ASEAN Logics was held on 3-14 August 2007 and participated in by 44 undergraduate students from ASEAN countries. The participants were grouped into four teams and each one was assigned a key discussion topic (selected from ASEAN’s functional cooperation areas), and site to visit:

- *Bridging Differences in Culture and Beliefs* – Singaraja, Bali
- *Globalization, Poverty, and Development* – Gorontalo, Sulawesi
- *Challenges of Epidemic Diseases: Focus on HIV/AIDS* – Jayapura, Papua
- *Ecosystem and Wildlife Conservation* – Malang, East Java

After four days of intensive discussions on the specific topics with the help of resource persons, the participants drew up their site visit plans in preparation for their field work.

The community visits were held on 8-11 August 2007. They provided participants the opportunity to directly interact with local people, learn about their culture, understand the problems taking place in the field, and the possible ways to overcome them.

After their site visits, the participants convened again in Jakarta for group sharing. Some of the stories and experiences they shared are definitely etched in their minds such as the experience of visiting a dying child afflicted with HIV/AIDS in a modest hospital in Jayapura. One participant from Viet Nam remarked: “ASEAN Logics is different. Here, we have the site visit and not merely theoretical knowledge. I’m going to bring the practical experience related to HIV issue in devoting myself for this cause in Viet Nam.”

Discussions were again held, this time at the ASEAN Foundation, on the ASEAN identity and the ASEAN Community, followed by a visit to the ASEAN Secretariat where the students were briefed on its functions and structure.

The organizers of University of Indonesia reported that the project successfully resulted in an increase of ASEAN awareness among the participants and increase of the “we-feeling” as being part of ASEAN.
III. Scholarships and Youth Exchanges

Efforts of the ASEAN Foundation to raise ASEAN awareness among the youth have taken different forms and approaches. Among these are the promotion of ASEAN Studies in universities, scholarship grants, exchange programs and other activities involving universities throughout the region.

ASEAN Studies Programme. To promote a deeper understanding and knowledge of ASEAN, the Foundation has supported the development and promotion of ASEAN Studies among universities in the region. The aims of the ASEAN Studies Programme are to:

1) promote awareness and understanding of the region, regional integration and cultural, social, economic and political aspect through the incorporation of the ASEAN studies in universities’ course curriculum, course materials and teaching materials, and
2) strengthen linkages and cooperation among students, staff members and academic institutions through the promotion of ASEAN studies.

With the Foundation’s support, the development of ASEAN Studies is being implemented through the ASEAN University Network as an interdisciplinary study of ASEAN’s development and system of regional governance in a rapidly changing global order. Several workshops, seminars and consultations were funded by the ASEAN Foundation from 1998 to 2005 to identify the niche for the programme, its core courses and medium of delivery. The six core courses for the ASEAN Studies Programme are:

- History, Society and Culture in Southeast Asia
- Regionalization and Regionalism: Theory and Practice
- The ASEAN Economies
- Legal, Institutional, and Governance Frameworks
- Economic and Political Policy Agendas
- Comparative Regionalism and Global Governance

Starting in 1999 up to the program’s launch in 2006, the University of Malaya hosted and ran one-semester ASEAN Studies courses over several academic years. The programme has now been institutionalized as an International Masters in ASEAN Studies Course at University of Malaya’s Asia-Europe Institute. In September 2007, the course entered its second academic year with an intake of ten students, several of whom are on scholarships offered by the Asia-Europe Institute and the Commission on Higher Education of Thailand. Other ASEAN universities are beginning to incorporate the ASEAN Studies Programme in their postgraduate courses.

Scholarship Grants. Since its establishment, the Foundation has been providing scholarship grants for the ASEAN youth. Among these are the ASEAN Foundation Scholarship for Post Graduate Studies and the Scholarships for Funding the Smart but Poor in ASEAN.

The objective of the scholarship programme is to pursue higher quality human resources development
in ASEAN through postgraduate studies and to encourage and promote studies in ASEAN universities.

As of 2007, the ASEAN Foundation has awarded 17 scholarship grants to ASEAN nationals to undertake postgraduate studies (Master’s degree) at the Asian Institute of Management, SEAMEO BIOTROP, King Mongkut University of Technology, Maejo University, Kasetsart University, Angeles University, SEAMEO SEARCA, and National University of Singapore.

