

## Digital skills to unlock new economic opportunities

The Go Digital ASEAN initiative broadens digital skills participation across the region, reaching individuals and communities with the most to gain from digital literacy—from farmers and home-based handicrafts producers to small-scale hotels, restaurants, and shops.

Endorsed by the ASEAN Coordinating Committee on Micro, Small, and Medium Enterprises (ACCMSME), the project is implemented by The Asia Foundation with funding from Google.org, Google’s philanthropic arm.

The project’s first phase (2020-2021) trained over 225,000 individuals from underserved communities in ASEAN, 60 percent women. The second phase (2022-2024) expands the project’s reach and provides more advanced and fit-for-purpose training on business and financial literacy, digital marketing, cybersecurity, and carbon footprint reduction to up to 200,000 MSME owners and workers in the region.

Working with governments, local partners, and volunteers across ASEAN, the program delivers digital skills training to small business owners and workers, empowering them to participate and engage in the digital economy. Our local implementing partners have deep-rooted experience working with rural and disadvantaged communities and expertise in the informal sector and industries including agriculture and tourism.



Regional classroom for entrepreneurs



Expert-led training and mentoring



Localized curriculum and learning resources

# GO DIGITAL

## Move your business online

Building off of the first phase of the initiative, Go Digital will continue to provide foundational digital skills training for individuals and communities with the most to gain from digital literacy. This expert-led training series will help participants across ASEAN member countries start and move their business online.

Equipping  
**115,000**  
MSMEs with basic digital skills

# EXPLORE DIGITAL

## Learn from MSMEs across ASEAN

Explore Digital is an inspirational speaker series that features MSME's homegrown expertise as digital entrepreneurs and success stories from across the region. This program gives participants the opportunity to connect and interact with a digital village of entrepreneurs from Southeast Asia and learn from one another's business challenges and solutions.

Training and connecting  
**60,000**  
MSMEs with regional peers

# GROW DIGITAL

## Expand your existing business online

Grow Digital is an advanced training that equips MSME owners with critical skills in financial planning, digital marketing, cybersecurity, and green business in the digital economy to help expand their businesses. Led by a cohort of regional master trainers, this program allows trainees to be part of a regional classroom for growth-driven ASEAN entrepreneurs and make their business profitable and sustainable in the digital space.

Equipping  
**25,000**  
MSMEs with advanced  
digital skills

The Asia Foundation is a nonprofit international development organization committed to improving lives and expanding opportunities across Asia and the Pacific. Informed by decades of experience and deep local expertise, our work across the region is focused on good governance, women's empowerment and gender equality, inclusive economic growth, environment and climate.