

## FINAL REPORT

### ASEAN Youth Economic Forum (AYEF) 2023

#### **About ASEAN Youth Organization**

ASEAN Youth Organization (AYO) is an 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, identity, and community. Our vision is to create a world where youths exhibit a heightened interest in ASEAN through our activities that empower youths, and engage communities to instill and implement ideas that enable **Positive Sustainable Change**.

#### **About AYEF 2023**

The ASEAN Youth Economic Forum (AYEF) 2023, with the key theme of “*Advancing ASEAN-Japan Cooperation: Promoting a Resilient and Sustainable Economy in ASEAN and Japan through the Circular Economy*,” was conducted to commemorate the 50th Anniversary of ASEAN-Japan friendship and cooperation under the theme of *Golden Friendship, Golden Opportunity*. Supported by the AEM-METI Economic and Industrial Cooperation Committee (AMEICC) Secretariat, the AYEF 2023 attempts to provide young leaders of ASEAN and Japan with the opportunity to directly engage, collaborate and work hand-in-hand towards strengthening closer ties between the two regions, especially in the non-traditional cooperation issue, particularly on the circular economy. This program is expected to promote people-to-people mobility, enhance mutual understanding between young people of ASEAN and Japan, and provide an opportunity for a more inclusive youth's participation in the policymaking processes.

#### **AYEF 2023 Objectives**

The AYEF 2023 has some objectives, among others:

- a. Increase awareness of the 50th anniversary of ASEAN-Japan friendship and cooperation;
- b. Improve the understanding of business culture, landscape, and sustainability around the topic of the circular economy, and its benefits for the economy and the environment of ASEAN and Japan;
- c. Provide a platform for young professionals of ASEAN and Japan to enhance mutual understanding through the conduct of people-to-people mobility and through the opportunity to exchange information, ideas, best practices, and insights about the circular economy;
- d. Encourage the involvement and collaboration of ASEAN and Japan young professionals through creating and proposing policy recommendations to high-level stakeholders, particularly related to the circular economy topic; and
- e. Create the opportunity for ASEAN and Japanese young professional gatherings.

## Detailed Activity Description

The ASEAN Youth Economic Forum (AYEF) 2023 is a five (5) days forum conducted in Jakarta, Indonesia, which invites 20 primary delegates composed of young professionals, policymakers, researchers, economists, and also university students from 10 ASEAN Member States, Timor-Leste, and Japan. Some main activities were conducted in this forum, including a public forum, site visits, a series of policy discussions and recommendations presentations, and a handover session to the high-level stakeholders. Details of the AYEF 2023 activities are as follows:

### **Day 0 - Delegates Arrival (Thursday, 16 March 2023)**

Before officially launching on 17 March 2023, most AYEF 2023 delegates arrived in Jakarta on 16 March 2023. The AYEF 2023 Committee has assigned some members to liaise with the delegates for airport pick-up by rented transportation. The delegates registered at the Ashley Hotel, Jakarta, and received the AYEF 2023 merchandise. On this day, after most delegates arrived, both committees and delegates had an informal dinner with the representatives from AMEICC Secretariat to get to know each other.

### **Day 1 - Public Forum (Friday, 17 March 2023)**

The AYEF 2023 Public Forum was held on 17 March 2023, at the Le Meridien Hotel, Jakarta. The public forum provided a platform for the 20 primary delegates and hundreds of young people from the public participants to learn and understand more profoundly about the ASEAN Framework of the Circular Economy and its potential opportunities and/or challenges in the implementation process. The AYEF 2023 Public Forum was conducted in a hybrid arrangement from 09.30 to 16.30 GMT+7 and was attended by **521 participants** (237 participants attended physically, and 284 participants joined virtually via Zoom Meeting).

