

# 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 “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 13 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, AYO Post 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.

## Development

ASEAN Youth Organization was founded in 2013 by ASEAN youth, Senjaya Mulia from Indonesia. This initiation arose because he was 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-registered 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 affiliate 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;

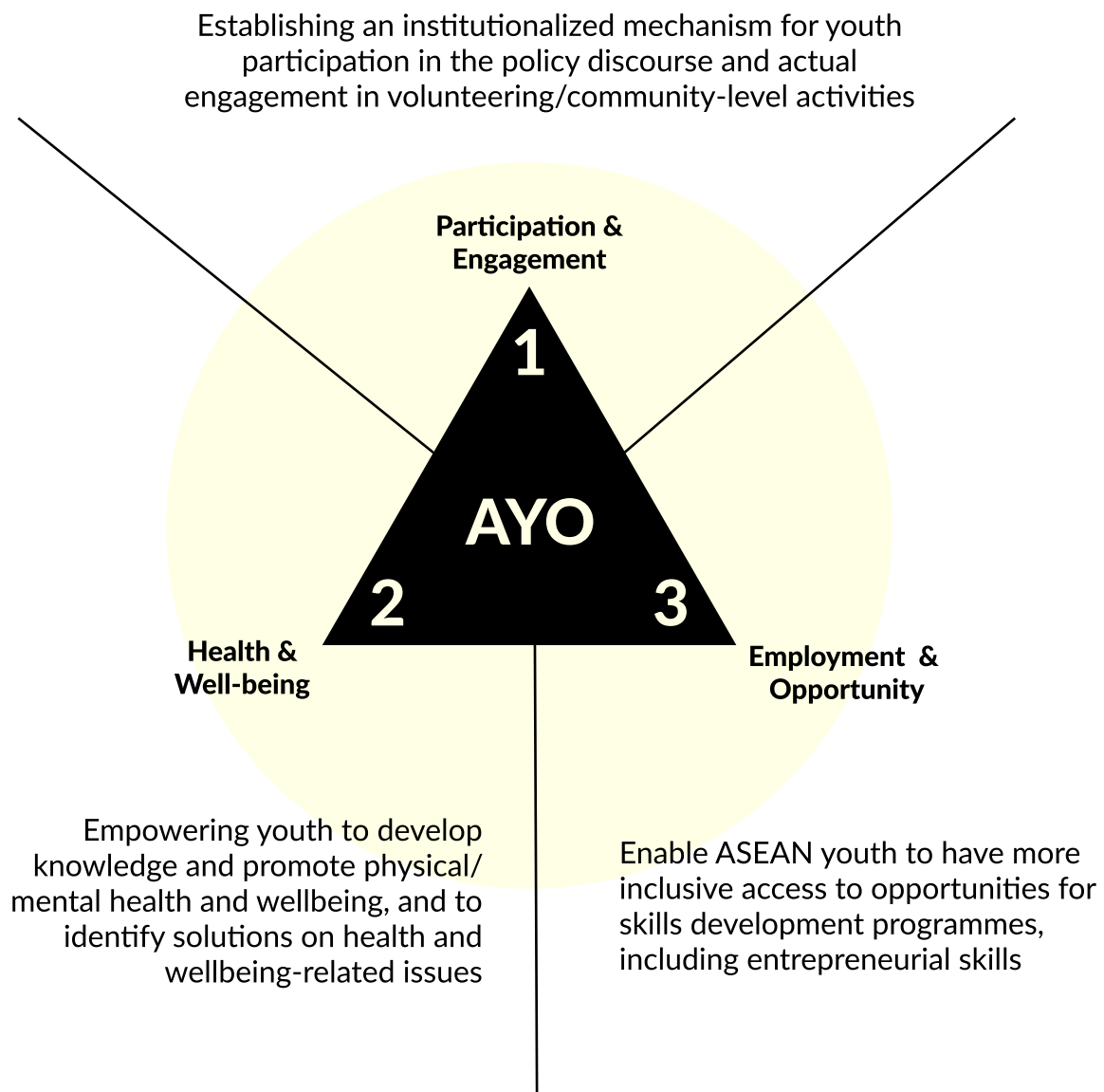
5.

