

2024



# ASEAN YOUTH ORGANIZATION

Mekong Forum

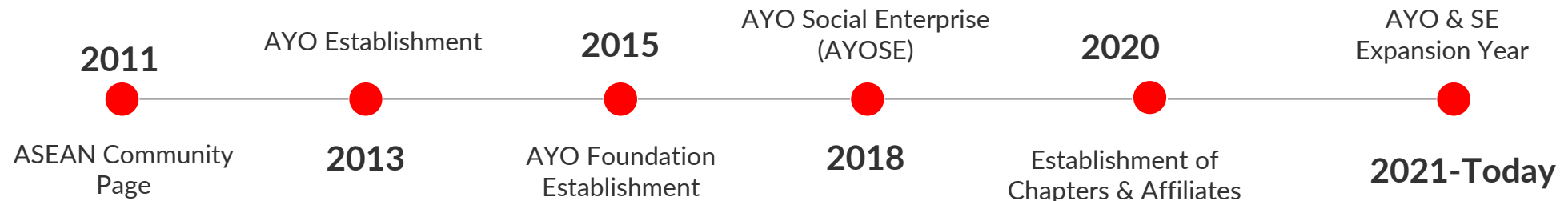


**ASEAN  
YOUTH  
ORGANIZATION**

**AYOSE**  
**AKI**

**AYO Post**  
**AYO ACADEMY**

**enviro**  
**AYO RECENT**





**ASEAN  
YOUTH  
ORGANIZATION**

**FOUNDATION**

AYO MUDA INTERNASIONAL  
AYO ACADEMY INTERNATIONAL PH. INC.

**AYO SOCIAL ENTERPRISE**

AYO KREASI INTERNASIONAL  
AYO KALINANGAN INTERNATIONAL



# VISION

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

# MISSION

# 10 Million

**IMPACTS by 2030**

## Employability

Ability to learn & apply at least 1 soft/hard Skill.

## Collaboration

Ability to embrace differences, collaborate & achieve desired outcomes with youth from different backgrounds.

