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# Youth as Agent of Change in ASEAN

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# ASEAN: A Community of Opportunities



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**Robust**

- ✓ Huge market:  
>600 million people\*
- ✓ Steady economic growth rate:  
GDP: USD 3 trillion\*  
FDI: USD 154 billion\*
- ✓ Vast natural resources



**Dynamic**

- ✓ Highly connected region
- ✓ Free trade agreements with major regional economies
- ✓ Young, educated labor force



**Diverse**

- ✓ Home to major religions
- ✓ Rich culture

# What makes youth a great Agent of Change



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41% youths reported having learnt new skills during pandemic. While 31% found new business models and new ways to improve income\*

Youth (15-34 years old) account for 30% of ASEAN population (213 million). By 2038, it will grow to 220 million\*

Youth possess strong aspiration for lifelong learning and growth mindset

Youth represents a significant number of population in ASEAN

31.4% youths are either entrepreneurs or work for a start-up. In the future, 33.1% aspire to work in an entrepreneurial setting\*

87% of youths increased usage of at least one digital tool during the pandemic\*

Youth are highly motivated to create something new and meaningful

Youth are proven to be techno-savvy and digitally resilient, even during pandemic

# Challenges faced by youth in Making an Impact



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Lack of a professional network



Language barriers



Lack of avenue to showcase their talents



Lack of technical skills  
(proposal development,  
report writing, etc.)



Lack of access to  
information



# The impact of COVID-19 on youth development

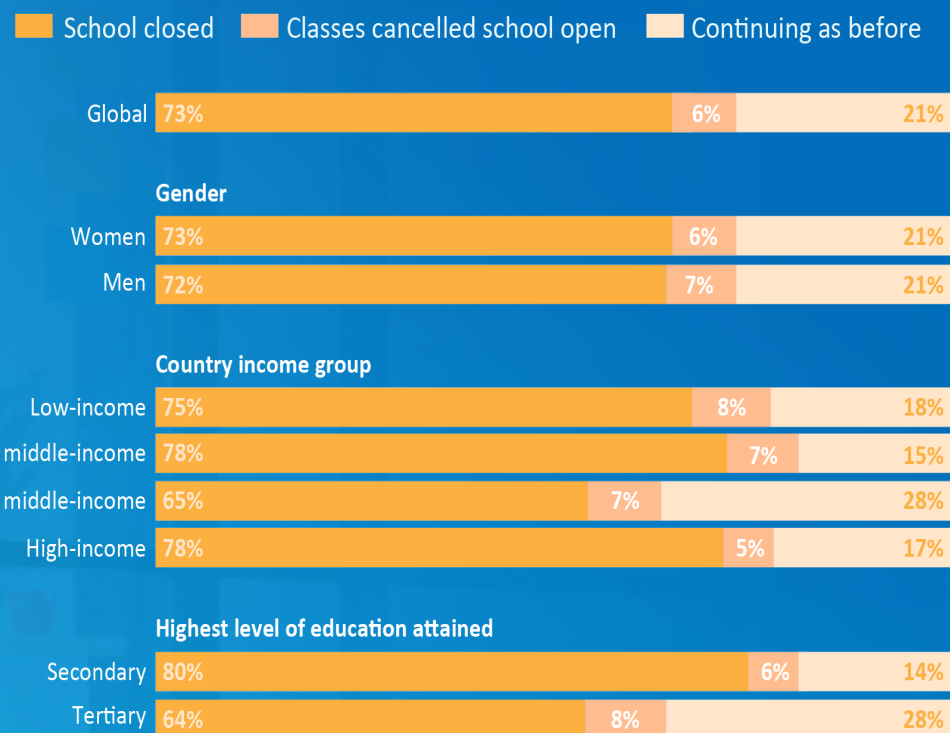
Youth (aged 18-29) who reported that their studies or training had been interrupted since the onset of the pandemic

## Multidimensional Challenges

Disruption to education & training  
Longer and more arduous transition  
into decent work  
Amplified vulnerabilities among workers