The ASEAN Foundation has on-going scholarship agreements with the National University of Singapore, Asian Institute of Technology and Chulalongkorn University, for a total of 18 scholarship grants commencing August 2008. Also in 2008, the ASEAN Foundation has made available 10 new grants for the ASEAN Foundation Scholarships for Nationals of ASEAN Countries for post graduate studies at the Asian Institute of Technology (AIT). Likewise, for 2008, the ASEAN Foundation has made available two grants for the ASEAN Foundation Research Scholarships offered by the National University of Singapore (NUS). These scholarships are available for ASEAN nationals (except Singapore citizens and permanent residents) who wish to pursue a Master’s Degree by research at the NUS. These scholarship grants are funded through the Japan-ASEAN Solidarity Fund.

The Scholarships for Funding the Smart but Poor in ASEAN would earn a Master’s Degree in Public Policy at the National University of Singapore. The programme highlights the importance of good public policy education for good governance.

In 2008, the ASEAN Foundation established the second phase of its regional scholarship program in partnership with various corporate foundations in ASEAN that targets to provide around 100 scholarship grants across the region. This project aims to promote further ASEAN awareness and identity, narrow the development gap among ASEAN member countries through development of human resources and to engage the private sector in ASEAN community building. Under this scholarship program, qualified citizens from ASEAN countries will have the opportunity to pursue graduate studies in the country where the partner corporate foundation is based.

In March 2009, the ASEAN Foundation and the Siam Cement Group Foundation (SCG Foundation) formally forged a partnership for a joint scholarship program for post-graduate studies. SCG Foundation, a Bangkok-based non-profit organization, is the first corporate foundation to partner with ASEAN Foundation to implement a joint scholarship program. Both organizations share the same commitment of contributing to human resources development in ASEAN by providing quality education to ASEAN nationals. Under the joint scholarship program, scholarship slots will be provided to qualified citizens from Cambodia, Viet Nam and Lao PDR who wish to pursue graduate studies in the areas of Chemical and Industrial Engineering, Energy, and International Development. For this particular collaboration, partner academic institutions include the Asian Institute of Technology, Chulalongkorn University and Sirindhorn International Institute of Technology.
Promoting ASEAN Among the Youth

Participants.

Youth Exchanges. To build up and help shape positive attitudes and orientations among the youth, the ASEAN Foundation has supported a number of student exchange programs. A notable project that heightens regard for ASEAN-Japan relations is the High School Student Exchange Program for Japan and ASEAN. ASEAN and Japan have placed emphasis on people-to-people and cultural exchanges, particularly among the youth with a view to fostering a sense of togetherness, mutual trust, respect and understanding of each other’s traditions and values.

The High School Student Exchange Program for Japan and ASEAN was proposed by Japanese Prime Minister Mori recognizing the value of people-to-people exchange. The objectives of the program are to:

1) create the foundation of close multilateral relations in the future among ASEAN countries and Japan, by encouraging the future generation of leaders to think regionally and with cross-cultural sensitivity and mutual respect, and
2) learn about the diversity of Asian cultures while finding a common set of experiences and beliefs upon which to base a continuing dialogue.

Through this project, high school students from ASEAN countries attend senior high schools in Japan and enjoy the unique experience of local community home stay with Japanese families. Likewise, the program also allows Japanese exchange students to enjoy the same experience in ASEAN countries. This experience has deepened and promoted intercultural understanding between Japan and ASEAN countries.

The first high school exchange program for Japan and ASEAN was implemented in 2001 and recognized as a great success. The second program was implemented successfully in the following year. With the resounding success of the program, the Tokyo ASEAN-Japan Summit of December 2003 emphasized, in the ASEAN-Japan Plan of Action, the importance of the youth exchange program and announced that Japan would host 10,000 ASEAN youths, including students through various exchange schemes over the next five years.

Educational Forum and Young Speakers. Promoting knowledge about ASEAN has been effective through the AUN Educational Forum and Young Speakers Contest which is organized every year through the ASEAN University Network. Organized in a host country for a two-week period that coincides with school holidays, the Educational Forum and Young Speakers Contest includes workshops around four main activities: young speakers contest; workshops and presentations on topical ASEAN issues; educational tours; and cultural programs. Each AUN member university sends two undergraduate students and one faculty member to participate in the activities. The annual forum and contest has attracted the attention not only of students and lecturers but also local governments and the mass media.

The young speakers contest effectively broadens the delegates’ awareness and understanding on the dynamics of ASEAN cooperation and allows them to present their views on ASEAN’s future role and viability. Prior the event they study about ASEAN in preparation for the contest and discussions.

