



ASEAN FOUNDATION

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Organisation Profile

Think, Feel and #BeASEAN



Dr. Piti Srisangnam
Executive Director
ASEAN Foundation

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

Who We Are

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

Why We Exist

Decades after ASEAN was established, ASEAN leaders recognised that there remained inadequate shared prosperity, ASEAN awareness, and contact among the people of ASEAN. It was because of this concern that ASEAN leaders established the ASEAN Foundation during the ASEAN 30th Anniversary Commemorative Summit in Kuala Lumpur Malaysia on 15 December 1997. Since then, we have been taking pivotal role to fulfil these gaps. We unite people. And we help to develop them. We are a strategic instrument to achieve ASEAN's goals.



Vision

To build a cohesive and prosperous ASEAN Community.



Mission

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



Art and Culture

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



Community Building

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



Environment

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

Business Community Engagement



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

Education



Capacity building for ASEAN citizens, especially youth and students, with the skills and knowledge to be highly competitive and to advance ASEAN's socio-economic growth.

Media



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

Empowering Youth with 21st Century Skills

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

How We Empower Our Youth



Develop a stronger sense of empathy



Grow friendship & network



Improve technical capacities



Enhance leadership skills



Ignite the spirit of teamwork & collaboration



Build stronger resilience

Enhancing Digital Skills of SMEs in ASEAN

Empowering ASEAN MSMEs with digital skills and knowledge to accelerate their digital maturity and competitiveness in the regional and global markets.

KEY ACTIVITIES

- Baseline assessment on ASEAN MSMEs' digital maturity and challenges
- Customised capacity development programme on digital skills and ICT adoption
- ASEAN MSME workshop

PARTNER

Huawei



ASEAN SOAR

Advancing ASEAN MSMEs through digital commerce—from start-up to stand-out—expanding their market presence and driving inclusive economic growth via TikTok Shop.

KEY ACTIVITIES

- Baseline assessment to identify ASEAN MSMEs' digital readiness and e-commerce challenges
- Tailored capacity development on TikTok Shop, digital marketing, and live selling strategies
- Showcase of outstanding MSMEs at the ASEAN Business and Investment Summit 2025

PARTNER

TikTok





“

The eYaa programme has given us great opportunities to connect with schools and stakeholders, allowing us to promote environmental awareness and sustainability. These partnerships have helped us spread knowledge and inspire action, especially among students.”

Joanna Wee Yee Ting
Project Coordinator, WormingUp

eMpowering Youths Across ASEAN

Galvanising youth's social volunteerism to empower local communities.

KEY ACTIVITIES

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

PARTNERS

Maybank Group & Maybank Foundation

ASEAN Digital Academy

Strengthening digital literacy and cybersecurity skills across ASEAN through an integrated learning platform, empowering citizens to navigate and thrive in the digital landscape.

KEY ACTIVITIES

- Baseline assessment on digital skills gaps in Cambodia, Lao PDR, Myanmar, and Viet Nam
- Enhancement of digital literacy and cybersecurity learning sites, including AI chatbots and ASEAN fact-checking community features
- Integration of learning sites into a single ASEAN Digital Academy platform
- Regional capacity-building for fact-checkers and master trainers to combat misinformation and enhance digital resilience

PARTNER

Infoxchange





SAP's collaboration with the ASEAN Foundation showcases our strong commitment to empowering young people across the region; to providing our next generation of leaders with the skills they need to thrive in today's evolving, data-driven world. With this initiative, we are helping to foster innovative tech talent across Southeast Asia so that they can drive impactful change across Southeast Asia and help organisations in these countries Accelerate to Innovate."

Verena Siow

President and Managing Director,
SAP Southeast Asia

ASEAN Data Science Explorers

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

KEY ACTIVITIES

- Data analytics competition
- Enablement session on data

PARTNER

SAP

AI Ready ASEAN

Empowering 5.5 million ASEAN youths, educators, and parents with AI literacy through inclusive education, responsible AI practices, and regional capacity building.