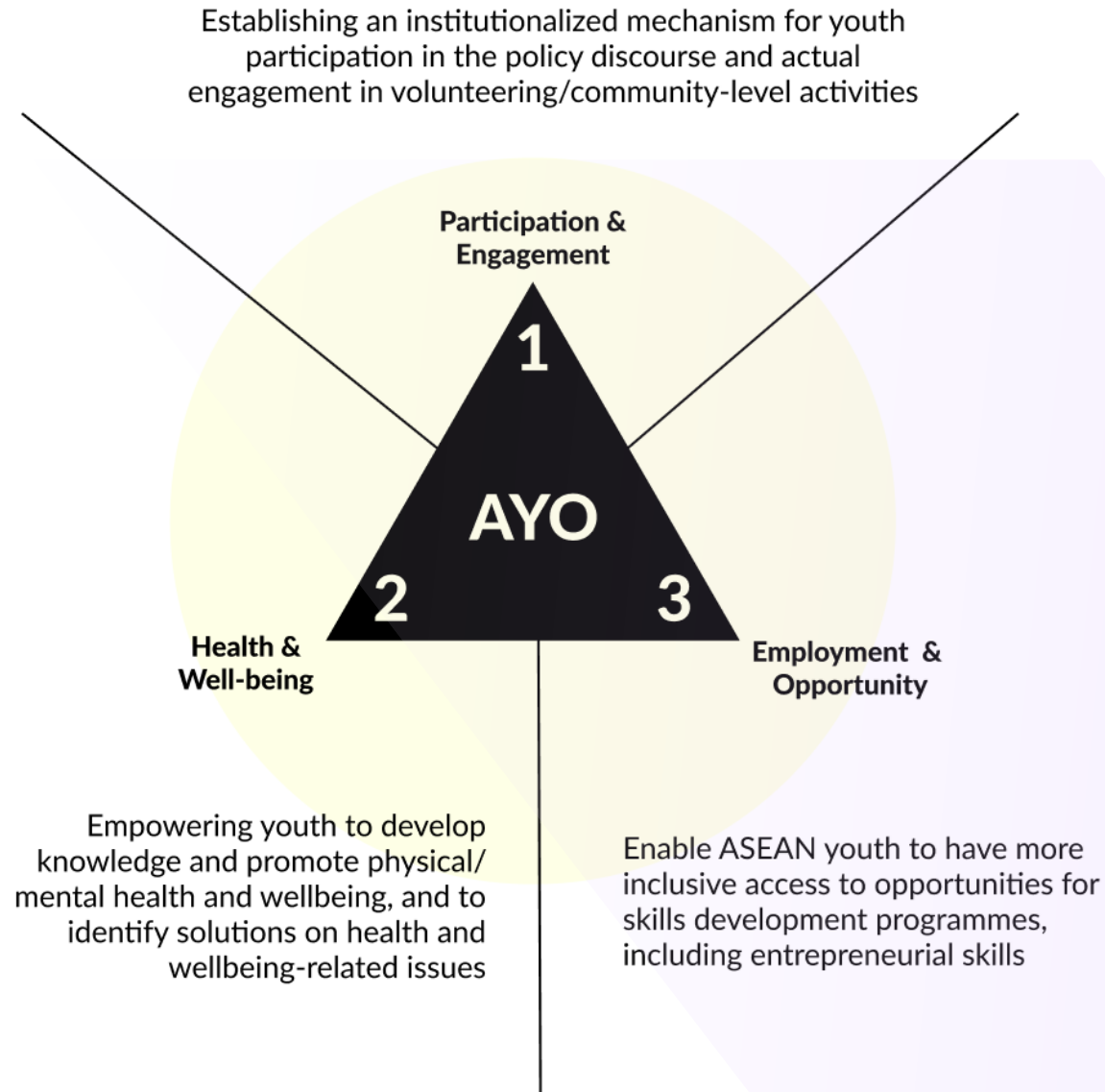


# ACHIEVEMENT

ASEAN Youth Organization has contributed to the development of ASEAN Work Plan on Youth 2021-2025. The Youth Development Index can be found [HERE](#)

AYO also contributed to the Indonesian Youth Development Index and European Youth Action Plan (YAP) in EU External Plan under the European Economic and Social Committee (EESC)