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IV. Improving Skills and Outlook

Promoting ASEAN among the youth entails programs that promote social responsibility, leadership and skills. These are values that enable the youth to participate more fully and make a positive contribution to improve the lives of people in their communities and countries. Skills upgrading among the youth has been part of ASEAN’s thrust for the continuous development of an adequate human resource base. Two programs for the youth were carried out in the early years of the ASEAN Foundation involving training on self-employment for out-of-school youth and a seminar on juvenile delinquency.

Out-of-School Youth. The National Committee on Youth of Viet Nam conducted the Regional Training on Self-Employment for Out-of-School Youth in 2001 to develop a model training curriculum on financial management for self-employment of out of school youth and train 50 participants from ASEAN member countries on the said curriculum. The curriculum would benefit both rural and urban out-of-school youth.

Trainers on financial management were trained to conduct their programmers in their respective countries.

Urban Youth. The ASEAN Foundation supported the Seminar on Urban Youth Work II which was organized by the National Youth Council of Singapore in 2001. The objectives of the seminar were to:

- discuss and recognize the underlying factors contributing to degeneration of moral values among the youth;
- study and discuss the various strategies and approaches that could be adapted in tackling the issue of juvenile delinquency;
- impart to participants knowledge and skills needed to handle the issue of juvenile delinquency and to alleviate social problems among youth;
- discuss and devise innovative, creative and effective programmes to reach out to youths and to meet the challenges posed by changing influences affecting our youth;
- facilitate the exchange of ideas and experiences on the formulation of youth policies (if any) and youth programmes in member countries on the issue of tackling juvenile delinquency, and to
- establish an ASEAN network among participants of the seminar.

Youth workers from non-government organizations participated in the seminar. Outputs were (1) papers on the state of urban youth work in each respective country; (2) Compilation of various experiences and (3) best practices in tackling juvenile delinquency in all member countries.

Culture and Development. Following the successful implementation of 10 workshops on “Managing the Integration of Culture into Development Programmes” held held in 2002-2005, the ASEAN Foundation and SEAMEO-Regional Centre for Archaeology and Fine Arts (SPAFA) has offered this workshop with a focus on the youth in Southeast Asia. The rationale for this is based on the growing consensus that investing in young people in developing countries is critical for the future because it does not only benefit that group but the whole of society as well, bringing with it economic returns, peace and human security. Engaging young adults to perceive problems and communicate their ideas can bring a new positivism, energy, and creativity to address some of the challenges of the region and improve development outcomes.
The workshops are specially designed to enable the youth to be more active in the development process while promoting awareness of the ASEAN identity and respect for the cultural diversity of the region. The activities include a wide range of participatory teaching and learning methodologies, including discussion, debate, research, role play, field trips and ‘youth-friendly’ teaching materials. The activities will equip young participants with knowledge, build understanding of complex global issues and concerns, encourage the development of critical thinking skills and teach respect and cooperation.

The objectives of the Youth, Culture and Development workshops are to:

- encourage young people to become active participants in development processes while maintaining and promoting respect for the diversity of the region,
- encourage young people to explore, develop, and express their own values and opinions,
- encourage young people to make informed decisions about the challenges they face now as well as in the future,
- facilitate a greater understanding through dialogue and teamwork, and;
- develop skills which can enable them to participate fully and make a positive contribution to improve the lives of people within their communities.

The workshop series are scheduled from November 2008 to May 2009 and will be held in various places around the region.

Schedule of Youth, Culture and Development Workshops

Workshop A, November 2008, Chiang Mai, Thailand, for participants from Indonesia, Malaysia, Philippines, Singapore, and Thailand

Workshop B, December 2008, Hanoi, Viet Nam, for Vietnamese participants

Workshop C, January 2009, Sihanoukville, Cambodia, for Cambodian participants

Workshop D, February 2009, Vientiane, Lao PDR, for Lao participants

Workshop E, April 2009, Mandalay, Myanmar, for Myanmar participants

Workshop F, May 2009, Davao, Philippines, for ASEAN nationals from the BIMP-EAGA region as follows: Brunei Darussalam; Indonesia: the provinces of West Kalimantan, Central Kalimantan, South Kalimantan, East Kalimantan, North Sulawesi, Central Sulawesi, Southeast Sulawesi, South Sulawesi, Maluku, Irian Jaya; Malaysia: the provinces of Sabah, Sarawak, Federal Territory of Labuan; and the Philippines: the islands of Mindanao and Palawan.
V. Development of Youth Website and Video Game

To help ensure that information on ASEAN is readily available to the youth, the ASEAN Foundation has supported projects that provide Internet connectivity and programs that promote the use of knowledge, information and communication technology (ICT). Improved skills and connectivity will not only promote knowledge transfer but will help speed up programs in all other sectors to keep people informed of developments in ASEAN.

