

ORGANIZATION PROFILE



**“For Youth
By Youth”**

Contact Us

info@aseanyouth.net



ABOUT US

BY YOUTH, FOR YOUTH

ASEAN Youth Organization (AYO) is a youth-led international non-partisan, non-profit, and non-governmental organization established to promote international understanding and goodwill parallel to the ASEAN Motto and constitutes one vision, one identity, and one community. Our vision is to create a world where youths exhibit a heightened interest in ASEAN through our activities that Empower Youth, Engage, and Educate Communities to implement ideas that enable **Positive Sustainable Change.**"

With 10 years of experience in Community Development, AYO provides youth with knowledge, skills, and abilities to bring back to their communities as well as boost regional development by fostering partnerships with various stakeholders. AYO has established other affiliate organizations to support sustainability through AYO Social Enterprise (AKI), AYO Research Center, AYO Academy, and AYO Enviro.



PROGRAM PILLARS

Social Volunteerism

AYO strongly believes in community-based volunteerism, encouraging increased understanding of our region and supporting economic and social reform through not-for-profit and youth-led initiatives.

Youth Empowerment

The broad mission of the AYO Youth Empowerment program is to develop and equip youths to be future leaders in Southeast Asia.

Economic Enhancement

AYO aims to empower youth from underprivileged backgrounds by allowing them to gain access to skills crucial for the global market in the future and promoting its sustainability.

HISTORY

ASEAN Youth Organization was founded in 2013 by two ASEAN youths, Senjaya Mulia from Indonesia and Vanna Hay from Cambodia. This initiation arose because they were part of the ASEAN Community Page, an online platform promoting friendships and ASEAN managed by youths from different ASEAN countries.

AYO was established as a legal body in 2015 under Yayasan Gerakan Kepemudaan Mandiri and re-register the foundation in 2021 under the name Yayasan AYO Muda Internasional.

In 2018, AYO received the ASEAN name authorization from the ASEAN Secretariat and established the AYO Social Enterprise with the legal name of AYO Kreasi Internasional. Since then, AYO has established other arms organizations to support its sustainability: AYOAcademy, AYORecent, AYOEnviro, and AYOPost.



AYO Received a Certificate of Appreciation from the previous Secretary General of ASEAN in 2015

VISION

“A world where youths exhibit a heightened interest on ASEAN through our activities that Empower Youth, Engage & Educate Communities to implement ideas that enables
Positive Sustainable Change.”



OBJECTIVES

1.

To **serve as an avenue and platform** for the youth for free exchange of information and ideas on matters of interest within and outside ASEAN;

2.

To **promote awareness** and interest towards the establishment of ASEAN Community and its three respective pillars (Political-Security Community, Economic Community, and Socio-Cultural Community);

3.

To **foster long-lasting friendships** and understanding between ASEAN and global youth

4.

To **cooperate** and collaborate with governments, NGOs, private institutions, and the government institutions on matters that would realize the ideals of the ASEAN Youth Organization; and