ASEAN Youth Organization has been selected as one of the Steering Committee for YOUNG program by OECD and the focal point for Asia Pacific Region start from 2025-2027.



# STUDY CASE

**Inclusive Digital Societies: Engaging Women and Youth  
in Accelerating DIT Adoption in the GMS**

**Young people are important to all sectors as one of the main stakeholders**

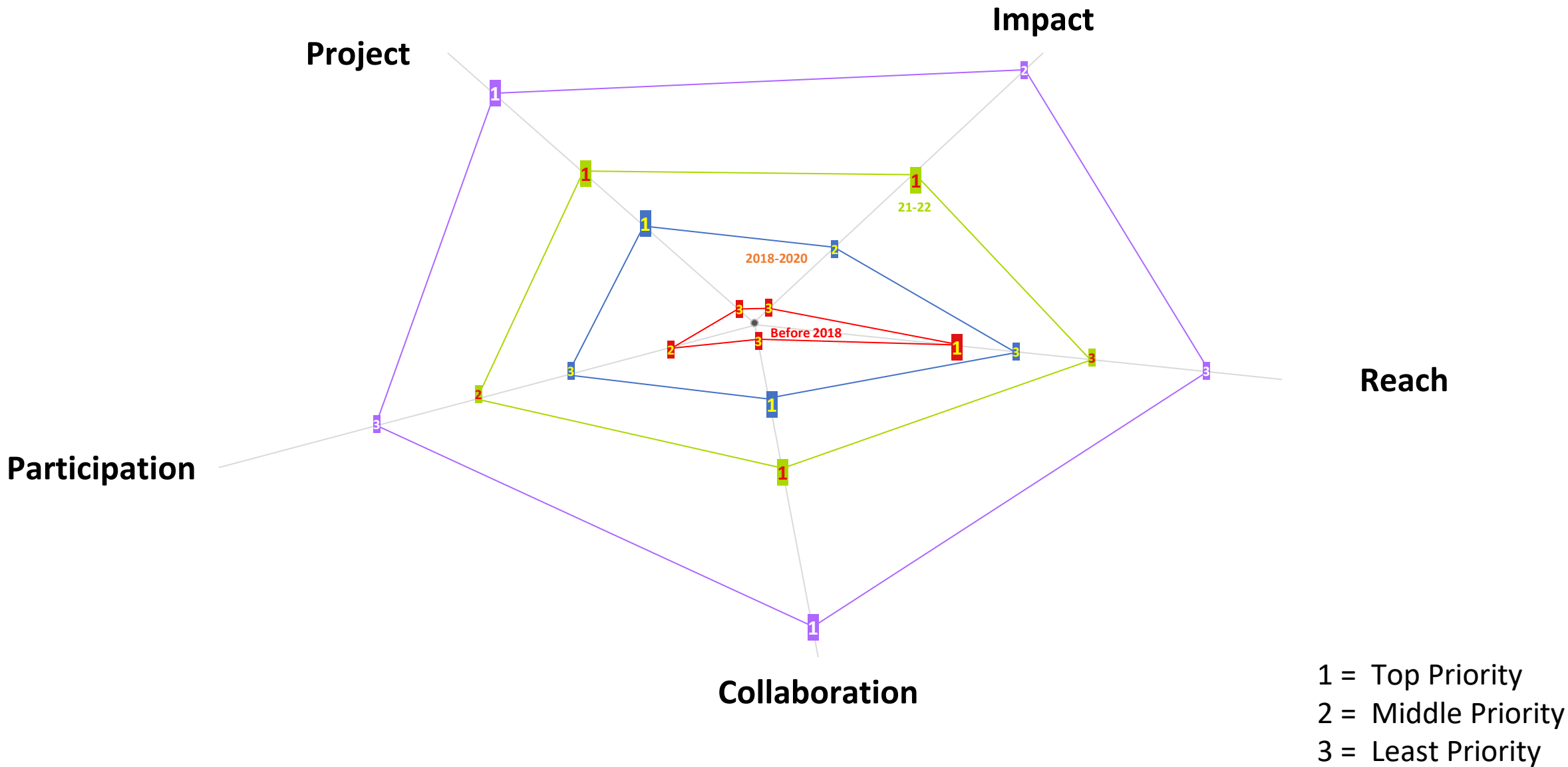
**I can work well with Young People and consider them as equal partners**