Youth@ASEAN Website. ASEAN’s collective effort to bridge the technology gap among its member countries has given ASEAN youths better access to the Internet and ICT. To engage the youth of the region more effectively, the ASEAN Senior Officials Meeting on Youth identified its website called Youth@ASEAN to serve as a platform for communication and exchange of knowledge and information and to reach out to youth and youth practitioners across ASEAN member countries.

The Youth@ASEAN website was launched in 2000 and involved the setting up of a regional homepage with hyperlinks to the existing sites of ASEAN youth focal point of member countries. The website provided a regional overview of ASEAN cooperation in youth matters, as well as information on existing resources, programmes and activities pertaining to youth, carried out by the member countries.

The Youth@ASEAN website objectives are to:

- highlight and promote the major strategies, programmes and activities of ASEAN member countries;
- disseminate information on youth and reinforce the ASEAN youth identity among youths in ASEAN;
- facilitate the exchange of information among ASEAN Ministries dealing with youth as well as among the major youth organisations in ASEAN; and,
- allow the youth to become more familiar with information technology.

The website had already been operational among ASEAN’s so-called older members and the ASEAN Foundation was requested to assist in developing the second phase of the project to put up the websites of the youth focal points of CLMV countries and to hyperlink them to the Youth@ASEAN website. Such a linkage would provide a complete one-stop resource database of youth-related information in ASEAN. The assistance would enhance Internet connectivity in ASEAN countries and close the gap between technology-empowered and technology excluded communities worldwide. ASEAN Foundation support was made through the Republic of Korea fund.

The completion of Phase II of the website project will facilitate and enhance the exchange of information and matters pertaining to ASEAN and youth affairs in the region.

The Youth@ASEAN website will be updated on a quarterly basis and in the long run, would serve as an interactive platform for young people in ASEAN to come online and have free flowing discussions and exchange of ideas to create a more vibrant ASEAN youth community.
The ASEAN Quest. When the video game ASEAN Quest was officially launched in Manila in July 2008, it was enthusiastically received by the scores of participants and onlookers at the ASEAN Youth Science Summit and the ASEAN Science and Technology Week exhibition.

It was the first time that ASEAN has developed a computer video game to entice young people to become more aware and knowledgeable about ASEAN. “In promoting ASEAN awareness, one of the greatest challenges is how to capture the interest of the young people – the future leaders of the countries in the region – to learn more about ASEAN and about the countries of the region,” said Dr. Filemon A. Uriarte, Jr., Executive Director of the ASEAN Foundation.

Observing that younger people are more interested in “hands-on” or interactive approach to learning, the ASEAN Foundation decided to look into the possibility of developing an interactive computer video game to promote ASEAN to the younger generation. An interesting game with a storyline can be an effective tool in educating people about ASEAN and can have better appeal among the youth.

In early 2007, with funding support from the Japan-ASEAN Solidarity Fund, the design and development of the ASEAN PC Game project started. The project was designed to meet the following objectives:

- increase awareness of ASEAN and its activities;
- make available information on the history, cultures and values of ASEAN member countries and its peoples;
- capture the interest of the people, particularly the young, to learn more about ASEAN;
- encourage greater participation in ASEAN activities;
- promote greater interaction between the peoples of ASEAN; and
- help develop a sense of ASEAN identity.

The ASEAN Foundation engaged the services of a game developer to ensure that the game would be modular and expandable and contain substantial information about ASEAN. It must be able to attract the interest of young people and must improve their knowledge about ASEAN.

The game is an adventure mission that contains three mini-quests and three mini-games that lead to the main challenge of building an ASEAN energy grid. As the game progresses, the player is required to search for information about ASEAN and its member countries, tackle other exciting missions such as putting nuclear waste in a safe place and eradicating pests in a sugarcane field.

