



Organization Profile

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*By Youth,
For Youth,
With Youth*

ABOUT

ASEAN Youth Organization (AYO)

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.



Recipient Of

**ASEAN
PRIZE
2024**



**ARAB UNION
VOLUNTARY
AWARD 2024**

PROGRAM PILLARS & HISTORY

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 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 as a foundation in Indonesia under the name Yayasan AYO Muda Internasional and established the AYO Social Enterprise. 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

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;

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);

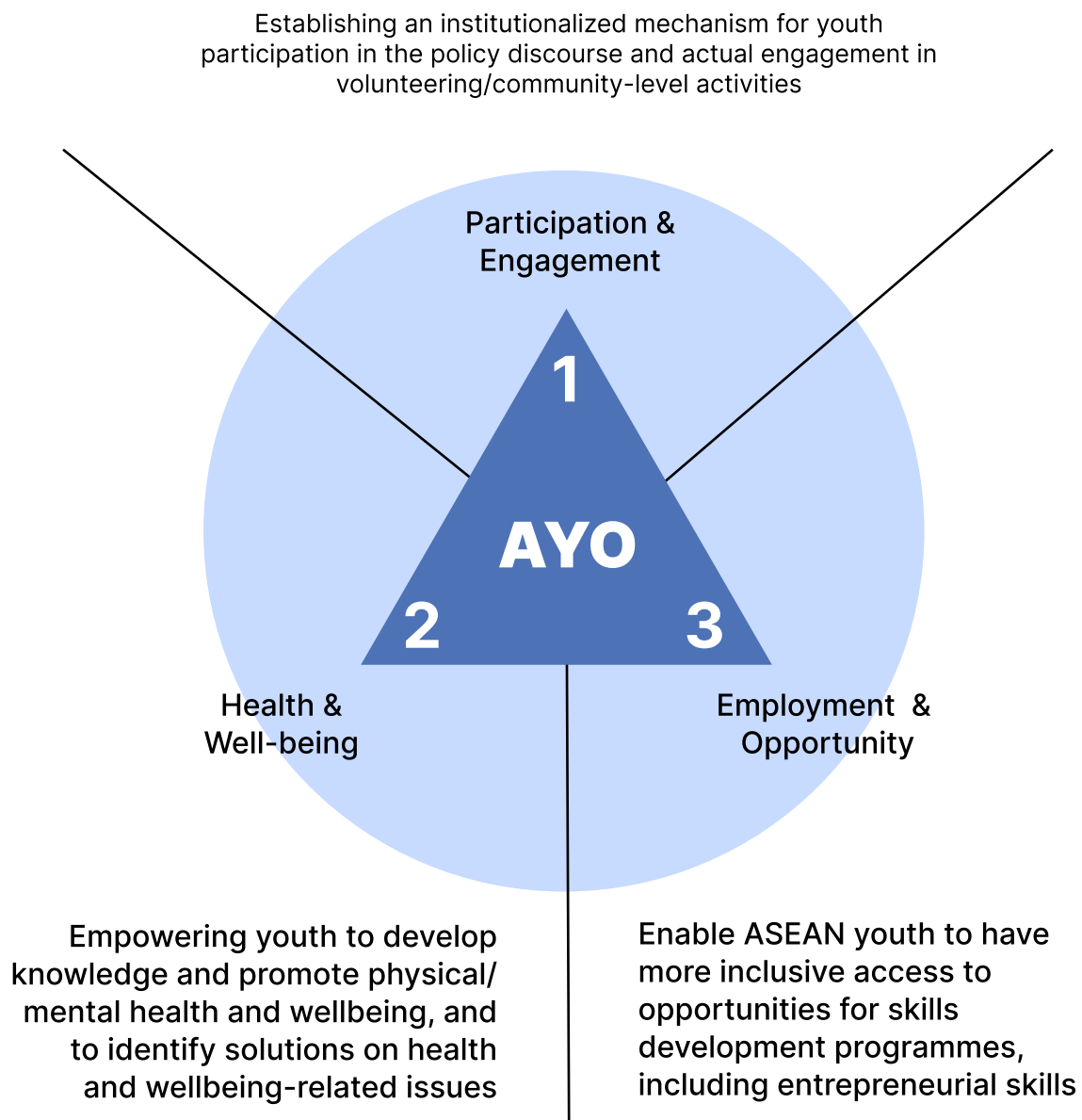
To **foster long-lasting friendships** and understanding between ASEAN and global youth