**I'm working with more than 50% young people in my institution**

**Young people in my company are actively involved in policy/regulation making process**

**Young people in my company received equal benefit based on their expertise**

- 1. Trust gained** from any collaboration together with the right assistance/guidance from previous generation or other colleagues will **increase the confidence** of Young People and it will **improve** the quality of work.
- 2. Breaking all stereotypes** towards Young People and treating them **equally**, will allow them to grow faster, provide more support, and increase the **ownerships** to the businesses.



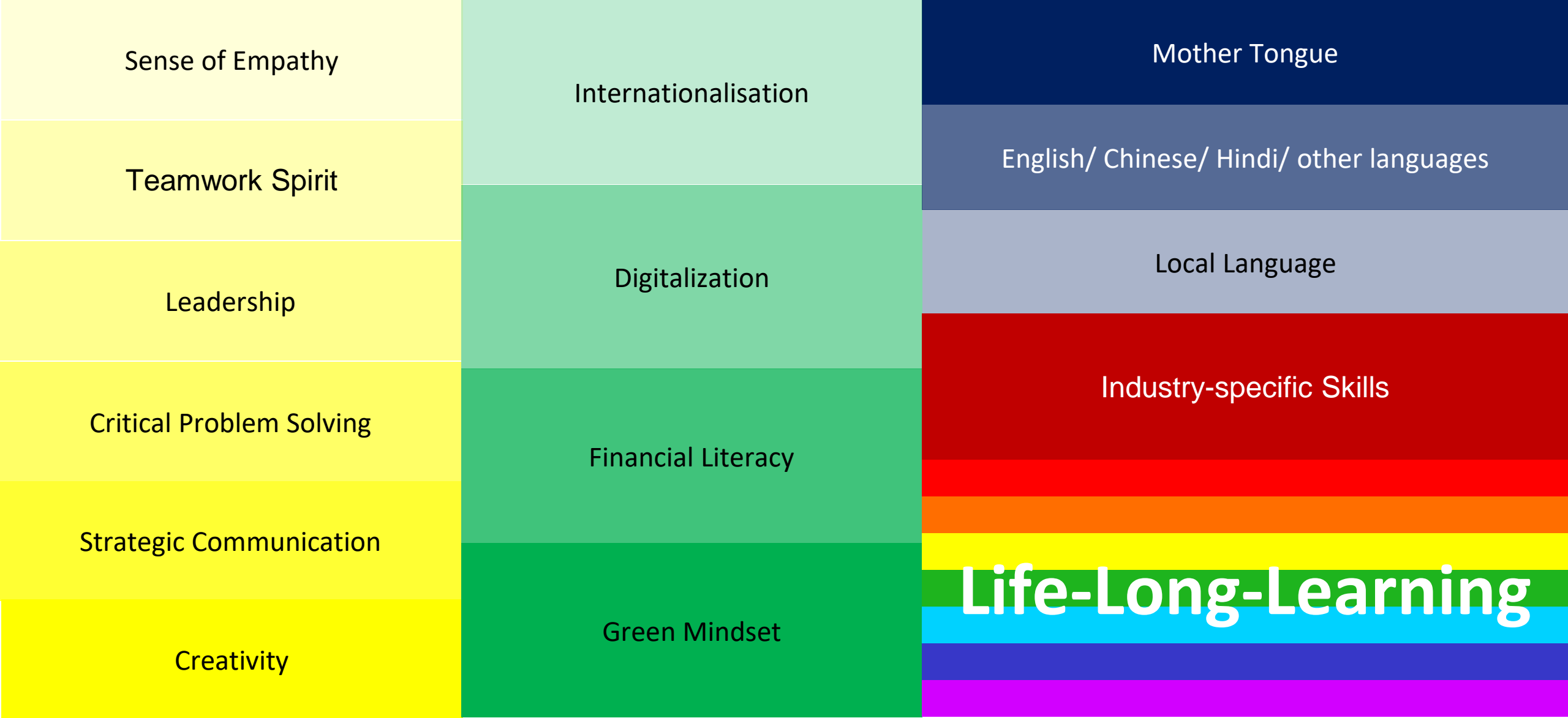
*\*Conclusion at the AYO Scenario*

**The more focus we allocate to Collaboration,** the more project ideas will be executed and in the end, it will create more impacts automatically & increase the Exposure (Social media reach and public awareness) as well as the meaningful youth participation will be boosted.



**350+** Activities  
**1.5 Mio+** Direct & Indirect Impact  
**1 Mio+** Media Reach/monthly  
**4,500+** Members & Alumni





Sense of Empathy

Teamwork Spirit

Leadership

Critical Problem Solving

Strategic Communication

Creativity

Soft Skills

Internationalisation

Digitalization

Financial Literacy

Green Mindset

Entrepreneurial Skills

Mother Tongue

English/ Chinese/ Hindi/ other languages

Local Language

Industry-specific Skills

Language & Other Proficiency

**Life-Long-Learning**







# Affiliates

## Introduction to AYO Academy

AYO Academy is brand new platform launched as an international non-partisan, and non-governmental structure established to promote easier access towards learning through online services, paralleling to the ASEAN Youth Organization motto and constitutes one vision, one identity and one community with youths around the world.

### Our Vision

To help develop the youth community where different educational materials are shared through our Online Academy that seeks to empower youth, engage communities to instill and implement ideas that enables Positive Sustainable Change



### Our Mission

To foster opportunities for the youths to self-explore personal learning through integrated academy website as well as offer thematic positions for interested applicants to work and contribute to the bigger community with us



★★★★☆ 4.57 (30)

ASEAN Affairs

👤 166 ⌚ 2 hours

Enroll Course



★★★★☆ 4.56 (32)

Critical Thinking and Digital Literacy

👤 209

Enroll Course



★★★★☆ 4.80 (10)

NGO Organization Management & Sustainability

👤 178

Enroll Course



★★★★☆ 4.91 (11)

Social Journalism in a Nutshell

👤 117

Enroll Course



★★★★☆ 4.72 (47)

Project Management – Thrive Together Training

👤 228

Enroll Course

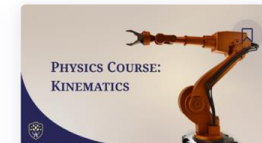


★★★★☆ 4.84 (164)