#### *Opening Ceremony*

The opening ceremony of the public forum was supposed to commence with opening remarks by the Minister of Trade of the Republic of Indonesia, H.E Zulkifli Hasan. However, due to an urgent agenda, he could not attend and provide his remarks for the event. H.E. Kiya Masahiko, the Ambassador of Japan's Mission to ASEAN, opened the AYEF 2023 by giving his remarks. He highlighted milestones, expectations, and the importance of strengthening ASEAN and Japan cooperation in this year's 50th anniversary. Thus, the opening ceremony was followed by a welcoming speech from Mr. Senjaya Mulia, the Chairperson of the ASEAN Youth Organization. Following the welcoming remarks, the event was officiated by Mr. Fujioka Ryosuke, Chief Representative of the AMEICC Secretariat, and Mr. Senjaya Mulia, the representative of the ASEAN Youth Organization, by pressing a digital button on the stage.

#### *Public Discussion 1*

Following the official opening ceremony, the event proceeded to the main agenda, the Public Discussions under the theme of "*Advancing ASEAN-Japan Cooperation: Promoting A Resilient and Sustainable Economy in ASEAN and Japan Through the Circular Economy.*" The Public Discussions

were divided into two sessions, and each session featured five (5) speakers, who attended physically and virtually. The first session focused on the perspective of governmental bodies.

Public Discussion 1 started with a presentation from Ms. Latifahaida Abdul Latif, representing the ASEAN Secretariat. She briefed the forum with a comprehensive explanation regarding the guiding principles, five strategic priorities, future implementation, and challenges for the circular economy in ASEAN Economic Community. The discussion was followed by a presentation from Mr. Michikazu Kojima, representing the Economic Research Institute for ASEAN and East Asia (ERIA), who joined virtually. In his presentation, he outlined the advancement of the circular economy practices and research in Southeast Asia, while providing examples of how Japan implemented its circular economy.

Furthermore, the session continued with the presentation from Ms. Asri Hadiyanti Giastuti from the Ministry of National Development Planning of the Republic of Indonesia, where she presented an overview of Indonesia's Circular Economy Initiatives to Support Low Carbon Development and Green Economy. In addition, Mr. Shogo Tanaka from the Ministry of Economy, Trade, and Industry of Japan, who joined virtually, provided a summary of the circular economic policies in Japan. Last but not least, Mr. Suriyan Vichitlekarn, the representative from Mekong Institute, concluded the first session by presenting the Mekong Institute's best practices and efforts in implementing the circular economy in Southeast Asia.

#### *Public Discussion 2*

While Public Discussion 1 focused on presenting the views of government bodies regarding the circular economy. Public Discussion 2, on the other hand, dug deeper into businesses and non-governmental organizations' points of view concerning the circular economy implementation. Attended virtually, Ms. Maria Hughes from the United Nations Environment Programme (UNEP) Asia/Pacific Region, kicked off the second session with a presentation regarding global initiatives and youth involvement in the circular economy. Further to the previous presentation, Ms. Laurencia Cindy Saputra, the Founder of Allas, an Indonesian startup company focused on returnable packaging services, explained how Allas implemented the circular economy concept into business practice.

Another business implementation for the circular economy was delivered by Shin Ito from JGC Holdings Corporation, who joined via a virtual platform. He shared JGC's best practices, which is a Japanese company, in reducing the environmental impacts of the company's operationalization by recycling limited resources and energy. The penultimate speaker, Mr. M. Fahrian Yovantra from the Greeneration Foundation, delivered some points regarding the implementations and best practices of the circular economy from the perspective of a Non-Governmental Organization in Indonesian contexts.

Finally, Mr. Ikbal Alexander, the founder of Kertabumi Recycling Center, closed the Public Discussion 2 session by explaining the application of a creative economy for environmental conservation in Indonesia, especially how it relates to waste management and plastic circularity. Day 1 of the AYEF 2023 Public Forum was concluded with a Public Presentation from Mr. Abhishek Vats, Co-Founder of AYO Research Center, titled *Understanding E-Waste Management and the Young Consumers in ASEAN: An Opportunity for Circular Economy*.

## **Day 2 - Introduction to Policy Recommendation and Site Visit (Saturday, 18 March 2023)**

On the second day, an Introduction to Policy Recommendations and a Site Visit to Waste4Change were the primary agenda of the AYEF 2023 series of activities. All 20 delegates actively participated in both agenda. Contrary to the public forum, which was held at the Le Meridien Hotel, Jakarta, the policy recommendation discussion was held at the Ashley Hotel, Jakarta.

