



Go Digital ASEAN 2

digital skills to unlock new economic opportunities

200k

participants across

Brunei

Cambodia

Indonesia

Lao PDR

Malaysia

Myanmar

Philippines

Singapore

Thailand

Vietnam

The Go Digital ASEAN initiative broadens digital skills participation across the region, reaching everyone from farmers and home-based handicrafts producers to small-scale hotels, restaurants, and shops. The project’s first phase (GDA, 2020-2021) exceeded its target and trained 225,778 individuals across the region, 60% women.

The second phase (GDA2, 2022-2024) will expand training to include more advanced and fit-for-purpose training for up to 200,000 underserved MSMEs across ASEAN, including 70% women, 60% trainees from rural/peri-urban areas, and 60% trainees with a high school degree or less.

GDA2 will include three distinct segments targeted to different needs—Go, Grow, and Explore—on skills such as business and financial literacy, digital marketing, cybersecurity, and carbon footprint reduction.



Public Private Partnership

Implemented by The Asia Foundation, endorsed by the ASEAN Coordinating Committee on Micro, Small, and Medium Enterprises and supported by Google.org, Google’s philanthropic arm, the initiative broadens participation in the digital economy and reaches marginalized communities with the most to gain from digital literacy.



Tailored Training for Every Level

Go Digital: MSME owners, MSME employees, and aspiring entrepreneurs ready to go online

Training will focus on basic digital literacy skills to help business owners move their businesses online and set them up to successfully engage in the digital economy.



Explore Digital: MSMEs and aspiring entrepreneurs interested in regional trends and peer exchange

The series will promote sharing experience and lessons learned by MSMEs across ASEAN. This will facilitate better understanding of overall MSME landscape in ASEAN and build a network for continued peer learning and knowledge sharing.




Grow Digital: Growth-oriented MSME owners and employees ready to expand their digital presence

Training will feature advanced-level business and digital skills, and mentoring opportunities for MSMEs that will equip them to level-up and expand their online businesses.



ABOUT THE PROJECT

Go Digital ASEAN project is a digital skills training program designed to help the region's MSMEs and emerging workforce prosper in the digital economy. These communities include the informal sector, farmers, home-based handcraft producers, laborers in farming cooperatives, small-scale hotels and restaurants, small shops, and workers in other traditional modes of employment and income generation. 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.

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