Circular Economy

👤 974 ⌚ 8 hours

Enroll Course



☆☆☆☆☆

Physics Course: Kinematics

👤 38 ⌚ 4 hours

Enroll Course



☆☆☆☆☆

Globalization 101

👤 76 ⌚ 8 hours

Enroll Course

# Affiliates

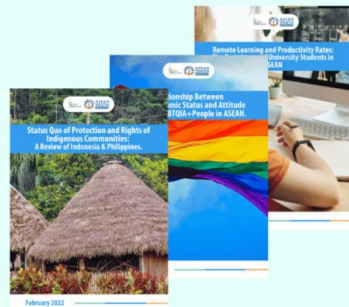


RESEARCH



OUR WORK

DATA ANALYTICS



4.0

## ASEAN YOUTH PERSPECTIVE AND THE ENERGY TRANSITION

Thought-provoking exploration of the role of youths in the ASEAN region's shift towards sustainable energy, delving into the unique insights, innovative ideas, and their crucial role in shaping the future of energy

Furthermore, the youth believe that the primary responsibility for reducing greenhouse gas emissions rests with the government and the private sector. This belief underscores the need for these entities to take the lead in driving the clean energy transition and addressing the climate crisis. It is apparent that the youths are not just passive observers of the unfolding climate crisis. They are active participants demanding change, advocating for clear decarbonisation targets, and calling for greater collaboration between the government and the private sector to mitigate emissions. Their voices represent a clarion call for action that ASEAN governments cannot afford to ignore.

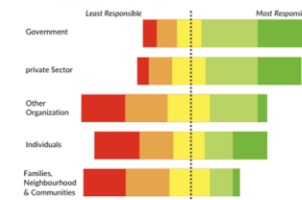


**Towards net-zero**

A comprehensive analysis indicates that achieving net-zero emissions will necessitate a drastic departure from historical energy consumption and emission patterns. The envisioned net-zero pathway would see a dramatic reduction in ASEAN's greenhouse gas emissions, with a marked decrease in the reliance on fossil fuels. This transformative journey is not only crucial for the environment but also for the long-term economic stability and health of the region's population.

**87%**  
Youths are concerned about the pollution and emissions caused by the current global energy system

Youths believe that the primary responsibility for reducing greenhouse gas emissions rests with the Government and Private Sector



As ASEAN stands as a significant energy consumer on the global stage, the challenge of balancing growth with environmental stewardship becomes increasingly apparent. The region's energy consumption has been on an upward trend, contributing to a rise in carbon emissions that surpasses global averages. However, the ASEAN member states are acutely aware of their vulnerability to climate change, particularly due to their geographic and economic characteristics.

The youth in ASEAN countries perceive the lack of political will, economic and financial constraints, and insufficient facilitative policies as the primary barriers to achieving a sustainable energy transition. A significant majority cite the absence of government initiative in prioritising clean energy policies as a major hurdle and a critical issue. This reflects the broader political landscape in the region, where political agendas often overshadow the need for comprehensive clean energy policies. Despite the potential for renewable energy, the lack of explicit policy frameworks and incentives has been a stumbling block in the shift towards sustainable energy sources.



# Strategy, Media, and Campaign

## Strategic Plan

1. Gather Youth Organizations, Universities, other stakeholders to partner with the organization.
2. Set offers and benefits of each partners
3. Maximising the impacts
4. Reach out to all youth including youth with lack of privileged (wider audience)
5. Enhance the inclusiveness of the program
6. Internal Management
7. Brainstorms amongst the stakeholders and focus on innovation & implementation



**Main: 277,000+ Followers**  
**Chapters: 200K+ Followers**



**Main: 78,000+ Followers**  
**Chapters: 25,000+ Followers**



**+/- 55,000 Subscribers**



**Main: 20,000+ Followers**



**25,000 Subscriber**



**AYO Podcast**

## CAMPAIGN

**Promotion on the varied AYO platforms to promote the programs organically**

### SOCIAL MEDIA REACH

Monthly Web View  
**25-90K Impressions**

Video (Youtube, Reels, etc)  
**700K Impression/month**

Graphic/Post  
**250K Reach/Month**



# Partners & Supporters



# SOCIAL MEDIA



ASEAN Youth Organization



@ayoasean



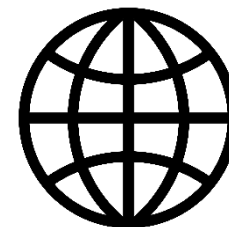
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[info@aseanyouth.net](mailto:info@aseanyouth.net)



# THANK YOU

@senjayamulia



ASEAN  
YOUTH  
ORGANIZATION

#IMPACT LIVES  
#ayocasean