

Community Building, P2P, Networking | **Education**, Re-skill and Up-skill, Scholar Networks | **Media** and Media Engagement
| **Environment** and Sustainable Development | **Art and Culture** | **Business** Community Engagement (MSMEs Development)



**ASEAN
FOUNDATION**



To Raise **ASEAN** Awareness, Strengthen **ASEAN** Identity, and Build a Sustain and Prosperous **ASEAN** Community for All **ASEAN** citizens in Collaboration with **ASEAN** Secretariat and All Partners.

THE TRIAD OF GLOBAL CONVERGENCE: ASEAN





THE 5 ELEMENTS OF THE ASEAN DIGITAL & CLIMATE CHANGE READY HOME

1. LARGE WINDOWS & OPEN GATEWAYS

- Connecting to ASEAN Markets, Data Insights, Career Pathways (Programs: AIM ASEAN, SOAR, ADSE, Ahead)

2. DIGITAL WELLNESS ZONE

- Balancing Tech Productivity with Mental/Physical Well-being, Mindful Use (Programs: ASEAN Digital Wellness)

3. ECO-FRIENDLY HOME & CLIMATE ACTION

- Community-driven Green Innovation, Sustainable Design (Programs: Empowering Youth Across ASEAN)

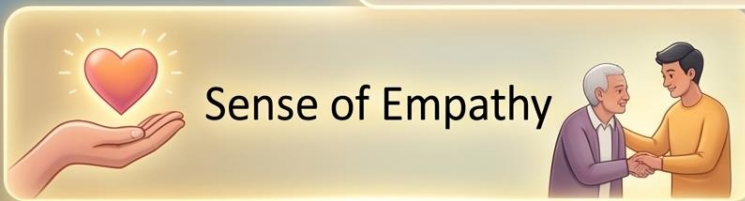
4. STURDY ROOF & FENCE SYSTEM

- Secure, Trusted Digital Ecosystem, Cyber Threat Protection (Programs: Scam Ready ASEAN)

5. STRONG FOUNDATION

- Deep Digital Literacy, Core Skills, AI Ethics Core, Cybersecurity Resilience (Programs: ASEAN Digital Academy, AI Ready ASEAN)