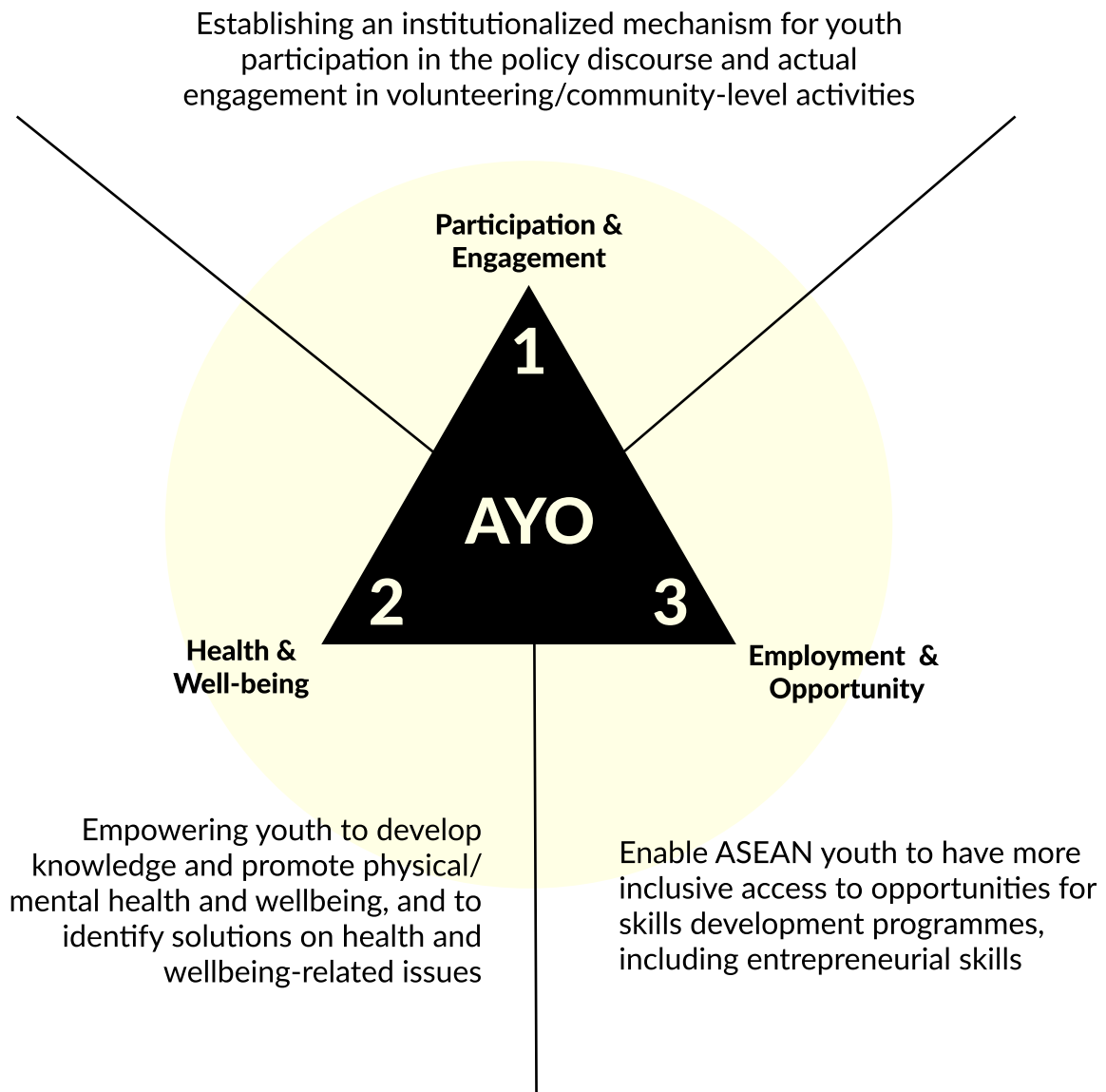
5.

To **Empower** the youth by organizing and conducting projects that improve their knowledge, skills, attitudes, and behaviors through instilling forward-looking ideas that would result in positive change in their respective communities.

Contribution to Youth Development Index

ASEAN Youth Organization is part of the development of the ASEAN YDI and supporting the implementation of the key priority areas. Below are 3 key priority areas of ASEAN YDI that has been implemented by AYO;

Check the Report YDI [HERE](#)



**In 2022, AYO also contributed to the development of Indonesia Youth Development Index by the Ministry of National Development Planning (BAPENNAS)*

**AYO has contributed to the European Youth Action Plan (YAP) in EU External Plan under European Economic and Social Committee (EESC)*

PLATFORMS

Social Media

Social Media Platform	Address	Followers
Facebook Main Page	fb.com/aseancommunity	270.000+ likes
Facebook Chapter Page	fb.com/NetworksName	300.000+ likes
Twitter	twitter.com/ayoasean	3.041+ followers
Instagram	instagram.com/ayoasean	35.500+ followers
LinkedIn	Linkedin.com/company/aseancommunity	12.500 follows
Youtube	ASEAN Youth Organization	23.500+ subscribe
Active Volunteers	www.aseanyouth.net	50.000+ Youths

Media Partners

Media institutions are important stakeholder to assist the organization in achieving the goals. AYO is inviting all media partners to work together and create more impacts in the community. AYO has **partnered with many medias** locally and internationally.

Community Partners

AYO is partnering with the community organizations or other non-profits from many different areas, Education institutions, Government agent, etc. It is important to invite every partners **to help distributing the information** to their members/partners.