The game begins with a video showing the ASEAN region hit by a storm that has knocked out major power plants in the region. In response, the ASEAN leaders ask the game player to help solve the problem by setting up a power plant and an energy grid connecting different power plants located in different countries.
But before this can be done, the player has to complete a particular sub-quest and mini-game to qualify in constructing the power plant. Help may be sought from three ASEAN experts: a Diplomat (also acting as a security specialist), an Economist who is knowledgeable about trade agreements, and a Social Scientist who is also involved with the work of cultural preservation. Each of the three ASEAN experts will help the player achieve the ASEAN Vision 2020 by offering information on various ASEAN programs, projects, and activities, for example, the ASEAN Regional Forum, the ASEAN Free Trade Area, and the ASEAN Regional Haze Action Plan (as well as other major programs of ASEAN).

Given various tasks to be completed for each project, the player is then required to develop a strategy which includes prioritizing the tasks to be undertaken. Weak strategies and poor decision-making will result in non-completion of some or all the projects. To achieve the ASEAN Vision 2020, all required projects in the three areas (security, economic, and socio-cultural) must be completed.

At the inaugural launch of the game, the ASEAN Foundation sponsored a competition among the ASEAN Youth Science participants where students from Indonesia, Thailand and Brunei won the top three prizes. Succeeding launch presentations and competitions among high school students were also conducted in the countries of Cambodia, Lao PDR, Myanmar and Viet Nam.

As an innovative approach to promoting awareness of ASEAN among the youth, the ASEAN Quest has caught the attention of many schools and information agencies in ASEAN. The ASEAN Foundation is looking into the possibility of developing an Internet-based portal to encourage and allow communities of users to provide feedback to the ASEAN Foundation regarding the game. By developing a strong community of users around this project, gamers and participants will continue to visit the online portal, thus enabling the ASEAN Foundation to deliver new information to interested parties and help fulfil its key mission of promote greater awareness of ASEAN, greater interaction among the peoples of ASEAN, and wider participation in ASEAN’s activities.
VI. Youth Attitudes and Awareness Toward ASEAN: Findings of a Ten-Nation Survey

A survey among students of leading universities across Southeast Asia was conducted from September to November 2007 to understand how much the youth feel and know about ASEAN.

With funding support from the Republic of Korea Fund, the ASEAN Foundation engaged the services of Dr. Eric C. Thompson of the National University of Singapore and Dr. Chulanee Thianthai, Chulalongkorn University to conduct the survey which was designed to measure several dimensions of students’ knowledge about and orientations toward ASEAN. By targeting university students, the study would measure the ideas and feelings of the most highly educated members of the next generation of ASEAN citizens.

The universities covered included: University Brunei Darussalam, Royal University Phnom Penh, University of Indonesia, National University of Laos, University of Malaya, University of the Philippines, National University of Singapore, Chulalongkorn University, and Vietnam National University. As for Myanmar, the survey was conducted with distance education students serving as respondents. The survey was conducted in the languages used in the respective schools and covered 2,170 respondents, with average age of 20 years. Of the total, 1,064 (49%) were male and 1,106 (51%) were female.

The substantive findings of the study were presented at a special forum-workshop held at the ASEAN Foundation on 15 January 2008. The report, organized into five themes, presented national summaries and a general summary of the findings.

Attitudes toward ASEAN as a whole
- Students generally have positive attitudes toward ASEAN, and go so far as to consider themselves “citizens” of ASEAN. Over 75% felt they were “citizens” of ASEAN.
- The most enthusiastic about ASEAN are from Cambodia, Lao PDR and Viet Nam.
- Nearly 90% felt that membership in ASEAN is beneficial to their nation and nearly 70% felt it was beneficial to them personally.

Knowledge about the region and the Association
- The responses demonstrate a relatively high level of knowledge about ASEAN.
- Viet Nam and Lao PDR show the greatest sense of familiarity with ASEAN while Brunei Darussalam, Singapore and Myanmar show the least sense of familiarity.

Orientation toward the region and countries
- Malaysia and Thailand are generally the most salient countries.
- Singapore, Thailand and Malaysia are top choices for travel.
- Students are overwhelmingly interested in learning more about their ASEAN neighbors.

Sources of information about the region
- Primary sources are television, school, newspapers, books; secondary sources are the Internet and radio. Other sources are sports, advertising, and friends.
- Least important sources of information are family, travel, movies, music, work.
**Aspirations for integration and action**

- The most important issues considered crucial to cooperation are poverty reduction, education exchange and improvements, science and technology development.
- Considered moderately important issues are natural resources and environmental management.
- Considered of low importance are cultural preservation and promotion.

