

# Go Digital ASEAN

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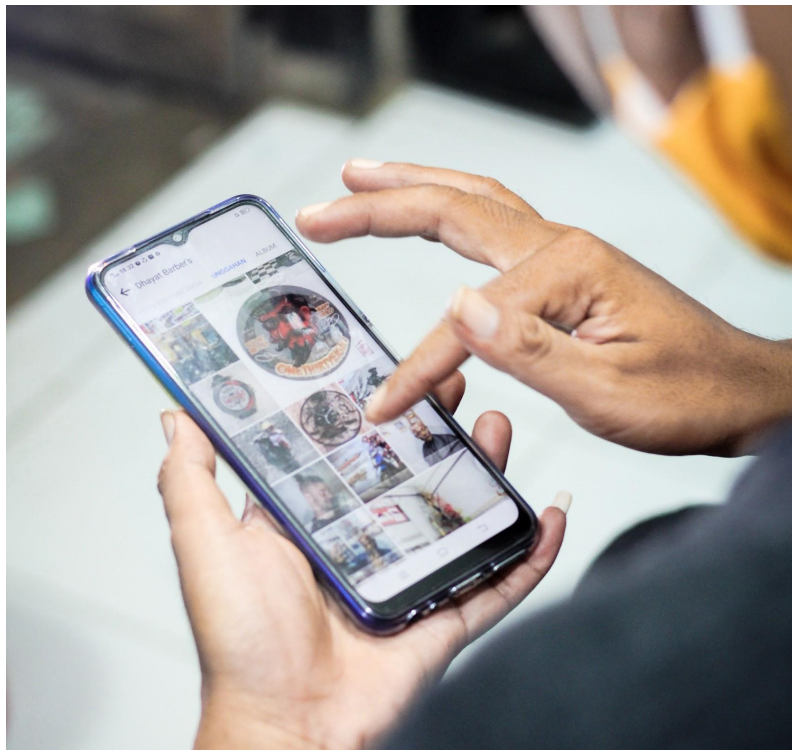
**The Asia Foundation**

Regional Impact Research 2021



# Regional Summary

## Go Digital ASEAN



### Go Digital ASEAN

Launched in June 2020, the Go Digital ASEAN initiative was designed to equip MSMEs and the emerging workforce, with digital skills and tools; expand economic opportunity across all 10 ASEAN countries; and minimize the negative impact from the Covid-19 crisis. The USD\$3.3M regional initiative was spearheaded by nonprofit international development organization, The Asia Foundation, endorsed by the ASEAN Coordinating Committee on Micro, Small and Medium-Sized Enterprises (ACCMSME), and funded by Google's philanthropic arm, Google.org.

- **Training timeline:** July 2020 - December 2021
- **Total number of trainers trained:** 2,084
- **Total number of individuals trained:** 225,778
  - **MSME Owners:** 183,096
  - **Job Seekers:** 42,682
  - **Women\*:** 140,276
  - **Youth (18-35yo):** 145,407
  - **Trainees with disabilities:** 1,983
  - **Indigenous trainees:** 19,064

\*demographic information was shared on a voluntary basis, so number of women, youth, trainees with disabilities, and indigenous trainees trained are likely understated compared to reality

# Regional

## Go Digital ASEAN Impact Report 2021

Target Audience: MSMEs &  
Jobseekers

Quantitative research was done to better understand how Go Digital ASEAN training helped to build digital skills for MSMEs and Job Seekers and to address the economic impact of COVID-19

Report methodology and details:

- 3,372 people across the ASEAN region were surveyed
- Participants were asked about the impact of our training programs five months after they attended a class
- Surveys were completed between Mar 2021 and Feb 2022
- The survey was done online, taking approx. 10 minutes to complete
- For legal reasons, only people over 18 years of age was surveyed