PREVIOUS PROJECTS

Since 2015, A.Y.O. has conducted several **training projects for youth development** in ASEAN member states. For these trainings, the source fund was based on self-funded and/or from community funds.

We do believe, if education is one of the most important element to bring a better understanding about ASEAN and it's vision.

Senjaya Mulia,
Founder and Chairman

“ Sharing what we have to other people is one of the best thing in life. We could create a better future by doing this. ”

Channita Ouk,
Former Head of Dept. of Program Development

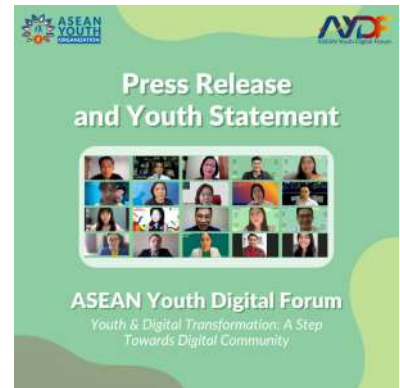


For more works, click [here](#)

PREVIOUS PROJECTS

ASEAN Youth Digital Forum (AYDF) 2021 aims to help spread knowledge, encourage, and prepare young people to be digital talents ready that understand their role and capable of tackling arising challenges in a digital era. The AYDF 2021 includes a series of webinars and workshops that offer four different important topics of discussion, including digital literacy, cybersecurity, ASEAN cross-border virtual internship, and gig economy.

Participants: 2.151 participants
Media coverage: RM.id, RCTI Plus, Inclover, Kaldera News, Bisnis Expo



In 2021, ASEAN Youth Organization is co-hosting the Entrepreneurship World Cup (EWC) 2021 Indonesia. In addition to the pitch competition, EWC provides applicants with the knowledge, networks, and the capital they need to start and scale a company. The EWC was attended by many business experts and was also attended by the Minister of Tourism and Creative Economy, Mr. Sandiaga Salahuddin Uno.

Participants: 110 applicants (Entrepreneurs)
Media coverage: RRI, Kaldera News, Suara Merdeka, Antara News, Times Indonesia, Sindo News



AYO Enviro - TrashTalk
2 years ago · 669 views
You and 17 others



Bridging The Gap: Science and Media with Bunny Shy
2 years ago · 536 views
You and 5 others



The Power of Speaking Possibility with Hannah To
2 years ago · 2.3K views
14



ENTREPRENEURSHIP BASICS 2020 SERIES
2 years ago · 2.1K views
You and 55 others



Sustainable IT: Responsible Consumption and Disposal | Jan...
2 years ago · 652 views
11



5G AS THE NEW INNOVATION PLATFORM | Youth Talk Series
2 years ago · 465 views
2



The Pinoy Sandwich Generation with Anna de Chavez
2 years ago · 631 views
7



Perspectives on Social Transformation with Edwardnell Benavidez
2 years ago · 694 views
4



ASEAN Healthcare Webinar
2 years ago · 920 views
You and 18 others



ASEAN Youth Organization Webinar on Millennial Leadership
2 years ago · 1.1K views
You and 28 others



Business Writing for Impact with Rocky Teodoro
2 years ago · 181 views
ASEAN Youth Organization



Fair Trade as a Sustainability Option with Voltaire Alferez
2 years ago · 313 views
4



How to Craft Effective Content Marketing Campaigns Your Clients...
2 years ago · 963 views
18



Confessions of A Shopaholic: Making Sustainable Fashion the New Norm...
2 years ago · 752 views
5



The New Retail with Stephanie Oller
2 years ago · 2.2K views
17



21st Century Survival Tools: The Necessary Skills to Win at Work wit...
2 years ago · 374 views
2

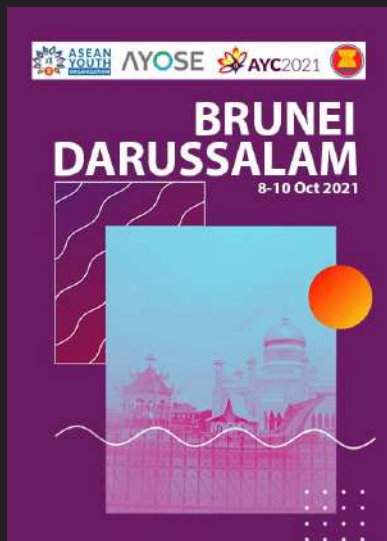


ASEAN Youth as Beacons of Hope with John Mark Napao
2 years ago · 669 views
You and 3 others



The Philosophy of a Student Leader with Su Jin Kim
2 years ago · 630 views
16

ASEAN YOUTH CONFERENCE



This program was initially created to provide ASEAN Youths a **platform to discuss** regional development, policy recommendation, and action plans for the governments.