KEY ACTIVITIES

- Regional study on AI literacy, ethics, and education gaps in ASEAN.
- Development of AI learning modules and ASEAN AI Resource Hub in 10 languages
- Policy roundtables and regional dialogues on responsible AI adoption
- A Training of Trainers program for 2,000 master trainers, enabling them to deliver AI literacy education to 800,000 youths, educators, and parents

PARTNER

Google.org





ASEAN Foundation Model ASEAN Meeting

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

KEY ACTIVITIES

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

PARTNER

ASEAN-China Cooperation, Australia Mission to ASEAN, ASEAN-Japan Centre

“

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

Siriphone Siriphongphanh

Delegate from Lao PDR,
4th AFMAM 2018

APAC Digital Talent Summit

Cultivating digital talent in ASEAN and the Asia Pacific by equipping university students with advanced ICT knowledge, cross-cultural leadership skills, and opportunities for innovation through immersive learning and global networking.

KEY ACTIVITIES

- Virtual and on-site training sessions on cutting-edge technologies, digital innovation, and sustainability
- Tech4Good Competition

PARTNER

Huawei



ASEAN LIVE Creators for Change Programme

Inspiring and empowering ASEAN youth to drive positive social change through TikTok LIVE, amplifying diverse voices and fostering regional awareness and connection.

KEY ACTIVITIES

- Training and mentorship for creators to develop impactful TikTok LIVE sessions on socio-cultural topics
- Provision of TikTok Live grants
- ASEAN Foundation's In-House TikTok LIVE Sessions

PARTNER

TikTok



ASEAN-China Internship Programme

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

KEY ACTIVITIES

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

PARTNER

ASEAN-China Cooperation





ASEAN-Korea Youth Influencers Project

Empowering young content creators from ASEAN and the Republic of Korea (ROK) to amplify ASEAN-ROK relations and highlight ROK's role as a Global Pivotal State (GPS) through creative digital campaigns.

PARTNER

ROK Mission to ASEAN

KEY ACTIVITIES

- Training on ASEAN-ROK relations and digital storytelling
- Ten-week social media campaign showcasing ASEAN-Korea relations and ROK as GPS

ASEAN-China Youth Exchange Camp

Fostering cross-cultural understanding and people-to-people connectivity between ASEAN and China through youth dialogues, experiential learning, and cultural exchange.

KEY ACTIVITIES

- Delivery of capacity-building sessions, roundtable discussions, and cultural activities on ASEAN-China relations and digital economy cooperation.
- Experiential learning through institutional visits, cultural tours, and interactive group discussions in China

PARTNER

ASEAN-China Cooperation Fund





ASEAN
Social Enterprise
Development
Programme



ASEAN Social Enterprise Development Programme

Strengthening social enterprises in ASEAN through capacity building, mentorship, and access to funding, driving inclusive and sustainable socio-economic growth in the region.

KEY ACTIVITIES

- Delivery of tailored capacity-building and mentorship programs focusing on business development, digital marketing, and access to finance
- Regional workshop to enhance skills and knowledge in key areas
- Demo Day showcasing top social enterprises, followed by the awarding of seed grants and micro grants to support project implementation

PARTNERS

GIZ, SAP & TikTok

ASEAN Youth Empowerment for Peacebuilding and Tolerance

Promoting peacebuilding and tolerance by equipping ASEAN youth with the knowledge, skills, and platforms to foster inclusive dialogue and minimise discrimination across the region affected by the COVID-19 pandemic.

KEY ACTIVITIES

- Regional workshop and interfaith dialogue to promote tolerance, diversity, and mutual understanding
- Establishment of ASEAN Youth Cohesion Network

PARTNER

Canada Mission to ASEAN



Awards



3G Excellence in Social Development & Philanthropy Award 2022



3G Championship Award in Capacity Building 2022



3G Championship Award in Capacity Building 2021



3G Championship Award in Social Responsibility 2021



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



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



528,922 beneficiaries
have been empowered in the last 11 years

Our Partners



Our Approaches

Focus on initiatives that strengthen digital talents ecosystem in ASEAN

Continue to equip youth with skills that make them resilient and future-ready

Leverage local partners to bring ASEAN closer to vulnerable, disadvantaged and marginalised communities

Initiate more public-private partnerships

Create more youth-friendly and free-to-access e-learning platforms

Provide the best and inclusive education opportunities for youth through scholarships and apprenticeship

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