### MSMEs

95%

of MSMEs reported increased knowledge of ICT tools

81%

of MSMEs have seen an increase in their customer engagement

77%

of MSMEs were able to move their business online

25%

of MSMEs were able to keep their business running as a result of the training

27%

of MSMEs have seen an increase in sales or revenue as a result of the training

32%

of MSMEs who saw an increase in revenue saw an increase of half the business revenue

### Job Seekers

94%

of Job Seekers reported increased knowledge of ICT tools

93%

of Job Seekers reported that they felt more prepared to work remotely

51%

Of Job Seekers were able to be more efficient in their work, either by being more productive, collaborating online more effectively, or having more time for other things

27%

of Job Seekers searched for a new job online as a result of the training

28%

of Job Seekers acquired employment (full-time, part-time, apprenticeship, freelancing/gig work) as a result of the training

58%

of Job Seekers who acquired employment did so in two months or less

# Country Summaries

# Go Digital ASEAN Brunei



## Go Digital ASEAN Brunei

- **Partner organization:**
  - Big BWN and Young Entrepreneurs Association of Brunei (YEAB)
- **Government counterpart:**
  - Darussalam Enterprise (DARE)
- **Total number of trainers:** 30
- **Target regions:**
  - Brunei-Muara, Belait, Tutong, Temburong (including Bandar Seri Begawan)
- **Total number of individuals trained:** 3,426
- **Total number of:**
  - MSMEs trained: 929
  - Job Seekers trained: 2,497
  - People with disabilities trained\*: 225
  - Indigenous people trained: 614
  - Women trained: 1,030

\*demographic information was shared on a voluntary basis, so number of people with disabilities and women trained is likely understated compared to reality

# Brunei

## Go Digital ASEAN Impact Report 2021

Target Audience: MSMEs and  
Job Seekers

Quantitative research was done to  
better understand how Go Digital  
ASEAN programs have helped to build  
digital skills for MSMEs and to address  
the economic impact of COVID-19

Report methodology and details:

- 239 people in Brunei were surveyed
- Participants were asked about the impact of our programs five months after they attended a class
- Surveys were completed between Jun 2021 and Mar 2022
- The survey was done either online (n=206) or via phone (n=33), taking approx. 10 minutes to complete
- For legal reasons, only people over 18 years of age was surveyed

### MSMEs

82%

of MSMEs feel their digital skills have improved<sup>1</sup>

64%

of MSMEs said Go Digital ASEAN tools has helped them move their business online during COVID-19<sup>1</sup>

54%

of MSMEs have seen an increase in customer engagement<sup>1</sup>

16%

of MSMEs have seen an improvement in revenue or profit<sup>1</sup>

### MSMEs of different ages

62%

of MSME trainees who responded to the survey are aged over 25<sup>3</sup>

53%

of MSMEs aged over 25 have seen an increase in customer engagement<sup>3</sup>

### Job Seekers

88%

of Job Seekers feel their digital skills have improved<sup>2</sup>

46%

of Job Seekers said Go Digital ASEAN helped them retain their current job or get a new job during COVID-19<sup>2</sup>

47%

of Job Seekers have used digital tools to advance their career since the training<sup>2</sup>

32%

of Job Seekers who took our training have acquired employment<sup>2</sup>

### Female Job Seekers

30%

of female Job Seekers acquired employment<sup>4</sup>

45%

of female Job Seekers are more comfortable using digital skills after taking the training<sup>4</sup>

50%

of female Job Seekers experienced gains in efficiency as a result of the skills they learned in the training<sup>4</sup>

# 8 in 10 MSMEs feel their digital skills have improved, with many already seeing positive impacts on their business

## Knowledge & Feelings\*

82%

say that their **digital skills have improved**

- .....▶ **73%** are more aware of internet safety best practices
- .....▶ **66%** learned new ways to protect the business online
- .....▶ **63%** learned ways to protect their personal identity online

## Actions

74%

used new digital tools **to enhance their business**

- .....▶ **26%** updated their business' online profile/social media to connect with customers
- .....▶ **24%** used new digital tools to make their business run more efficiently
- .....▶ **23%** started selling products/ services online (e-commerce)

## Outcomes

66%

say digital tools have **improved their business**

- .....▶ **23%** say more people were able to find their business online
- .....▶ **26%** say more people are visiting their business' social media
- .....▶ **24%** are talking with more customers online

Base: MSMEs n=93

Q3: How strongly do you agree or disagree with the following statements?