Future Ready Skillsets We Really Need in 21st Century



Sense of Empathy



Teamwork Spirit



Leadership



Critical Problem Solving



Strategic Communication



Creativity

Soft Skills



Internationalisation



Digitalization



Financial Literacy



Green Mindset

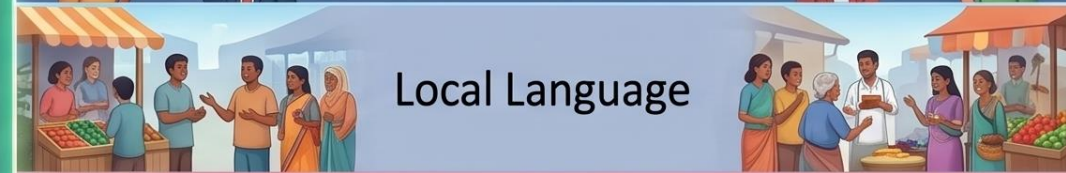
Entrepreneurial Skills



Mother Tongue



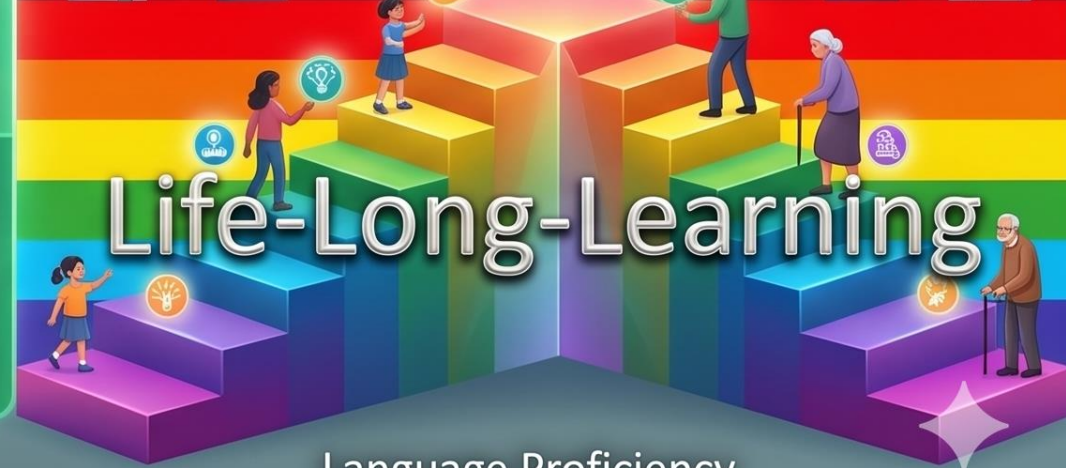
English/ Chinese/ Hindi



Local Language



Industry-specific Skills



Life-Long-Learning

Language Proficiency



3. PROTECTIVE SHIELD

- Sturdy Roof: Anti-scam Network Shields
- Perimeter Fence: Multi-modal threat detection
- Scam Ready ASEAN: Collective Digital Defense

2. LARGE DOORS DOORS & WINDOWS (to Opportunities)

- e.g., ASEAN SOAR, ASEAN Ahead)

1. STRONG FOUNDATION

- Deep Digital Literacy Base (Desp-Tier Education)
- AI Ready ASEAN - Ethics & Core Skills
- ASSAN Digital Academy Integration
- Workforce Upskilling: Technologically-Resistant Foundation.

4. ECO-FRIENDLY HOME

- Empowering Youth Across ASEAN: Community-driven action & green innovation.
- Environmental Stewardship Vision.
- Integrated Green Building Systems
- Sustainable and people-centered design.

5. HAPPY WHERE EVERYONE IS HAPPY FENCE

ASSAN Digital & Climate Change Home
 (Professional Architect Name/Title)

DATE: MAY 15, 2024
 DRAWING NO: ADT-C01

CONCEPTUAL BLUEPRINT

With 30-45 LIPs

Education



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AI Ready
ASEAN

AI Ready ASEAN Programme

AI Ready ASEAN Phase 1

Programme Timeline: 1 March 2024 - 31 January 2027

Full programme activation across 10 AMS, achieving complete regional implementation coverage

More
than

8.4 Million

learners engaged

through AI literacy programmes and upskilled in foundational AI literacy, substantially surpassing the initial target of **5.5 million** regional beneficiaries

Over 5,000

Master Trainers trained and deployed

out of 2,000

Target for Master Trainers

**Over
350,000**

Out of 800,000 target users
of AI Class ASEAN
www.AIClassASEAN.org



Policy Convenings

3 out of 4

Regional Policy Convenings
successfully organised

12 out of 15

National
Policy Convenings successfully
organised

Upcoming Events:

- Complete Phase 1 with programme closure and host the 4th Regional Policy Convening (Dec 2026)
- Deliver Phase 2 training from February 2027 to September 2028, supported by 2 Regional and 11 National Policy Convenings



Main Partner

- Google.org



Project Duration

Phase 1: 2024 – 2027
Phase 2: 2027 - 2028

Communications

June

Reach over

69K

Impression over

291K

Engagement over

9K

ASEAN Data Science Explorers

Building the digital skills of students from tertiary universities and fresh-graduates and deepening their appreciation for ASEAN.

Key Activities

- Data analytics competition
- Capacity building workshop on data analytics
- AI and career readiness workshops

Main Partner

- SAP

Project Duration

2017 – On-going

Programme Impact

2017 – 2025



111,644+
empowered youths



3,422+
lecturers



840 IHLs
362 High schools
230 organisations

→ trained on the SAP
Analytics Cloud



- Upcoming Events:
- National Finals – October 12-23, 2026 (Virtual)
 - Regional Finals – November 24-26, 2026 (Manila, Philippines)
 - From Insights to Impact: Regional Forum – November 25, 2025 (Manila)
 - ASEAN DSE Regional Immersion Programme – November 26, 2025 (Manila)

ASEAN AI for Youth Empowerment and Development (ASEAN Ahead) Programme

Two-year regional initiative aiming to equip ASEAN youth with workforce-ready AI skills, essential soft skills, mentorship, and access to professional networks and employment opportunities.

Key Activities

Program Baseline Survey



Evidence-led needs
assessment and
program design.

Q2 2026

AI Career Readiness Training



Youth build AI and
career skills, earning
digital certificates.

Q3-Q4 2026

Peer Mentorship Webinars



Guidance from
LinkedIn and
industry mentors.

Q1 2027

Talent Matching & Job Pathways



Connecting youth to
jobs via online fairs
and AI matching.

Q2-Q3 2027

Regional Dialogue & Job Fair



Regional dialogue
linking youth to
employers.