### *Introduction to Policy Recommendation*

Ms. Wini Rizkiningsayu, an expert in the energy business transition, digital governance, and public policy, facilitated the policy recommendation discussion. As a facilitator, Ms. Wini is responsible for accommodating discussion among delegates that led to an exchange of information, best practices, and an array of insights that can be taken to curate practical policy recommendations on the ASEAN – Japan Circular Economy. To produce a fruitful discussion, the session was held based on the POMODORO learning model, by giving the delegates 20 minutes of discussion time followed by five (5) minutes of proper rest to clear their minds.

The main substance discussed resonated around the Problem and Opportunity Identification as the key items before creating the policy recommendations that can holistically solve the problems. Ms. Wini elucidated that policymakers should distinguish symptoms and problems of certain issues since a good quality of policy can be gauged by a clear problem definition. Therefore, the policy recommendation was aimed at penetrating the surface-level symptoms and identifying the root problem of the circular economy issues.

Throughout the discussion, the delegates were allowed to exchange their ideas in groups and develop a Mutually Exclusive and Collectively Exclusive (MECE) approach and a Logic Tree approach with the hope of being able to deepen their understanding in examining the complexity of the circular economy area. After mapping out the problem and opportunity through brainstorming, discussion and fun game activities, the discussion concurred on “bad governance” is responsible the most for ineffective circular economy implementation, while the “multilateral partnership” is considered as a step to overcome this problem.

### *Site Visit to Waste4Change*

After having a half day of policy recommendation discussion, the activity continued with a site visit to the Waste4Change premise in Bekasi, West Java, Indonesia. Waste4Change is a social/environmental entrepreneurship, which provides solutions on waste management. All the delegates were given the opportunity to learn deeper about Waste4Change’s best practices regarding waste management issues in Indonesia and how they contribute towards supporting the national government’s efforts in solving waste problems throughout the country. Ms. Silviana Chandra, a Project Executive at the Waste4Change led the AKABIS Class, with a presentation focusing on introduction to the Waste4Change, waste related problems in Indonesia and their programs to solve waste management issues, the importance of stakeholder engagements, as well as funding mechanisms in the Waste4Change operations.

Moreover, she also provided further explanation on how the AYEF delegates could implement the circular economy concept into implementation in their own contexts. The session was followed by an interactive and insightful question-answer session with the participants, where they demonstrated high enthusiasm to dig deeper about the Waste4Change's best practices in the waste management and the circular economy. After a one (1) hour session of the AKABIS Class, all participants were brought to the Materials Recovery Facility (MRF) to directly learn about how the company contributes towards reducing the number of residual waste from residents in its surrounding cities through waste segregation and recycling efforts. The participants had the chance to have a tour around the Waste4Change's MRF, guided by several staff members, where they provided information about their facilities, while having question-answers from the participants along the way. Following the tour around the MRF, the participants were also engaged in a fun game activity of waste segregation, where they were introduced to the correct way in segregating diverse types of wastes.

### **Day 3 - Policy Discussion and Recommendation (Sunday, 19 March 2023)**

On the third day, a full day policy recommendation discussion continued to take place at the Ashley Hotel, Jakarta from 09.00 to 20.00 GMT+7. Ms. Wini continued to facilitate the discussions with more focus on issues prioritization. All the delegates were divided into several groups and encouraged to create their hypothesis towards the problems and opportunities that they had identified in the previous day. The issue prioritization was determined based on sector selection with five (5) strategic priorities in the ASEAN Framework on the Circular Economy as qualifiers. After discussing and deciding the hypothesis on each priority issue, the delegates were given one (1) hour to discuss and work together to find out the rationale and provide evidence that supports their hypothesis, before finding alternative solutions for the final policy recommendations.

Further, the delegates were briefed by Ms. Wini on the importance of stakeholder analysis and system thinking. The delegates were introduced to analyzing different kinds of stakeholders that could be engaged in the issue prioritization identified earlier. In groups, the delegates were also given the opportunity to role play as the stakeholders to familiarize themselves with the role of each stakeholder in the policymaking processes and to understand how each stakeholder could contribute towards solving the problems around the topic being discussed. Following the stakeholders mapping, the policy discussion continued with identifying some intersections that could happen among the prioritized issues using the system thinking methods to make the process of creating and proposing alternative solutions much easier by realizing the intersectionalities.