Q4: As a result of the knowledge gained from the training, which of the following actions have you taken?

Q5: As a result of all the actions you have taken after completing the Go Digital ASEAN training, which of the following have you experienced?

\*Knowledge & Feeling: T2B% NET Strongly agree + Moderately agree



# Similarly, 9 in 10 Job Seekers also feel their digital skills have improved, which is translating into career actions and benefits

## Knowledge & Feelings\*

88%

say that their **digital skills have improved**

- 90% say they are more aware of internet best safety practices
- 88% say they feel their digital skills have improved
- 85% feel empowered to learn more about technology

## Actions

74%

used digital tools **to advance their career**

- 52% improved their online safety and security
- 30% researched new career opportunities online
- 31% started using online tools to work remotely from home

## Outcomes

56%

are **using digital tools more often**

- 46% are more comfortable using digital skills
- 28% are spending more time online
- 23% are able to collaborate more effectively online

Base: Job Seekers n=146

Q3: How strongly do you agree or disagree with the following statements?

Q4: As a result of the knowledge gained from the training, which of the following actions have you taken?

Q5: As a result of all the actions you have taken after completing the Go Digital ASEAN training, which of the following have you experienced?

\*Knowledge & Feeling: T2B% NET Strongly agree + Moderately agree

## Go Digital ASEAN Cambodia



### Go Digital ASEAN Cambodia

- **Partner organizations:**
  - STAR Kampuchea
  - InSTEDD iLab
  - DAI
- **Government counterpart:** Ministry of Industry, Science, Technology, and Innovation
- **Total number of trainers:** 187
- **Target regions:**
  - Battambang, Siem Reap, Phnom Penh, Svay Rieng, Takeo, Kampong Cham, Kampong Speu, Banteay Meanchey, and Pursat
- **Target Sectors:**
  - Tourism and Hospitality, Food and Household Goods, Home-based products
- **Target groups:** MSME Owners
- **Total number of individuals trained:** 11,344

# Cambodia

## Go Digital ASEAN Impact Report 2021

Target Audience: MSMEs

Quantitative research was done to better understand how Go Digital ASEAN training have helped to build digital skills for MSMEs and to address the economic impact of COVID-19

Report methodology and details:

- 466 people in Cambodia were surveyed
- Participants were asked about the impact of our training programs five months after they attended a class
- Surveys were completed between Mar 2021 and Feb 2022
- The survey was done online, taking approx. 10 minutes to complete
- For legal reasons, only people over 18 years of age was surveyed

## MSMEs

83%

of MSMEs managed to connect with their customers during COVID-19<sup>1</sup>

51%

of MSMEs have seen an increase in their customer engagement<sup>1</sup>

81%

of MSMEs were able to protect their business' identity online during COVID-19<sup>1</sup>

24%

of MSMEs managed to keep their business running

81%

of MSMEs were able to work remotely from home during COVID-19<sup>1</sup>

22%

of MSMEs have experienced monetary impact<sup>1</sup>

## Age Group

32%

of MSME trainees who responded to the survey are aged 18 to 24<sup>1</sup>

61%

of MSMEs aged 18-24 have seen an increase in customer engagement<sup>2</sup>

51%

of MSME trainees who responded to the survey are aged 25 to 34<sup>1</sup>

45%

of MSMEs aged 25-34 have seen an increase in customer engagement<sup>3</sup>

17%

of MSME trainees who responded to the survey are aged 35 and over<sup>1</sup>

51%

of MSMEs aged 35 and over have seen an increase in customer engagement<sup>4</sup>