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

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;



**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)*

**Appointed as one of the OECD YOUNG Steering Organization for Asia pacific Region*

PLATFORMS

► Social Media

Social Media Platform	Adress	Followers
Facebook Main Page	fb.com/aseancommunity	270.000+ likes
Facebook Chapter Page	fb.com/NetworksName	270.000+ likes
X	x.com/ayoasean	3.041+ followers
Instagram	instagram.com/ayoasean	83.700+ followers
LinkedIn	LinkedIn.com/company/aseancommunity	12.500+ followers
YouTube	ASEAN Youth Organization	23.500+ followers
Active Volunteers	www.aseanyouth.net	60.000+ 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.



For more works, click [here](#)

"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 of
ASEAN Youth Organization

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



Sarah Rauzana
Chair of
ASEAN Youth Organization



PREVIOUS PROJECTS



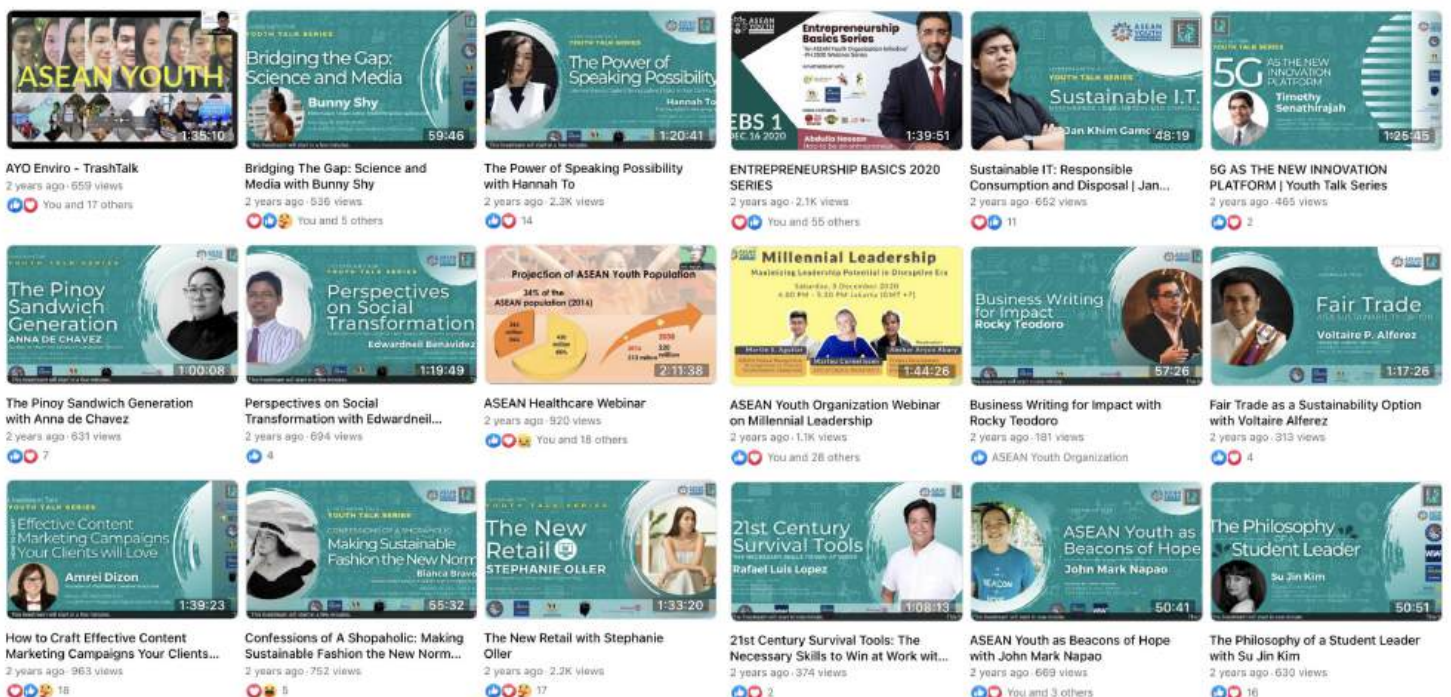
ASEAN Youth Digital Forum (AYDF) 2021 aims to help spread knowledge, encourage, and prepare young people to be digital talents ready that understand their role and capable of tackling arising challenges in a digital era. The AYDF 2021 includes a series of webinars and workshops that offer four different 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