The session then followed by a two (2) minutes pitching by each delegate to present their position paper that they created before coming to AYEF 2023. This session was used as a reference for the forum to determine the two (2) presenters, who could best represent AYEF 2023 in presenting the final policy recommendations to the high-level stakeholders on the day 4. Following the pitching session, the delegates were encouraged to continue their work by finding some alternative solutions towards the root problems of the circular economy in Southeast Asia using three policy instruments, which are regulatory, economic and behavioral instruments. The identified alternative solutions were then utilized as options when selecting the final solutions for the policy recommendations.



## **Day 4 - Policy Recommendation Finalization and Handover (Monday, 20 March 2023)**

### *Policy Recommendation Finalization*

On day 4, a half day policy recommendation discussion was held from 09.00 to 11.30 GMT+7 at the Ashley Wahid Hasyim Hotel for policy recommendation finalization. The delegates also prepared the policy recommendation presentation in groups. The delegates were grouped into 3 groups, which included the presentation team, Q&A team, and policy memo team to prepare before the policy recommendation handover.

### *Policy Recommendation Presentation and Handover*

Upon finalizing the policy recommendation, all the delegates were mobilized to the ASEAN Secretariat office for attending and presenting the policy recommendation results. Beforehand, the delegates had the opportunity to have a tour around the ASEAN Secretariat new building from 13.30 to 14.30 GMT +7, escorted by the ASEAN Secretariat's desk officers from the Community Relations Division. The policy recommendation presentation and handover session started at 14.30 to 15.45 GMT +7. The session was opened by Mr. Lee Yoong Yoong, Director of Community Affairs of the ASEAN Secretariat, in which he welcomed everyone attending the session. Henceforth, Dr. Roger Y. Chao Jr., the Assistant Director of Education, Youth and Sports Division of the ASEAN Secretariat and Mr. Senjaya Mulia, the Chairperson of the ASEAN Youth Organization also gave their welcoming remarks.

The session was also attended by Mr. Romeo Arca, the Assistant Director of Community Relations Division of the ASEAN Secretariat, Mr. Akinori Kahata, the Principal Deputy Director Asia and Pacific Division Trade Policy Bureau, Ministry of Economy, Trade and Industry (METI) of Japan, Mr. Okano Masayuki, the Deputy Chief Representative of the AMEICC Secretariat, the 20 delegates of AYEF 2023, AYEF 2023 Committee members, and Ms. Wini Rizkingingayu, the facilitator of AYEF policy recommendation discussion. Media representatives, including Nippon Hoso Kyokai and SEA Today News also attended the session to cover the policy recommendation presentation and handover. The policy recommendations resulting from the 3 days of discussions were presented by Mr. Isaac Kow, the delegate from Malaysia and Ms. Ayako Takao, the delegate from Japan.

The presentation was later followed by a feedback session from the reviewers, including Dr. Roger Y. Chao Jr. and Mr. Akinori Kahata, representing the ASEAN Secretariat and METI Japan, respectively. The first reviewer, Mr. Roger, appreciated the AYEF 2023 initiative, which demonstrated great examples in building stronger youth networks and cooperations between ASEAN and Japan. Additionally, he also expressed that envisioning a sustainable youth development in the circular economy is an excellent step in policy making, taking into consideration that youth participation in the policy making process has been recognized in ASEAN. However, he added that the AYEF delegates have to consider the actual challenges in achieving the visions on youth and the circular economy, such as: i) setting benchmarks and directions of the CE implementation going forward; ii) feasibility and doability of the policymakers to implement the policy recommendations into practice especially on difficult policies i.e., the tax incentives, having specific financing mechanisms for the circular economy, and capacity building

proposals raised by the delegates; and last but not least iii) characteristics of policy recommendations that are mostly non-binding in nature.