35%

of MSMEs aged 35 and over managed to keep their business running<sup>4</sup>

## Urban vs Rural

22%

of MSME trainees who responded to the survey are from rural areas<sup>1</sup>

53%

of MSMEs from rural areas have seen an increase in customer engagement<sup>5</sup>

78%

of MSME trainees who responded to the survey are from urban areas<sup>1</sup>

46%

of MSMEs from urban areas have seen an increase in customer engagement<sup>6</sup>

## Gender

71%

of MSME trainees who responded to the survey are women<sup>1</sup>

52%

of female MSMEs have seen an increase in customer engagement<sup>7</sup>

26%

of MSME trainees who responded to the survey are men<sup>1</sup>

55%

of male MSMEs have seen an increase in customer engagement<sup>8</sup>

Source: Kantar Go Digital ASEAN Impact, March 2022. Estimates based on a sample of data from March 2021 to February 2022. Go Digital ASEAN programs, based on self-reported impact. Future results may differ.

Base: <sup>1</sup>MSMEs n=466, <sup>2</sup>18-24: n=149, <sup>3</sup>25-34: n=239, <sup>4</sup>35 and over: n=77, <sup>5</sup>Rural districts: n = 87, <sup>6</sup>Urban districts: n = 308, <sup>7</sup>Females: n = 329, <sup>8</sup>Males: n = 119

# 94% of Cambodian MSMEs say their digital skills have improved, and more than two-thirds have seen an improvement in their business and e-commerce capabilities through use of digital tools

## Knowledge & Feelings\*

# 94%

say that their **digital skills have improved**

**93%** learnt new ways to protect their business online

## Actions\*\*

# 69%

used new digital tools to **enhance their business**

**32%** developed a social media presence on Facebook to connect with customers

**32%** started to create engaging content on Facebook to promote the business

## Outcomes\*\*\*

# 58%

say digital tools have **improved their business**

**22%** have more people visiting the business' Facebook page

**20%** are talking with more customers online via Facebook

**17%** have more people contact their business online to make inquiries or make a purchase

Base: MSMEs n=466

Q3: How strongly do you agree or disagree with the following statements?

Q4: As a result of the knowledge gained from the program, which of the following actions have you taken?

Q5: As a result of all the actions you have taken after completing the Go Digital ASEAN training, which of the following have you experienced?

\*Knowledge & Feeling: T28% NET Strongly agree + Moderately agree

\*\*Created/updated their online presence + started using digital tools to help run the business

\*\*\*Increased in customer engagement + Monetary impact

# Go Digital ASEAN Indonesia



## Go Digital ASEAN Indonesia

- **Partner organization:** Pusat Pengembangan Sumberdaya Wanita (PPSW, or Center for Women's Resource Development)
- **Government counterpart:** The Indonesian Ministry of Cooperatives and SMEs
- **Total number of trainers:** 930
- **Target regions:**
  - 800 villages in 8 provinces; South Sulawesi, East Nusa Tenggara, West Nusa Tenggara, Central Java, West Java, Banten, Riau, West Kalimantan
- **Total number of individuals trained:** 37,715
- **Total number of:**
  - MSMEs trained: 15,580
  - Job Seekers trained: 22,135
  - People with disabilities trained\*: 602
  - Women trained\*: 13,827

\*demographic information was shared on a voluntary basis, so number of people with disabilities and women trained is likely understated compared to reality

# INDONESIA

## Go Digital ASEAN Impact Report 2021

Target Audience: Job Seekers  
& MSMEs

Quantitative research was done to better understand how Go Digital ASEAN programs have helped to build digital skills for marginalized communities and to address the economic impact of COVID-19

Report methodology and details:

- 517 people in Indonesia were surveyed
- Participants were asked about the impact of our programs five months after they attended a class
- Surveys were completed between Mar and Nov 2021
- The survey was done online, taking approx. 10 minutes to complete
- For legal reasons, only people over 18 years of age was surveyed