Reducing the productive  
potential of an entire generation

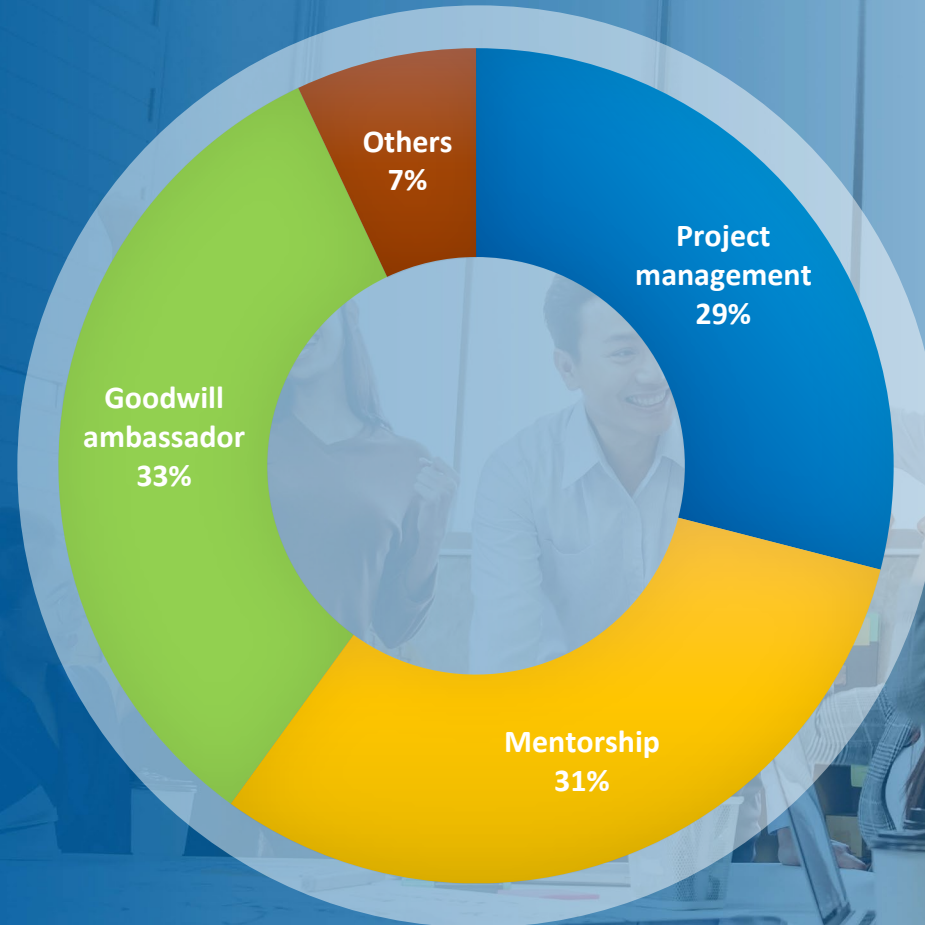


# Youth are eager to be involved and make an impact



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## 4 volunteering activities that youth are interested in:



Source: ASEAN Foundation Alumni Townhall 2020 Survey

# How to assist youth in overcoming the challenges



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## Provide capacity building opportunities for youth

---> Free access to capacity building opportunities, such as mentorship programme and cross-border (virtual) internship, will enable youth to build their hard and soft skills

## Provide avenue for youth to expand their networking

---> Initiate events that bring together youth from different backgrounds, allowing them to make new friends and broaden their networking

## Raise the profile of youth

---> Highlight inspiring youth in a variety of mediums (social media, magazine, etc.) to inspire more young people to follow their steps

## Facilitate dialogue and collaboration between youth

---> Create a safe space that encourages more dialogues and collaborations among youth.

— \* —  
**Public-private  
partnership is a  
must!**  
—

# About ASEAN Foundation



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ASEAN Body

Youth Empowerment

ASEAN Charter

10 ASEAN  
Member States

Youth aged  
15 – 34 years old

Build greater  
awareness of ASEAN

Instil stronger  
ASEAN Identity

Provide platform for  
youth to grow their  
future-ready skills

✓ 23 regional initiatives

✓ 74,531 youths empowered\*

\*Data from 2014 - 2021



# Our Programmes



**Bridge to the Future:  
ASEAN Youth Employment**



**ASEAN**  
Social Enterprise  
Development  
Programme



## Empowering Youth with Future-Ready Skills



Develop stronger sense of empathy



Ignite the spirit of teamwork & collaboration



Enhance leadership skills



Improve technical capacities



Grow friendship & network



Build stronger resilience

# ASEAN Social Enterprise Development Programme



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A regional initiative that aims to empower early and growth-stage youth-led social enterprises across the ASEAN region.