Following the first review, Mr. Akinori as the next reviewer provided further additional comments to Mr. Roger's reviews. He emphasized the importance of the circular economy for a more sustainable economic growth in ASEAN and Japan. He mentioned the huge potential of the circular economy in the 50th Anniversary of ASEAN and Japan Cooperation and acknowledged the need to further discuss this issue between the two parties going forward. However, he provided some critical points for the delegates' consideration related to their policy recommendations, which include i) the importance of considering financing issue in supporting the growth of CE; ii) the challenges to build consensus among relevant stakeholders with different interests and different political commitments; and iii) the practicality of the policy recommendations being proposed, not only considering the conceptual side, but also the concrete actions that can be taken by the policymakers. Afterwards, the delegates were given the opportunity to directly engage by addressing some questions to the respected reviewers. The session was concluded by a policy recommendation handover to Dr. Roger and Mr. Akinori, ceremonially. As a part of the policy recommendations finalization, the policy recommendation document would be revised first and officially circulated via email to the ASEAN Secretariat, ASEAN Senior Economic Officials Meeting (SEOM) Chair and METI Japan for their consideration.

#### *Social Event and Awarding Ceremony*

After the policy recommendation presentation and handover session, the delegates were mobilized back to the hotel at 16.00 GMT+7 to rest and prepare for the social event and awarding ceremony at 19.00 GMT +7. The session was attended by all the delegates, including Mr. Akinori Kahata and Mr. Okano Masayuki who gave their welcoming speeches. They congratulated the AYEF 2023 committee for successfully conducting the event and the delegates for successfully finalizing the policy recommendations. All the delegates were invited to wear their traditional outfit to showcase and share diversity and uniqueness of each country's cultures, as well as to present their group performances. The AYEF 2023 committee also provided some awards to the selected delegates, with criteria and names, as follows:

1. Best Delegate: Mr. Isaac Khaw from Malaysia;
2. Best Position Paper: Mr. Chan Pirun from Cambodia;
3. Best Costume: Ms. Yeni Pereira from Timor Leste;
4. Best Performance: Ms. Kuncharee Thanaddoenkhao - Mr. Kittikun Saksung from Thailand and Mr. Mohammad Zulhafiy from Malaysia;
5. Winner of a fully funded program representing the ASEAN Youth Organization at the World Circular Economy Forum (WCEF) 2023 in Helsinki, Finland: Ms. Kuncharee Thanaddoenkhao from Thailand.

#### **Day 5 - Sayonara (Tuesday, 21 March 2023)**

On 21 March 2023, this marked the end of the AYEF 2023 series of activities, where most of the delegates returned straight to their home countries. Some AYEF 2023 Committees also escorted the delegates from the hotel to the airport for their departure by a rented shuttle bus.

## AYEF 2023 Outcomes

- *Policy Recommendations of AYEF 2023:*

Series of activities of AYEF 2023 have been successfully conducted with outcomes as follows:

- [\[DOCS\] Policy Memo on Youth and Circular Economy 2023](#)
- [\[PPT\] Policy Memo on Youth and Circular Economy 2023](#)
- *The Circular Economy Course by the AYO Academy*  
The circular economy course covers six (6) chapters and all the materials have been uploaded on [AYO Academy Website](#)
- *The Circular Economy Research*  
A research with the title of ***Understanding E-waste Management and the Young Consumers in ASEAN: An Opportunity for Circular Economy*** has been completed and the final document was uploaded on [AYO Website](#) and [AYORecent Website](#).

## Circular Economy Course by the AYO Academy

The AYO Academy was launched as an international, non-partisan, and non-governmental structure established to promote easier access to learning through online platforms; parallel to the ASEAN Youth Organization motto, it constitutes one vision, one identity and one community with youths across Southeast Asia and beyond. The courses include a wide range of topics from social sciences, such as globalization, peacebuilding, community building to first-aid training and also personal development courses, such as foreign languages and public speaking courses. So far, the AYO academy has successfully published 12 courses with currently amassing over 1,868 enrolled applicants with 184 lessons on the website available for free to access by students all around the world.