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)*

*AYO has been selected as a Steering Committee Member of YOUNG program under OECD (Organization for Economic Cooperation and Development) and become the focal point for Asia Pacific Region.*

# PLATFORMS —

## Social Media



main FB  
chapter FB

: [www.fb.com/aseancommunity](http://www.fb.com/aseancommunity)  
: Various Links



main Instagram  
chapter Instagram

: [www.instagram.com/ayoasean](http://www.instagram.com/ayoasean)  
: Various Links



subscribers  
affiliate Website

: [www.aseanyouth.net](http://www.aseanyouth.net)  
: Various Links



main LinkedIn  
chapter LinkedIn

: [www.linkedin.com](http://www.linkedin.com)  
: Various Links



youtube channel

: [youtube.com/aseanyouthorganization](http://youtube.com/aseanyouthorganization)

**450,000+ Followers**

**100,000+ Followers**

**60,000+ Subscribers**

**17,000+ Followers**

**24,500+ Followers**

## Media Partners

Media institutions are important stakeholders 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 partner **to help distributing the information** to their members/partners.

# SIGNATURE PROJECTS

Since 2015, A.Y.O. has conducted many **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.



## ASEAN YOUTH Exchange

ASEAN Youth Exchange aims to encourage participants to explore and use the best possible solution to tackle the issues that take place in their community. This includes environmental and social issues. This project aims to give the greatest possible exposure to participants by providing site visits to various places that gives inspiration to participants.



## ASEAN YOUTH Economic Forum

ASEAN Youth Economic Forum is an annual event of AYO that promotes the Youth Inclusion on the Economic Development in the region through Policy Making process and expertise exchanges. This forum is open for International Young professionals, Academia/Universities, Researchers, Government officials, and Non-profits organization.



## ASEAN YOUTH Conference

AYC is an annual conference that seeks to gather around 200 ASEAN and international youth leaders and change-makers who are keen to share their thoughts about challenges and opportunities to develop and implement projects in the region. Additionally, youth will also contribute to make a youth resolution and will be submitted to the ASEAN Government.



## ASEAN YOUTH Digital Forum

AYDF aims to help spreading knowledge, encouraging and preparing young people to be digital talents that understand their role in tackling challenges in a digital age, in order to contribute to the achievement of Single ASEAN Digital Community in the future, particularly through three major sectors, among others education, security, and economy.



## ASEAN YOUTH Ambassador

AYO Ambassador program is a series of workshops and training to equip young people with the necessary, hard, and soft skills as well as domain knowledge to build sustainable changes in the community. This annual program recruit up to 50 ambassadors and train them to be a more sustainable young leaders.



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

For more programs, click [here](#)



# PREVIOUS PROJECTS

ASEAN Youth Digital Forum (AYDF) 2021 & 2023 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: 6.600+ participants

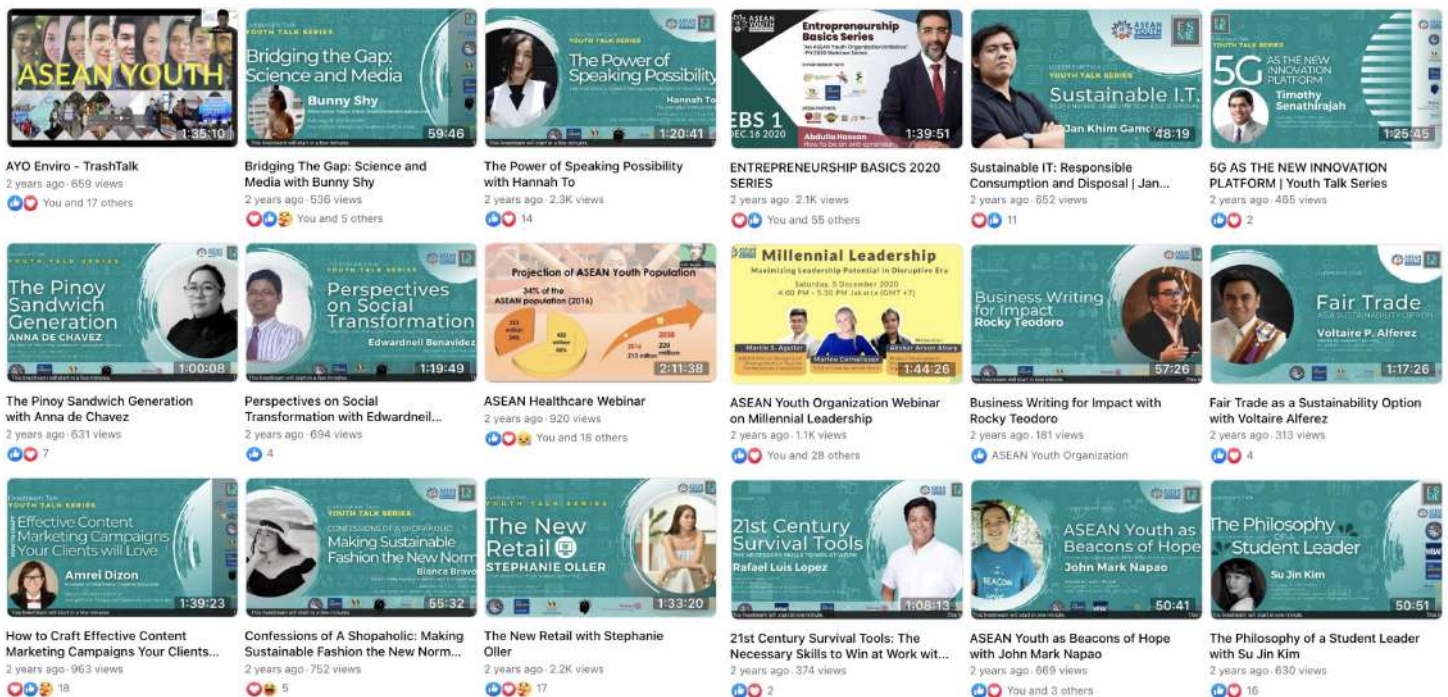
Media coverage: RM.id, RCTI Plus, Inclover, Kaldera News, Bisnis