This conference gathers high-level speakers and practitioners from three pillars of ASEAN and connect the youths to learn and share.

When

ANNUAL

Following ASEAN Summit Schedule

Where

**ASEAN
Chair Country
(Rolling)**

Impact

**800+
Delegates
(Age 17-35)**

Check the AYOC 2019 Video [here](#)



250 AMB

600 PROJECTS

700,000+ IMPACTS

The ASEAN Youth Organization (AYO) Ambassador Program is a staple program in the organization designed for youths across Southeast Asia. The program is a cordial commitment of the ASEAN youths to the local, regional community, and people. As a medium for youth empowerment, the program works with participants to implement projects that address either an ASEAN-wide or community-based issue of their interest. We do so by conducting a series of training and workshops to equip youth ambassadors with the necessary, hard, and soft skills as well as domain knowledge to build sustainable changes.

Started Year : 2020 (Recruiting annually)

Total Ambassador : 250 Ambassadors from ASEAN Region

Total Impacts : 700,000+ Beneficiaries (Participation, campaigners, involvements)

Total Projects : 600+ (Webinar, Charity, Donation, Campaign, Training, Workshop)

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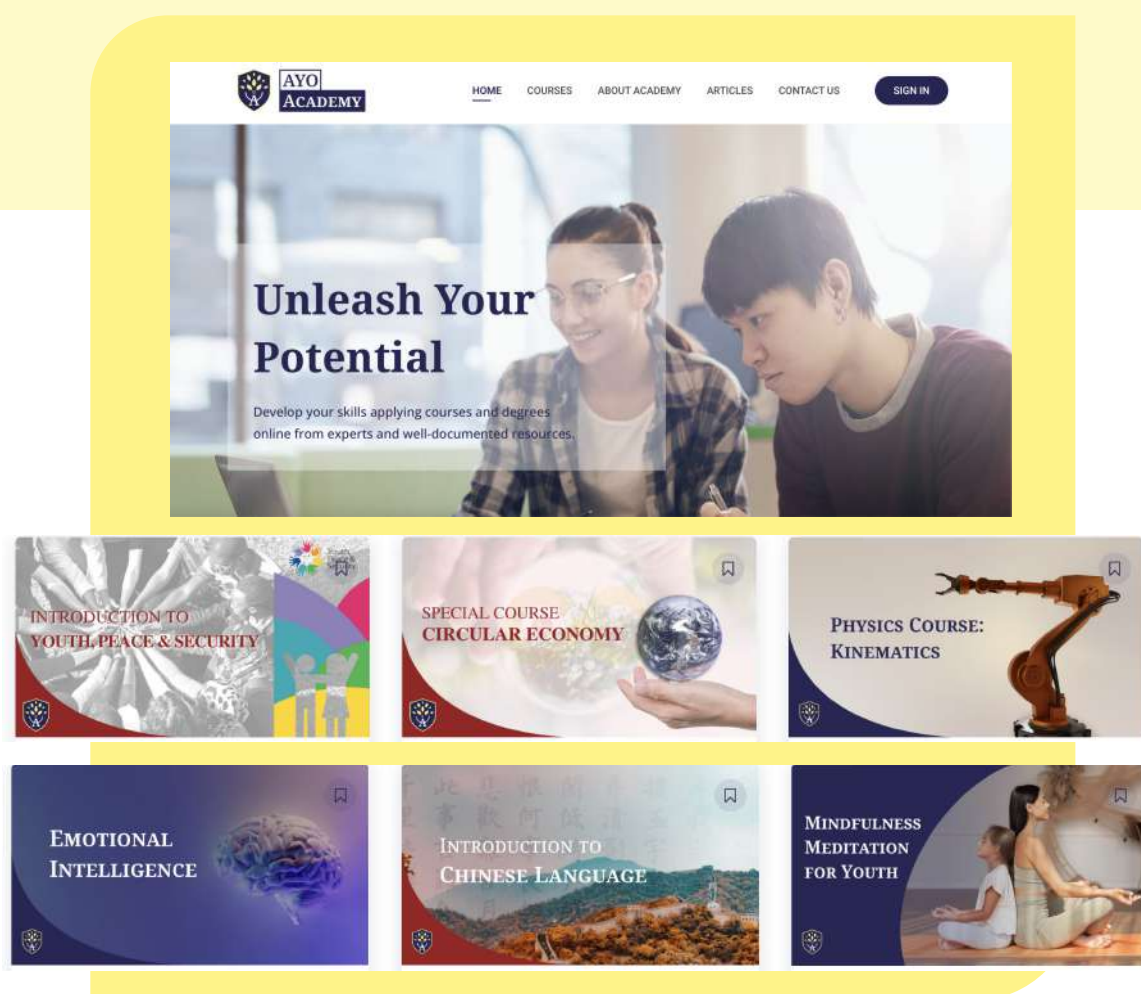
The AYO Ambassadors envisions to develop and implement their Capstone Project as their final project of the ASEAN Youth Ambassador Program.