Q4 2027



Main Partners

- LinkedIn



Project Duration

2026 – On-going

AI for MSME Advancement in ASEAN

A two-year programme (2025-2027) to equip more than 100,000 MSMEs with AI skills, enhancing efficiency and competitiveness while fostering regional collaboration for sustainable digital growth.

Key Activities

- Module & Curriculum Customisation
- AI training for MSME
- 1 Regional & 11 National Policy Discussion

Main Partners

- AVPN
- Google
- ADB



Programme Impact

2025 – 2026



+52.700

MSMEs
empowered



+81.300

Individual MSME
participants
empowered



+3.500.000

Programme
visibility





ASEAN Supporting Our Artisans and Retailers (SOAR) Together

ASEAN SOAR Together empowers MSMEs across ASEAN with digital marketing, discovery e-commerce, AI, and business digitalisation to build competitive, resilient, and future-ready enterprises. The programme delivers a six-month acceleration programme for 120 MSMEs, combining regional capacity building, mentorship, business challenges, and ecosystem engagement to accelerate business growth.

Key Activities

- Tailored capacity-building training
- Group mentorship
- National Masterclasses
- Business challenge
- Community impact projects
- Regional ecosystem engagement

Main Partner

- TikTok Shop

Project Duration

2026 – On-going

Programme Impact

2025 – 2026



+170

MSMEs incubated in a 6-month intensive acceleration, mentoring, and training



+1,400

MSME entrepreneurs empowered across 11 ASEAN Member States

Participating MSMEs achieved up to

8.2x

growth in Gross Merchandise Value (GMV)

2.3x

higher conversion rates

7.0x

growth in online engagement

40%

increase of sales



ASEAN Social Enterprise Development Programme Elevate

Empowering ASEAN SEDP alumni to expand their market reach, build investment readiness, optimise operations through AI innovation, measure their impact, and achieve other customised business goals

Key Activities

- AI Masterclasses
- Customised one-on-one mentorship on market access, investment readiness, AI Integration, impact measurement
- Business matchmaking and networking with investors and policymakers

Main Partner

SAP



Programme Impact

2026



100

social enterprises
empowered
through AI
Masterclasses



17

social enterprises
empowered
through
mentorship and
business
matchmaking





Scam Ready ASEAN

A 2.5-year programme supported by a USD 5 million grant from Google.org that aims to equip people with practical skills to identify, prevent, and respond to online scams, including AI-enabled threats to 3 million people across ASEAN, including youth, parents, caregivers, the elderly, and educators, while strengthening digital confidence, critical thinking, and a culture of collective vigilance.

Key Activities

- Awareness Raising Campaigns
- Capacity Building
- Gamified Learning
- National and Regional Public-Private Dialogue

Main Partner

- Google.org

Programme Impact

2025 – Current

20

Local Implementing Partners
Recruited, ready to onboard
2,000 Master Trainers to train
550,000 learners.

23

Scam Ready Movers
Onboarded to reach
11,000 beneficiaries.



Call for Applications of **ASEAN Guardians Against Scam**
Creators completed, recruiting **15** Content Creators.



Generated **3.6 million impressions** and **1.8 million reach**
through digital campaigns and localised user-generated
content, alongside USD 450,560 in PR value and 130
media pickups reaching over 223 million people.

Upcoming Events:

- Convene the 1st Regional Public-Private Dialogue and a series of National Public-Private Dialogues.
- Implement the Scam Ready Movers initiative and the ASEAN Guardians Against Scams campaign
- Recruit and train 2,000 Master Trainers, followed by In-depth training activities reaching 550,000 learners. while localising learning modules and developing the resource hub platform.



eMpowering Youths Across ASEAN

Empowering communities in ASEAN
through community project and youth
volunteerism.



Programme Impact

2018 – 2026



Key Activities

- Regional workshop on project management and social volunteering
- Implementation of community projects
- Community project showcase event
- Community-based training and workshop



Main Partners

- Maybank Group
- Maybank Foundation



591

young changemakers
empowered through
EYAA's capacity
building workshops



114,465

local beneficiaries
benefited from
EYAA's community
projects



ASEAN Teen Digital Wellbeing Initiative

To address the growing impact of technology on young people, the ASEAN Teen Digital Wellbeing Initiative (TDWI) is aimed to build a digitally responsible youth by fostering positive engagement with technology, strengthening digital skills, and promoting stakeholder commitment for a safer, more inclusive, and balanced online community.