In 2021, ASEAN Youth Organization co-host the Entrepreneurship World Cup (EWC) 2021 Indonesia. In addition to the pitch competition, EWC provided 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.

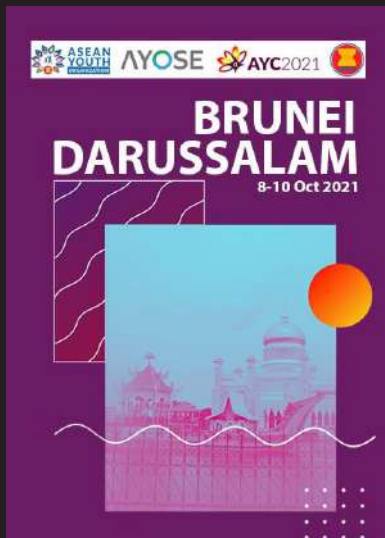
Participants: 110 applicants (Entrepreneurs)

Media coverage: RRI, Kaldera News, Suara Merdeka, Antara News, Times Indonesia, Sindo News





# 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

Check the AYC 2019 Video [here](#)

Check the AYC 2023 Video [here](#)

## Where

**ASEAN  
Chair Country  
(Rolling)**

## Impact

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



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.

The AYO Ambassadors envision 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).







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



Establishment: 2013  
Total Activities: 500+  
Program: Conference, Seminar, Campaign, etc  
Total Impact: 2 Mil+

\*Approximate number



Establishment: 2020  
Total Activities: 20+  
Program: Webinar, Campaign  
Total Impact: 3K+

\*Approximate number



Establishment: 2021  
Total Courses: 15  
Program: Courses  
Total Students: 2,500 Students