The Circular Economy Course was produced by the AYO Academy in attribution to the ASEAN Youth Economic Forum (AYEF) 2023, held in Jakarta, Indonesia. The preparation, allocation, and procurement process in the interest of publishing the course was conducted from December 2022, before it was officially launched on 8 January 2023. By 21 March 2023, the course had a total of 892 students enrolled, with 294 students successfully completing it, while the remaining majority was close to the course completion. Designed for the young generation across ASEAN and Japan, the concept of circular economy was introduced in a refined explanation through practical activities and knowledge of the mechanisms included in behavioral habits. The strong economic relationship between ASEAN and Japan is also explored, where the distinct advantages of the adoption of a circular economy is seen, especially in the process of industrial work. The outline of the Circular Economy Course at AYO Academy is as follows:

- Introduction to Circular Economy



- Discovering the Beginning and Concept
- Practical Action and Implementation
- Global and Regional Circular Economy View
- Southeast Asia and East Asia Responses
- Examination and Assessment

Candidates who enrolled and completed the course successfully are expected to thoroughly understand the basic concepts and processes of circular economy, determine the reusable and remarkable products, aware and passionate about climate change while understanding ASEAN circular economic policy identifying Japan's vision thus enhancing cooperation between ASEAN and East Asia. Candidates who have completed the course successfully receive the certificate of completion ratified by ASEAN Youth Organization, AEM-METI Economic and Industrial Cooperation Committee. With a 4.86/5.00 rating from 152 ratings, the course has reflected the overall success of the contents aligning with the outlines and the objectives of the Academy as well as the positive conclusion towards the ASEAN Youth Economic Forum 2023. Some of the reviews are as follow:

- Hasna Zahra: This course is very informative! I genuinely enjoy this course. Thank you!
- Muhammad Fauzan Fahlevi: A very good platform that can be used as a module and distance learning tool regarding circular economic development in general, can find out about the collaboration presented in this system, and can be used as a forum for interaction of knowledge between countries regarding the development of circular economy progress globally. Thank you for AYO.
- Nabila Vita Kamila: As an urban and regional planner, this course helped me to know what good policies that the government created for prioritized inclusivity, sustainable, and economic growth.

### **Report on AYO Research on E-Waste Management**

The ASEAN Youth Organization Research Center (AYO RECENT), conducted a research titled ***Understanding E-waste Management and the Young Consumers in ASEAN: An Opportunity for Circular Economy***. Being a youth-oriented research center, the AYO RECENT chose the issue of E-waste because youth are the biggest and the most active consumers of electronics and electrical products. Hence, the quantum of youth's direct participation is very high. At the same time, research of such a magnitude, wherein efforts have been made studying the quantum of general awareness in the youth pertaining to E-waste and Circular economy at an ASEAN level are not quite common in the region.

### **Research Objectives**

1. To understand the awareness, behavioral aspects, attitude, tendencies (incidental and direct) of the ASEAN youth, to allow the stakeholders to understand the youth demographic and create new programs accordingly.

2. To advocate for a circular economy as the solution to the growing E-waste problem in ASEAN region and to sensitize the youth about the sustainable consequences of their actions.
3. To provide recent statistics and data to the stakeholders to further promote more research and academic study in the domain of E-waste management and circular economy.

The Research was conducted over a period of 2 months starting from January 2023 to February 2023. The research was finalized by 28<sup>th</sup> February, 2023. The research involved a blend of quantitative and qualitative methods to study the myriad issues which exist in the priority area of E-waste generation and management, whereby AYO RECENT conducted a survey which was successfully filled by 1411 respondents. To substantiate the research findings and to ensure that the research is representing the ASEAN youth's concerns in unison AYO Recent also interviewed 20 individuals from across ASEAN to ensure that at least 1 person from each ASEAN country is included. It is our pleasure to mention that the research also involved youth from Timor Leste, the 11<sup>th</sup> member of the ASEAN region as of 2022.

### Research Outcomes

The research successfully compiled the expectations, awareness, concerns, and knowledge of the Youth pertaining to E-waste and circular economy. Further, the research also succeeded in involving various perspectives of people coming from different backgrounds like policy, business, education, non-profit organizations etc.

The research highlights and elaborates on the above mentioned issues, relies on relevant recent sources to visualize the actuality of the problem. Further, the research received an overwhelming response from women particularly. Towards the end, the research advocates that although E-waste is a concerning problem, it provides an opportunity for implementation of a circular economy. The research was followed by a public presentation at the Public Forum by the Co-founder of AYO Recent, Mr. Abhishek Vats, whereby more than 200 attendees were made aware about the research findings

Final research publication can be found [HERE](#).