### Job Seekers

94%

of Job Seekers feel their digital skills have improved<sup>1</sup>

68%

of Job Seekers said Go Digital ASEAN helped them retain their current job or get a new job during COVID-19<sup>1</sup>

49%

of Job Seekers have increased digital literacy<sup>1</sup>

21%

of Job Seekers who took our programs have acquired employment<sup>1</sup>

### Job Seekers with a disability

95%

of Job Seekers with disabilities say their digital skills have improved<sup>4</sup>

32%

of Job Seekers with disabilities, have acquired employment as a result of what they learnt<sup>4</sup>

22%

of Job Seekers with disabilities went on to pursue further skills training<sup>4</sup>

### MSMEs

95%

of MSMEs feel their digital skills have improved<sup>2</sup>

70%

of MSMEs said Go Digital ASEAN tools have helped them move their business online during COVID-19<sup>2</sup>

53%

of MSMEs have seen an increase in customer engagement<sup>2</sup>

28%

of MSMEs have seen a monetary impact<sup>2</sup>

### Female MSMEs

68%

of MSME trainees who responded to the survey are women<sup>3</sup>

51%

of female MSMEs have seen an increase in customer engagement<sup>3</sup>

30%

of female MSMEs have experienced monetary impact<sup>3</sup>

# 95% of Indonesian Job Seekers say their digital skills have improved, and over half have gone on to use digital tools to advance their careers and improve their employability

## Knowledge & Feelings\*

95%

say that their **digital skills have improved**

92% feel confident they can apply what they learned

## Actions

57%

used digital tools **to advance their career**

.....▶ 37% searched for a new job online

.....▶ 25% started using online job portals when applying for jobs

.....▶ 15% developed or updated their online professional profile

## Outcomes

49%

are **using digital tools more often**

.....▶ 33% are more comfortable using digital skills

.....▶ 15% are spending more time online

Base: Job Seekers n=312

Q3: How strongly do you agree or disagree with the following statements?

Q4: As a result of the knowledge gained from the program, which of the following actions have you taken?

Q5: As a result of all the actions you have taken after completing the Go Digital ASEAN training, which of the following have you experienced?

\*Knowledge & Feeling: T2B% NET Strongly agree + Moderately agree

# 94% of Indonesian MSMEs say their digital skills have improved, and almost two-thirds have seen an improvement in their business and e-commerce capabilities through use of digital tools

## Knowledge & Feelings\*

# 94%

say that their **digital skills have improved**

**93%** learnt new ways to protect their business online

## Actions

# 40%

used new digital tools **to enhance their business**

.....▶ **27%** started selling their products or services online

.....▶ **20%** started using new digital tools to make my business run more effectively

## Outcomes

# 64%

say digital tools have **improved their business**

.....▶ **20%** are selling more online than before

.....▶ **21%** are interacting with more customers online

.....▶ **17%** are spending more time online for the business

Base: MSMEs n=205

Q3: How strongly do you agree or disagree with the following statements?

Q4: As a result of the knowledge gained from the program, which of the following actions have you taken?

Q5: As a result of all the actions you have taken after completing the Go Digital ASEAN training, which of the following have you experienced?

\*Knowledge & Feeling: T2B% NET Strongly agree + Moderately agree



## Go Digital ASEAN Laos



### Go Digital ASEAN Laos

- **Partner organization:**
  - STELLA, a young Lao social development platform helping young people develop skills
  - Universities across Laos
- **Government counterpart:** The Laos Ministry of Industry and Commerce
- **Total number of trainers:** 50
- **Target sectors:** Agribusiness (agriculture, forestry), tourism, social enterprises and startups
- **Target regions:**
  - Vientiane and the surrounding province
  - Champasak Province (filtering up to central Laos)
- **Target groups:** MSME Owners
- **Total number of individuals trained:** 2,785

# Laos

## Go Digital ASEAN Impact Report 2021

Target Audience: MSMEs

Quantitative research was completed to better understand how the Go Digital ASEAN training has helped to build digital skills for MSMEs and to address the economic impact of COVID-19