The capstone projects should be able to address at least one community-specific issue to help the community and create an impact or influence in achieving the United Nations Sustainable Development Goals (UNSDG).





ASEAN Youth Organization Online Academy is continuously developing youth skill-sets, offering decent opportunities to the youths to comprehend academic studies and dedicate their future roles in professional careers.



Total Students/Learners: 2,000+ Youths
Total Courses: 20+ Courses



The AYO Research Center is a youth run research center which includes researchers from across ASEAN. The Center is responsible for creating youth centric contemporary research work for publication. The Center aims to create a more informed, well connected and transparent ASEAN.

RESEARCH AND PUBLICATION DRAFT



1.

GENDER STUDIES Publication

2.

Circular Economy- E-waste in SEA Publication

For more Publication/Draft please visit www.ayorecent.com

*currently there are many researches under development

Other Research Sample, click : [Environment](#) , [Digital Divide](#)

AYO enviro

From ASEAN Youth for Our Environment

Southeast Asia is blessed with seas, lands, and skies that are rich in biodiversity and value and play significant roles in the culture, economy, and daily lives of communities in the region.

AYO Enviro seeks to become a platform for ASEAN Youths to give back to the environment, address current issues facing the environment, and at the same time contribute to the sustainable development of the region

The poster is for the 'ENVIRONMENTAL MASTERCLASS PROGRAM' held on 27-28 August, 2022. It features two sessions:

- August 27, 2022**
2.00 - 4.00 PM (GMT+7)
Topic: "Cultivating leadership for the Environment"
COACH 1
Kaime Silvestre
Climate Activist & Human Rights Lawyer
- August 28, 2022**
2.00 - 4.00 PM (GMT+7)
Topic: "Empowering Youth Leadership in Activism"
COACH 2
Habaib Al Mukarramah
Environmental Activist

Pre-registration form : <https://bit.ly/ayoenviromasterclass2022>

MEDIA PARTNER : TA'AT (B)UM, GREEN INFLUENCER.ID, kloth

One of event at Enviro

Join us to create sustainable changes and impacts in our community together!



Total Projects: 220+ Projects
Total Impacts: 1.2+ Million People

**Approximate Number*



Total Projects: 10 Projects
Total Impacts: <10K people

**Approximate Number*



Total Courses: 15 Courses
Total Impacts: 1,417 Students

**Approximate Number*

- **Improve Employability of Youth**
Ability to learn and apply at least 1 Soft / Hard Skill.
- **Increase Collaboration across ASEAN & Partners**
Ability to embrace differences, collaborate and achieve desired outcomes with youth from at least 1 other nationality.
- **Impacts beneficiaries is calculated based on participation of projects, event, conference, and social media engagement.**

IMPACTS

AYO SOCIAL ENTERPRISE

AYO KREASI INTERNASIONAL (Indonesia)
AYO KALINANGAN INTERNATIONAL (Philippines)

About Us



AYOSE

The AYO Social Enterprise registered as a private limited by share in Indonesia to support the sustainability of the organization and provide a professional services to our partners and stakeholders in the area of consultancy, marketing strategy, website development, social media marketing, research supports, design and visual, and event management. In the early 2023, AYO Social Enterprise opened a new subsidiary in Philippines with the name of AYO Kalinangan International.