### Partnerships

In the efforts to increase awareness about the circular economy topic, the ASEAN Youth Organization allocated human resources for the partnership team. The team had successfully partnered with more than 20 institutions, ranging from academic institutions, grassroots organizations, intergovernmental organizations, as well as international organizations reaching all over the world.

The ASEAN Youth Organization's partners for the AYEF 2023 includes: ASEAN Youth Forum, Polytechnic University of the Philippines, *Yayasan Sukarelawan Siswa*, United Nation Association in Indonesia, Future Diplomats, Green Economy Youth Organization, Equal Asia Foundation, WateryNation, *Institut Masa Depan Malaysia*, ASEAN Youth Community for Household, Economica, Seed4com, Youthable, Foreign Policy Community in Indonesia, Student Think Tank for Europe-Asia

Relations, PUP College of Arts and Letters Debate, Cambodia Indigenous People Organization, Indonesia Youth Foundation, Christian University of Indonesia and Prince of Songkla University.

From the partnership with more than 20 NGOs, INGOs, Grassroots Organizations, and many other organizations, the AYEF 2023 committees managed to get 56 participants attending the public forum at the Le Meridien Hotel, Jakarta, on 17 March 2023 and 50 online participants attending via an online platform.

## Media and Campaign Reports

### Social Media

No	Social Media Platform	Total Post	Total Impressions	Total Reached
1	Facebook Post/Reels	19 Graph/Video	72,780	67,205
2	Instagram Stories	19 Graph	78,922	77,000
3	Instagram Post	21 Graph/Video	<b>269,128</b>	<b>210,994</b>
4	Youtube	2 Video	6,766	N/A
5	LinkedIn	2 Graphs/Video	22,762	N/A
6	Twitter	5 Graphs	2,357	N/A

The highest impressions and reach is on Instagram.

Impressions = The information seen by people (Followers or non-followers)

Reached = The number of people seen the information.

### Press Release

Link to Media Release: [HERE](#)

### Media Published by News/Media companies

1. Jakarta Globe Link [HERE](#)
2. Laotian Times Link [HERE](#)
3. Vietnam Plus Link [HERE](#)
4. Nhan Dan Viet Nam Link [HERE](#)
5. Atmago, Indonesia Link [HERE](#)
6. Khoa Kinh Te, Vietnam Link [HERE](#)
7. Optyhunting, Vietnam Link: [HERE](#)
8. Center for WTO and Economic Integration, Viet Nam Chamber of Commerce and Industry Link: [HERE](#)
9. CanTho News Link: [HERE](#)
10. STEAR Think Tank Link: [HERE](#)
11. Reporter UKI Link: [HERE](#)
12. The ASEAN Secretariat Link: [HERE](#)
13. Mekong Institute Link: [HERE](#)
14. Indiplomacy Link: [HERE](#)
15. Economica.id Link: [HERE](#)

### Products/Materials Produced During the Program

- [Proposal](#)
- [Delegates Handbook](#) - [Study Guide](#)
- [Graphs](#)
- [Documentation](#)
- [Website](#)
- [Research Paper](#)
- [Circular Economy Courses](#)
- [Merchandising](#)

### Resources used

#### Committees

1. Project Director: Senjaya Mulia
2. Assistant Project Director: Handy Santoso
3. Program Lead: Ahmad Afryan
4. Program Assistant: Made Randy Viryawan
5. Program Assistant: Samantha Elizabeth Fitzgerald
6. Recruitment Lead: Sarah Rauzana
7. Recruitment Officer: Ibnu Galih Madani
8. Sponsorships Lead: Michael Nugraha
9. Partnerships Officer: Lan
10. Research Lead: Abhishek Vats
11. Finance and Admin: Thomas Kevin

12. Logistic & Procurement: Audrey Da Rosa
13. Designer: Mutia Lutfiana and Muhammad Alfani
14. Media and Documentation: Fernando Jonathan