MENTORSHIP



FACILITATION



KNOWLEDGE-SHARING



FINANCING



ACCESS TO MARKET PLACE

# 20 Selected Social Enterprises and Their Topics



17

Social enterprises are addressing SDG 1.



5

Social enterprises are addressing SDG 3.



11

Social enterprises are addressing SDG 4.



5

Social enterprises are addressing SDG 5.



4

Social enterprises are addressing SDG 12.



13

Social enterprises are addressing SDG 13.

- Demi Laut
- Fly Technology Agriculture

- Bamboo Builders
- Borderless 360

- Life and Co
- Rubysh
- Surplus Indonesia

- Dao Ethical Gifts

- Lat Mhu Club
- RecyGlo

- Panyanivej Organic Farm
- Wecare

- Vietnam Sustainability Social Enterprise
- Will to Live Center

- Bambuhay
- Vianco

- DigTech
- Kilang ReRoot

- LetTap
- Youth Empowerment Academy



# Social Enterprise Profile:

## Panyanivej Organic Farm, Lao PDR



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### OBJECTIVE

Developing best practices on sustainable and organic agriculture that is suitable in the context of Lao PDR

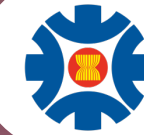


### PRODUCTS AND SERVICES

- Vegetable garden research and design self-reliable farming techniques
- Market agriculture products through wholesale to schools, networks and communities, retail sales and farm to home delivery
- Outdoor learning activities for youth and children
- Agritourism activities for tourists



# Social Enterprise Profile: Bamboo Builders, Singapore



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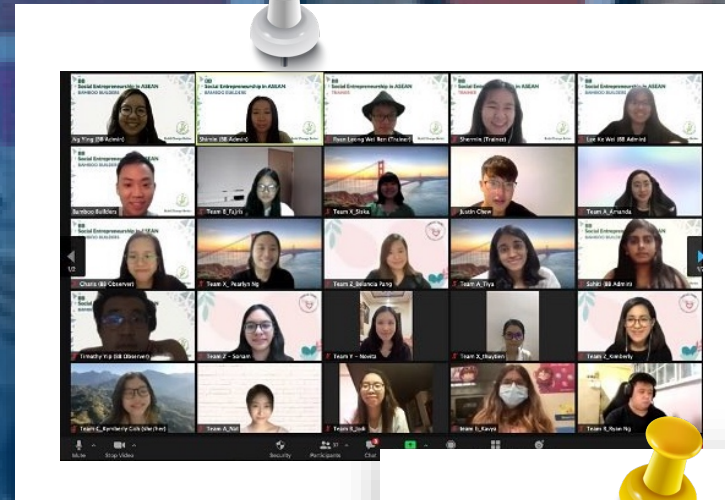
## OBJECTIVE

Building future-ready and ASEAN-ready change makers to create sustainable social enterprises, making a difference in their local community



## PRODUCTS AND SERVICES

- Urban and rural schools
- Social enterprise ecosystem
- Corporate CSR
- Online and offline training programs
- Online consultancy platform
- Automated needs matching platform



# Social Enterprise Profile: Surplus, Indonesia



## OBJECTIVE

Creating an environment without food waste in Indonesia in order to support sustainable development goals



## PRODUCTS AND SERVICES

- Surplus Food Rescue Apps
- Surplus Rescue Food
- Surplus Share
- Surplus Class



# eMpowering Youths Across ASEAN



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A regional initiative that providing youth with a platform to address the most-pressing socio-economic challenges through social volunteerism.



Regional capacity building workshop



Community project implementation



Showcasing of community projects



More than **190** youths have been transformed into agents of change since 2018

**17,827** people benefited from the community projects

# Most in-demand skills in 2020

“In the age of robots, soft skills will reign supreme”



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## Top 5 soft skills

- ✓ Creativity
- ✓ Persuasion
- ✓ Collaboration
- ✓ Adaptability
- ✓ Emotional intelligence

## Top 10 hard skills

- ✓ Blockchain
- ✓ Cloud computing
- ✓ Analytical reasoning
- ✓ Artificial intelligence
- ✓ UX design
- ✓ Business analysis
- ✓ Affiliate marketing
- ✓ Sales
- ✓ Scientific computing
- ✓ Video production

Source: 2020 Workplace Learning Report by LinkedIn







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# Thank You!

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Think. Feel.  
and  
**#BeASEAN.**