The study pointed out that while there are some clear differences in knowledge and opinions or even ambivalence and skepticism on certain matters “there are many points on which students from all or almost all nations tend to agree – the importance of economic cooperation and addressing poverty and development needs, shared orientations shaped by desires for and of “modernity”, a desire to know more about the region, and we would suggest most importantly, a perhaps embryonic but nevertheless perceptible sense of ownership and stake in ASEAN as citizens of the region.”

Following the presentation of the survey results, the ASEAN Foundation held a workshop among representatives from government, youth, academe, civil society and the mass media to build on the findings and recommend ways in improving the promotion of awareness and integration of ASEAN, particularly among the youth and young adult population of the region.

### VII. ASEAN Foundation Awareness Projects for Youth

<table>
<thead>
<tr>
<th>No</th>
<th>Project Title</th>
<th>Amount (US$)</th>
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<tbody>
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<td>ASEAN Awareness Survey</td>
<td>40,673.15</td>
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<td>2</td>
<td>Phase II of the Youth@ASEAN Website</td>
<td>24,151.00</td>
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<td>3</td>
<td>ASEAN Awareness Forum and Workshop</td>
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<td>4</td>
<td>ASEAN Students Engaging Action for Local and Regional Contribution to Society</td>
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<td>5</td>
<td>ASEAN Student Exchange</td>
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<td>ASEAN Student Leader’s Summit and Cultural Festival 2002</td>
<td>7,159.41</td>
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<td>Second ASEAN Student Leaders, Summit and Cultural Festival</td>
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<td>8</td>
<td>Support to 8th ASEAN Science and Technology Week: Scientific Conferences and ASEAN Youth Science Summit</td>
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<td>9</td>
<td>Seminar on Urban Youth Work II</td>
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<td>ASEAN Educational Forum (Student and Faculty Exchange Programme)</td>
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<td>ASEAN-Japan High School Students Exchange Programme</td>
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<td>High School Exchange Program for Japan and ASEAN II</td>
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<td>High School Student Exchange Program for Japan and ASEAN III</td>
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<td>Fourth High School Student Exchange Program for Japan and ASEAN</td>
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<td>15</td>
<td>Enhancing Youth Awareness on ASEAN through Information Technology</td>
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<td>16</td>
<td>11th SEAMEO INNOTECH International Conference: Transitions for Youth Success: Creating Pathways for Work and Life</td>
<td>39,798.00</td>
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<td>17</td>
<td>Regional Training on Self-employment for Out-of-School Youth</td>
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<td>18</td>
<td>Workshops on Youth, Culture and Development</td>
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<td><strong>Total</strong></td>
<td><strong>2,326,727.30</strong></td>
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About the ASEAN Foundation

Established by the ASEAN Leaders on 15 December 1997 during ASEAN’s 30th anniversary, the ASEAN Foundation aims to help bring about shared prosperity and a sustainable future for the peoples of ASEAN whose member countries are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Viet Nam. The Memorandum of Understanding on its establishment was revised in July 2000 and ratified by all ten member countries in July 2007. The Foundation has two objectives:

• promote greater awareness of ASEAN, and greater interaction among the peoples of ASEAN as well as their wider participation in ASEAN’s activities inter alia through human resources development that will enable them to realize their full potential and capacity to contribute to progress of ASEAN Member States as productive and responsible members of society

• endeavour to contribute to the evolution of a development cooperation strategy that promotes mutual assistance, equitable economic development, and the alleviation of poverty.

On 20 November 2007, the ASEAN Leaders signed the ASEAN Charter at their 13th Summit held in Singapore. Article 15 of the ASEAN Charter further mandates the ASEAN Foundation to:

• support the Secretary-General of ASEAN and collaborate with the relevant ASEAN bodies to support ASEAN community-building, and

• promote greater awareness of the ASEAN identity, people-to-people interaction, and close collaboration among the business sector, civil society, academia and other stakeholders in ASEAN.

The ASEAN Foundation is based in Jakarta, Indonesia.

The Japan-ASEAN Solidarity Fund (JASF)

In May 1998, H.E. Mr. Keizo Obuchi, Minister for Foreign Affairs of Japan, announced a contribution of US$20 million from the Government of Japan to the ASEAN Foundation to support projects in the areas of education, human resources development, business exchanges and other activities to promote development of the ASEAN region and strengthen Japan-ASEAN cooperation.

To date, almost USD 17 million of the Fund has been utilized and allocated to support over 100 social development projects, majority of which were for human resources development and poverty alleviation. Unless otherwise stated, projects of the ASEAN Foundation are funded by the Japan-ASEAN Solidarity Fund.