### **Volunteers**

15. Program:
  - a. Medeline Irene Tanjung
  - b. Irene Bougenville Martin
  - c. Mohamad Febrian Syukur
16. Rapporteur
  - a. Irfan Tegar Maulana
  - b. Muhammad Dhiwa Fathi
17. Liaison Officers
  - a. Wening Harumi Masayu
  - b. Sisca Ellyanto
  - c. Elvina Lathifa
  - d. Intan Qomariah
18. Communication
  - a. Fara Dzanufiya Indawan

### **AYEF 2023 Key Performance Indicators (KPIs)**

The AYEF 2023 successfully achieved its objectives, indicated by the following indicators:

1. AYEF 2023 successfully increased the awareness about ASEAN-Japan Friendship and Cooperation 50th Anniversary, among others through the promotion materials on the AYO's social media platforms and websites, which has reached more than 450,000 impressions from AYO's audiences across Southeast Asia and beyond. Moreover, it also increased the awareness about the ASEAN-Japan Cooperation 50th Anniversary through the implementation of AYO Academy and AYO Research regarding the circular economy topic, reaching thousands of young audiences.
2. AYEF 2023 enabled the sharing of ASEAN and Japan's comparative experiences in engaging the circular economy and youth in accelerating the ASEAN's economic efforts in contextualizing and implementing the ASEAN Framework on Circular Economy by inviting prominent speakers, who shared their expertise and knowledge in the AYEF 2023 Public Forum session.
3. AYEF 2023 provided a platform for young professionals of ASEAN, Timor-Leste and Japan (20 main delegates) to come together, while promoting people-to-people mobility and discussing the circular economy. This forum was not only aiming to enhance the role of youth in supporting to accelerate the ASEAN's economic growth and through that social progress and cultural development, but also to kick-start a stronger ASEAN-Japan cooperation on this issue. This forum has achieved its objectives in bringing 20 main delegates to the forum in Indonesia.



4. A policy recommendations document regarding the issue around the circular economy has been successfully created and proposed to the high-level stakeholders, the representatives of the ASEAN Secretariat and the Ministry of Economy, Trade and Industry (METI) of Japan during the AYEF policy recommendations presentation and handover session.
5. The AYEF 2023, conducted in a hybrid arrangement, successfully served as a platform for young professionals gathering and youth circular economy networks, where participants from different countries and backgrounds came together to the public forum session. The AYEF 2023 public forum online session was attended by 284 participants, joined via Zoom Meeting. Meanwhile, for the public forum offline session, it was attended by 237 beneficiaries. The list of attendees for the public forum offline session can be found [HERE](#). The number of participants exceeded the initial target of 300 participants.

## Evaluations, Lessons Learnt and Recommendations

### 1. Evaluations

- a. Timing - three (3) days are too short for creating comprehensive policy recommendations, resulting in a less focused/narrowed recommendations and rather focused on soft-touch of essential knowledge and steps of the policymaking processes.
- b. The technical and logistical side of the event - coordination between the committees and the facilitator could be further improved.
- c. Last minute changes to the facilitation program.
- d. Virtual coordination among the AYEF committees was quite challenging amidst competing priorities of each committee member during the project preparation.

### 2. Lessons Learnt

- a. Delegates participate, follow and collaborate in the process with relative ease. The engagement level of the delegates was more than expected.
- b. Adaptive group session and activity, with some on-the-spot changes following needs from the session.
- c. The presence of two rapporteurs that helped with designing, structuring and documenting the result of the essential policy recommendation process into a policy memo document and presentation.
- d. The overall target of producing a policy recommendation presentation as well as a policy memo.

### 3. Recommendation

- a. Better planning and mapping of each participant's research and focus areas. The process could have been smoother with a more 'matchmake' of participants and issues.

- b. A better facilitation tool to be used in a hybrid arrangement to reduce the use of sticky notes and papers. Documenting all of the exercises and sessions results in 1 digital document such as miro and jam boards could be a better alternative.
- c. A more mindful approach to facilitating - incorporating well-being sessions such as short meditation nearing the breaks, reflection through mindful writing, etc could be useful for the participants.
- d. Incorporating storytelling and presentation delivery sessions.