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	Where	Impact
ANNUAL	ASEAN Chair Country	800+ Delegates
Following ASEAN Summit Schedule	(Rolling)	(Age 17-35)

Check the AYC 2019 Video [here](#)

AYOSE AYC2021
**BRUNEI
ARUSSALAM**
8-10 Oct 2021



ASEAN YOUTH ECONOMIC FORUM

The ASEAN Youth Economic Forum (AYEF) is an annual event co-organized by the ASEAN Youth Organization with the support of ASEAN Secretariat, AEM-METI Economic and Industrial Cooperation, and Ministry of Economic, Trade and Industry of Japan. The forum focuses on promoting youth inclusion in economic development and strengthening cooperation between ASEAN and beyond. AYEF is a youth initiative that support the implementation of the ASEAN Work Plan on Youth priority 1 on Participation and Engagement as well as cross-linked to priority 3 on Employment and Opportunities.



AYEF takes it one step further and aims to create a more potent, long term, professionally viable and nurturing project for the youth contributing in economic development in the region.

Check the AYEF 2023 Video [here](#)



AYO AMBASSADOR

210 PROJECTS

700,000+ IMPACTS

350 AMB

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: 200 Ambassadors from ASEAN Region

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

Total Projects: 250+ (Webinar, Charity, Donation, Campaign, Training, Workshop)



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).





AYO
ACADEMY

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.

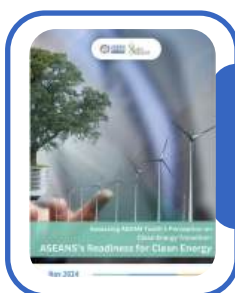
Total Students/Learners: 2,000+ Youths
Total Courses: 20+ Courses





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



ASEAN Readiness for a clean Energy Publication



Circular Economy- E-waste in SEA Publication

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

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

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 :



IMPACTS



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.*

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



AYO

SOCIAL ENTERPRISE

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



About US



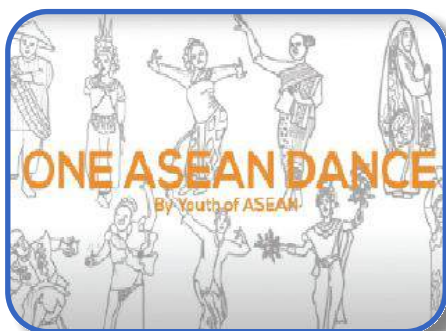
The AYO Social Enterprise registered as a private limited by share in Indonesia to support the sustainability of the organization and provide a professional services to our partners and stakeholders in the area of consultancy, marketing strategy, website development, social media marketing, research 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 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.

Link: [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/Year: 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.

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

● AYEY

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

Program Gallery

Various activities in ASEAN Youth Organization



Program 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...

2025



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

Contact Us

info@aseanyouth.net