AYO Social Enterprise team is consist of youth experts to support our partners professionally in achieving their goals as well as creating impacts in our community.

Our Works

Event Management and Production

We support the implementation of Online Events and Offline Events. We experienced on Exhibition (Offline) and Virtual Webinar Management.



ASEAN Day

Client/Year : ASEAN Secretariat / 2021

Project : ASEAN Day

Responsibility : Produce Dances from ASEAN Countries (By Youth) and video editing. Promote the dances via Social Media to AYO members and Public.

Links : [ASEAN Instagram](#), [ASEAN Youtube](#)

Womenpreneur

Client/Year : Canada Mission to ASEAN / 2018

Project : WomenPreneur Seminar

Brief : Developed a seminar program on Women Entrepreneurs, total participants 130, offline.

Links : [Website Link](#), [Video Link](#)

IDENTIK

Client : Ministry of Communication and Technology / 2018

Project : IDENTIK (Indonesia ICT Entrepreneurs Competition)

Responsibilities : Develop program plan, Website Development, Registration Platform, Social Media Management, Design Graph, Supporting the Roadshow.

Links : [Website Link](#)

Program Development

Build on ASEAN

Partner : AWS (Amazon)

Link : [Website](#)

Virtual Career Fair, Workshops development, Marketing.

Climate Diplomacy Week

Partner : European Union

Link : [Record](#), [Campaign1](#), [Campaign 2](#)

Virtual Webinar on Responsible Consumption, Video Production, Hydroponics System training to orphanage, Social Media Campaign, Fun Night and competition

AYEF

Partner : AMEICC, METI Japan

Link : [Website](#)

Economic Forum, Policy Discussion

World Circular Economic

Partner : SITRA, Nordic Innovation

Link : [Website](#)

World Circular Economic Forum, Policy Discussion, Workshops, High Level Forum

Youth Consultancy

Youth Tech

Partner : ASEAN IPR, ROK

Link : [Publication](#)

Hybrid Workshops, Produce Module for ASEAN Government, Conducting Expert Meeting with the representative of AMS Government and South Korea.

Agenda

Partner : AGENDA

Link : [INTERNAL](#)

Workshops and Youth Focus Group Discussion. Providing support on organizing the event, moderating, reporting, and publication.

Many more...

Research & Support

EU Perspective Research

Partner : European Union

Link : [Confidential](#)

Translation from/to local ASEAN languages, Respondent Publication, Organizing the interview with educator in ASEAN Countries, Assist the researcher for other matter in ASEAN

E-Waste in SEA

Partner : Japan Government

Link : [Draft on Recent Website](#)

Our Works

Media Strategy, Visual, Brand Activation, Web Dev, Event

Qrescent

Responsibilities:

Brand Activation, Social Media Management, Website Development, Design & Visual, Apps UI/UX (Partial)

EU WHIZ

Responsibilities:

Promote the event amongst Philippines Youth, Partnering with local organization and promote the webinars to members.

EU4YOUTH

Responsibilities:

Produces Video compilation from ASEAN Youth perspectives about European Union.

Link: [Youtube](#)

EU-ASEAN Youth Conference

Responsibilities:

Event Management, Concept, Operations, and Technical Supports for the program implementation

Partner: European Union

ASEAN Cybersecurity Training

Responsibilities:

Event Management, Operations, and Technical Supports for the program implementation.

Partner: Microsoft & ASEAN Foundation



AYO Social Enterprise has already supported more than 30 partners in South-east Asia by providing Event management, Media Marketing and other services.

Pictures

Various activities in ASEAN Youth Organization



Pictures

Various activities in ASEAN Youth Organization



Our Donor/Partners

One of the cornerstones that AYO prides itself with is our capacity to build long-lasting partnerships over the years. We conducted many events and projects in ASEAN with support of our partners. List below are AYO's previous/current partners.



Many more...



**ASEAN
YOUTH
ORGANIZATION**

“

**Youth Empowerment,
Social Volunteerism,
Economic Enhancement.**

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