Report methodology and details:

- 397 people in Laos were surveyed
- Participants were asked about the impact of our training five months after they attended a class
- Surveys were completed between Jun and Dec 2021
- The survey was done online, taking approx. 10 minutes to complete
- For legal reasons, only people over 18 years of age was surveyed

### MSMEs

95%

of MSMEs feel their digital skills have improved<sup>1</sup>

70%

of MSMEs said Go Digital ASEAN tools helped them move their business online during COVID-19<sup>1</sup>

31%

of MSMEs have seen an increase in customer engagement<sup>1</sup>

12%

of MSMEs have seen a monetary impact<sup>1</sup>

### Young MSMEs

57%

of MSME trainees who responded to the survey are aged under 25<sup>2</sup>

29%

of 18-24 yo MSMEs have seen an increase in customer engagement<sup>2</sup>

11%

of 18-24 yo MSMEs have experienced a monetary impact<sup>2</sup>

### Female MSMEs

51%

of MSME trainees who responded to the survey were women<sup>3</sup>

35%

of female MSMEs have seen an increase in customer engagement<sup>3</sup>

14%

of female MSMEs have experienced monetary impact<sup>3</sup>

# Lao MSMEs believe their digital skills have improved, with some already being able to implement their skills and see the impact of these on their business.

## Knowledge & Feelings\*

95%

say that their **digital skills have improved**

94% learnt new ways to protect their business online

94% felt confident to apply their newly acquired digital skills

## Actions

35%

used new digital tools to **enhance their business**

12% started using Whatsapp for business

11% promoted my business online using social media

8% started using digital tools to help my business function remotely

## Outcomes

36%

say digital tools have **improved their business**

14% are interacting with more customers online

11% are spending more time online for the business

8% say more people are visiting their business' social media

Base: MSMEs n=397

Q3: How strongly do you agree or disagree with the following statements?

Q4: As a result of the knowledge gained from the program, which of the following actions have you taken?

Q5: As a result of all the actions you have taken after completing the Go Digital ASEAN training, which of the following have you experienced?

\*Knowledge & Feeling: T2B% NET Strongly agree + Moderately agree

# Go Digital ASEAN Malaysia



## Go Digital ASEAN Malaysia

- **Partner organizations:**
  - International Youth Center (IYC)
  - Startup Malaysia
- **Government counterpart:** Ministry of Entrepreneurship Development and Cooperatives (MEDAC)
- **Total number of trainers:** 102
- **Target regions:**
  - Nationwide, with focus on Peninsular Northern, Central, Southern & East Coast region and East Malaysia: Sarawak, Sabah & Labuan
- **Total number of individuals trained:** 16,742
- **Total number of:**
  - MSMEs trained: 10,266
  - Job Seekers trained: 6,476
  - People with disabilities trained: 1,156\*
  - Indigenous trainees: 1,397
  - Women trained: 9,831

\*demographic information was shared on a voluntary basis, so numbers of women, indigenous trainees, and trainees with disabilities trained is likely understated compared to reality

# MALAYSIA

## Go Digital ASEAN Impact Report 2021

Target Audience: Job Seekers & MSMEs

Quantitative research was done to better understand how Go Digital ASEAN has helped to build digital skills for marginalized communities and to address the economic impact of COVID-19

Report methodology and details:

- 358 people in Malaysia were surveyed
- Participants were asked about the impact of our training five months after they attended a class
- Surveys were completed between June 2021 and Feb 2022
- The survey was done online, taking approx. 10 minutes to complete
- For legal reasons, only people over 18 years of age was surveyed

### Job Seekers

92%

of Job Seekers feel their digital skills have improved<sup>1</sup>

78%

of Job Seekers said Go Digital ASEAN helped them retain their current job or get a new job during COVID-19<sup>1</sup>