Key Activities

- 4 Regional Convenings
- Regional Reference Framework
- Regional Policy Brief
- Digital Campaign

Main Partners

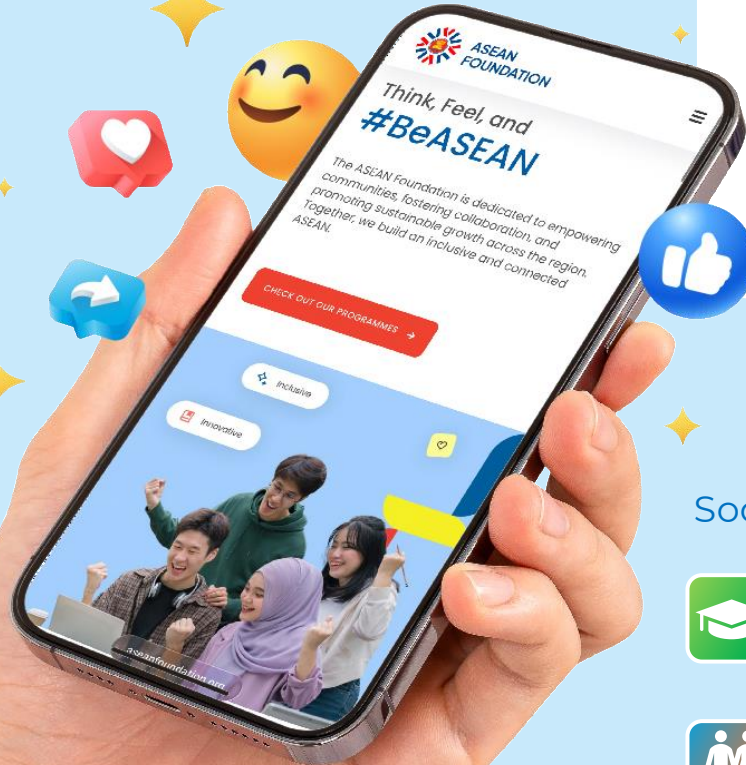
- Google.org
- Yayasan Plan International Indonesia

Project Duration

2026 - ongoing



Our Communications



506,102
followers



265,640



118,030



29,295



55,379



34,468

Social Media Profile: **Our Audience**



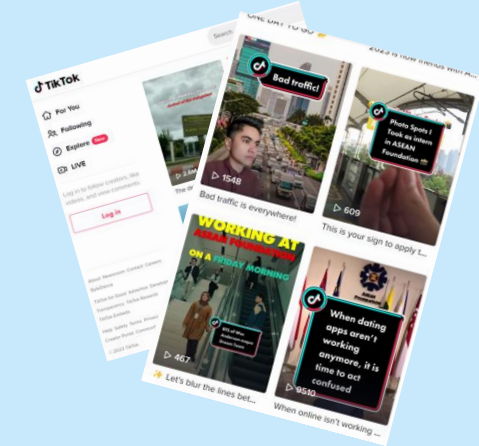
Academically
excelled



55% women



Mostly students and
young professionals aged
18 – 24



TikTok Growth Team



**InspirASEAN
e-Newsletter**



**ASEAN Foundation Influencer
Programme**



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Thank you!

Piti Srisangnam, PhD

*Executive Director of the ASEAN Foundation
Associate Professor, Faculty of Economics, Chulalongkorn University*

- Dr. Piti Srisangnam holds a Ph.D. degree in Economics from the University of Melbourne (Australia), and an M.A. degree in International Economics and Finance from Chulalongkorn University (Thailand). He has been teaching International Economics and Microeconomics for bachelor and master degree students at Chulalongkorn University since 2002.
- 2019 Royal Thai Government Scholarships Award: Rising Star
- 2021 Peking University Dongfang Scholarships
- He has been Deputy Director for Academic Affairs of the Centre for European Studies from 2010 to 2012 and Deputy Director for Academic Affairs on the ASEAN Studies Center in 2012, both at Chulalongkorn University, before he became Director of the Center in 2013.
- He has published several papers in journals, e.g. on the economic development in Southeast Asia, on trade in services among ASEAN member states, on regional economic integration of ASEAN and of the European Union, and on the economic reform and SME development in Thailand.
- Apart from academic works, he also hosts 3 radio programs related to current issues in ASEAN.



ASEAN FOUNDATION



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Chulalongkorn University



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LinkedIn:

<https://www.linkedin.com/company/2607165/admin/>

Podcast:

<https://open.spotify.com/show/5ztOMYaYlbbWtcSBjDCzEd?si=93874820ba1941fe>

YouTube:

<https://www.youtube.com/channel/UC-Hy3yCk2Hzna0vDrgTobRw>