\*Approximate number



Establishment: 2021  
Total Research: 12 Research  
Program: Research



Establishment: 2022  
Program: Media, News Portal

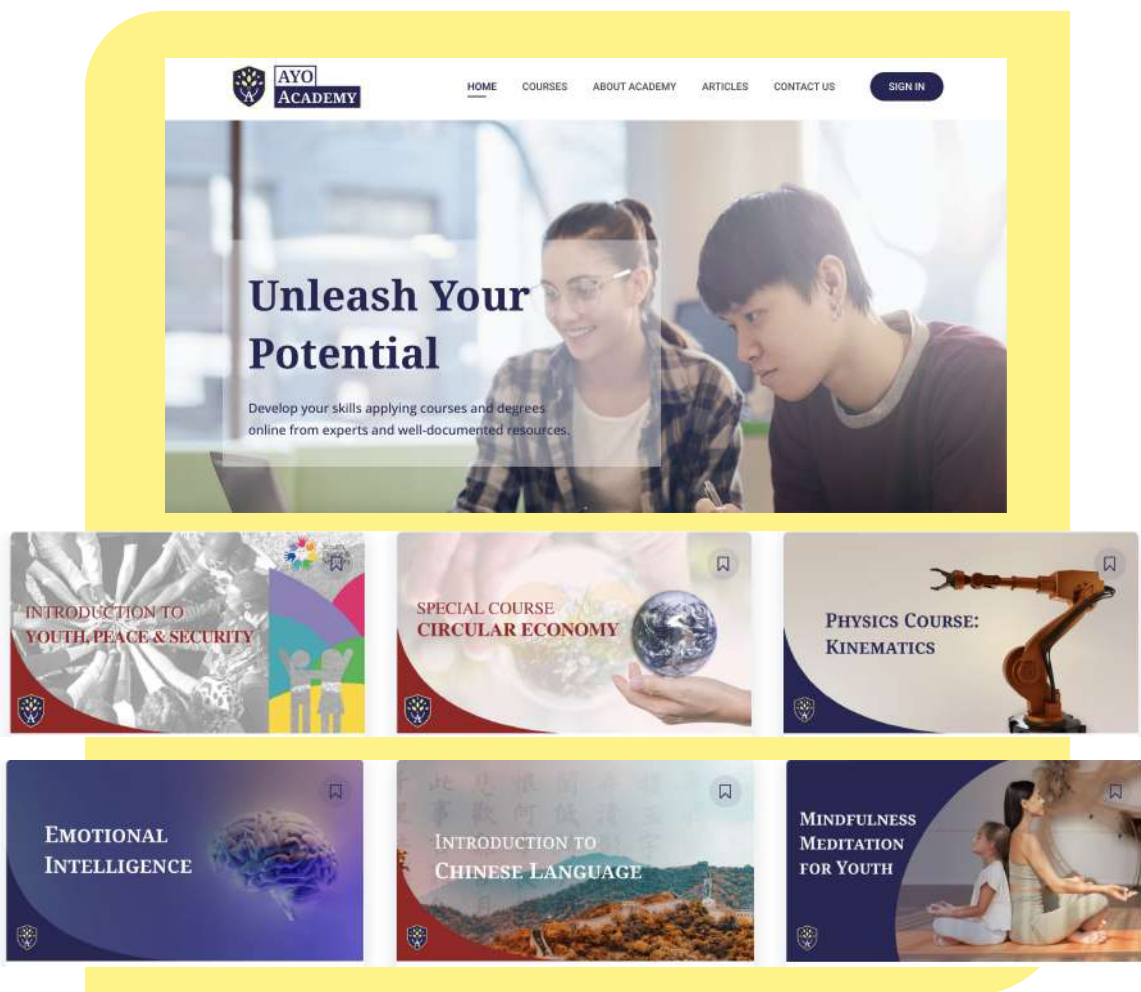
- **Improve Employability of Youth**  
*Ability to learn and apply at least 1 Soft / Hard Skill.*
- **Increase Collaboration across ASEAN & Partners**  
*Ability to embrace differences, collaborate and achieve desired outcomes with youth from at least 1 other nationality.*
- **Impacts beneficiaries is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

# IMPACTS





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: 6,000+ Youths**  
**Total Courses: 30+ 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

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



## 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 for the 'ENVIRONMENTAL MASTERCLASS PROGRAM' is set against a dark blue background. At the top right are the logos for 'enviro' and 'ASEAN YOUTH ORGANIZATION'. The title 'ENVIRONMENTAL MASTERCLASS PROGRAM' is in large, bold, white capital letters, with the dates '27-28 August, 2022' below it. The program is divided into two days. Day 1, August 27, 2022, from 2.00 - 4.00 PM (GMT+7), is titled 'Cultivating leadership for the Environment' and features Coach 1, Kaime Silvestre, a Climate Activist & Human Rights Lawyer. Day 2, August 28, 2022, from 2.00 - 4.00 PM (GMT+7), is titled 'Empowering Youth Leadership in Activism' and features Coach 2, Habaib Al Mukarramah, an Environmental Activist. A pre-registration link is provided at the bottom: <https://bit.ly/ayoenviromasterclass2022>. The bottom of the poster includes the 'MEDIA PARTNER' logo and several other logos: 'TA'AT (B)UM', 'GREENFLUENCER.ID', and 'kloth'.

**ENVIRONMENTAL MASTERCLASS PROGRAM**  
27-28 August, 2022

**August 27, 2022**  
2.00 - 4.00 PM (GMT+7)  
"Cultivating leadership for the Environment"

**COACH 1**  
Kaime Silvestre  
Climate Activist & Human Rights Lawyer

**August 28, 2022**  
2.00 - 4.00 PM (GMT+7)  
"Empowering Youth Leadership in Activism"

**COACH 2**  
Habaib Al Mukarramah  
Environmental Activist

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

MEDIA PARTNER :   



# AYO SOCIAL ENTERPRISE

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 Work

## Event Management and Production

We support the implementation of Online Events and Offline Events. We are 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 : confidential

## 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 Forum

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 Work

## 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.

# Gallery

## Various activities in ASEAN Youth Organization





# Gallery

## Various activities in ASEAN Youth Organization





# Gallery

## 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.**

## Contact Us

[info@aseanyouth.net](mailto:info@aseanyouth.net)