52%

of Job Seekers have increased digital literacy<sup>1</sup>

34%

of Job Seekers who took our training have acquired employment<sup>1</sup>

### MSMEs

98%

of MSMEs feel their digital skills have improved<sup>2</sup>

84%

of MSMEs said Go Digital ASEAN tools has helped them move their business online during COVID-19<sup>2</sup>

69%

of MSMEs have seen an increase in customer engagement<sup>2</sup>

44%

of MSMEs have seen a monetary impact<sup>2</sup>

### Female Job Seekers

61%

of Job Seeker trainees who responded to the survey are women<sup>3</sup>

95%

say their digital skills have improved<sup>3</sup>

35%

have acquired employment as a result of what they learnt<sup>3</sup>

### Indigenous or Ethnic Minority MSMEs

68%

of MSME trainees who responded to the survey are from indigenous or ethnic minority groups<sup>4</sup>

71%

have seen an increase in customer engagement<sup>4</sup>

32%

have experienced monetary impact<sup>4</sup>

# Almost all Malaysian MSMEs say that their digital skills have improved, with 8 in 10 using digital tools to enhance their business

## Knowledge & Feelings\*

# 98%

say that their **digital skills have improved**

**99%** learnt new ways to protect their business online

**98%** are more aware of internet safety best practices

**95%** have learned ways to detect e-commerce frauds

## Actions

# 80%

used new digital tools to **enhance their business**

- 32% Promoted my business online using social media
- 24% Started using new digital tools to make my business run more effectively
- 21% Started using digital tools to help my business function remotely
- 19% Utilized digital payment or mobile banking services more frequently
- 18% Created/ updated my business' online profile/ social media
- 18% Started selling my products/ services online (e-commerce)
- 17% Used data or analytics to better understand my customers
- 17% Made improvements to the online safety and security processes
- 15% Setup a digital payment or mobile banking account
- 14% Developed a website
- 14% Improved online search results for my business (SEO)
- 13% Improved a website

## Outcomes

# 65%

say digital tools have **improved their business**

- 27%** More people are visiting my business' social media page
- 23%** More people contact my business online to make inquiries or make a purchase
- 21%** I am talking with more customers online
- 19%** More people say they were able to find my business online
- 17%** I am selling more products/ services online vs before
- 15%** More people are visiting my website

Base: MSMEs n=180

Q3: How strongly do you agree or disagree with the following statements?

Q4: As a result of the knowledge gained from the program, which of the following actions have you taken?

Q5: As a result of all the actions you have taken after completing the Go Digital ASEAN training, which of the following have you experienced?

\*Knowledge & Feeling: T2B% NET Strongly agree + Moderately agree

# 9 in 10 Malaysian Job Seekers also claim to have seen an increase in their digital skills, with 6 in 10 using digital tools to advance their careers

## Knowledge & Feelings\*

92%

say that their **digital skills** have improved

96% are more aware of internet safety best practices

95% have learned ways to protect my identity online

94% felt empowered to learn more about technology or the internet

## Actions

64%

used digital tools to **advance their career**

35% Improved my online safety and security

31% Researched new career opportunities online

23% Developed or updated my online professional profile

21% Searched for a new job online

13% Started using online job portals when applying for a job

## Outcomes

52%

are using **digital tools more often**

44% I am more comfortable using digital skills

24% I am able to collaborate more effectively online

Base: Job Seekers n=178

Q3: How strongly do you agree or disagree with the following statements?

Q4: As a result of the knowledge gained from the program, which of the following actions have you taken?

Q5: As a result of all the actions you have taken after completing the Go Digital ASEAN training, which of the following have you experienced?

\*Knowledge & Feeling: T2B% NET Strongly agree + Moderately agree

KANTAR



The Asia Foundation

with support from Google.org



# Go Digital ASEAN Myanmar



## Go Digital ASEAN Myanmar

- **Partner organization:** Myanmar Library Association
- **Government counterpart:** Ministry of Planning, Finance and Industry (MoPFI) and Ministry of Education (MoE)
- **Total number of trainers:** 30
- **Target regions:**  
Greater Yangon Region, Mandalay Region & Kayin State
- **Total number of individuals trained:** 1,247\*
- **Total number of:**
  - MSMEs trained: 557
  - Job Seekers trained: 690
  - Women trained\*\*: 632

\*training in Myanmar concluded in January 2021

\*\*demographic information was shared on a voluntary basis, so number of women trained is likely understated compared to reality



# MYANMAR

## Go Digital ASEAN Impact Report 2021

Target Audience: Job Seekers  
& MSMEs

Quantitative research was done to better understand how Go Digital ASEAN programs have helped to build digital skills for marginalized communities and to address the economic impact of COVID-19

Report methodology and details:

- 1,217 people in Myanmar were surveyed
- Participants were asked questions about themselves both prior and post attended a class
- The survey was done online, taking approx. 10 minutes to complete

### Job Seekers

77%

of Job Seekers increased their ability to use digital technology to support their livelihood

77%

of Job Seekers feel more confident using digital technology

77%

of Job Seekers are more aware of internet safety practices

71%

of Job Seekers are very likely to use technology to secure more promising work

### Business owners

71%

of business owners increased their ability to use digital technology to support their livelihood

70%

of business owners are more aware of internet safety practices

### MSMEs

64%

of MSMEs increased their ability to use digital technology to support their livelihood

64%

of MSMEs feel more confident using digital technology

64%

of MSMEs are more aware of internet safety practices

69%

of MSMEs are very likely to use technology to support their business

### Female MSMEs

64%

of Female MSMEs increased their knowledge of digital skills that can support their work

# Go Digital ASEAN Philippines



## Go Digital ASEAN Philippines

- **Partner organization:**
  - Pailig Development Foundation, Inc.
  - CleverGrit Web Services
  - Yoveo Digital
- **Government counterpart:**
  - Department of Trade and Industry - Bureau of Small and Medium Enterprise Development
  - Technical Education and Skills Development Authority
  - Department of Tourism
- **Total number of trainers:** 189
- **Target regions:**
  - Nationwide (17 regions)
- **Total number of individuals trained:** 16,980
- **Total number of:**
  - MSMEs trained: 7,450
  - Job Seekers trained: 9,530

# Philippines

## Go Digital ASEAN Impact Report 2021

Target Audience: MSMEs and  
Job Seekers

Quantitative research was done to  
better understand how Go Digital  
ASEAN training have helped to build  
digital skills for MSMEs and to address  
the economic impact of COVID-19

Report methodology and details:

- 606 people in the Philippines were surveyed
- Participants were asked about the impact of our training five months after they attended a class
- Surveys were completed between Jun 2021 and Feb 2022
- The survey was done online, taking approx. 10 minutes to complete
- For legal reasons, only people over 18 years of age was surveyed

### MSMEs

99%

of MSMEs feel their digital skills have improved<sup>1</sup>

89%

of MSMEs said Go Digital ASEAN tools have helped them move their business online during COVID-19<sup>1</sup>

63%

of MSMEs have seen an increase in customer engagement<sup>1</sup>

12%

of MSMEs have seen an increase in business revenue<sup>1</sup>

### Job Seekers

96%

of Job Seekers feel their digital skills have improved<sup>2</sup>

84%

of Job Seekers said Go Digital ASEAN helped them retain their current job or get a new job during COVID-19<sup>2</sup>

68%

of Job Seekers have used digital tools to advance their career since the training<sup>2</sup>

26%

of Job Seekers who took our training have acquired employment<sup>2</sup>

### Rural MSMEs

29%

of MSME trainees who responded to the survey are from rural areas<sup>3</sup>

▶▶▶▶▶ 63%

of rural MSMEs have seen an increase in customer engagement<sup>3</sup>

▶▶▶▶▶ 8%

of rural MSMEs have seen an increase in business revenue<sup>3</sup>

### Job Seekers of different ages

32%

of Job Seekers aged 25-34 acquired employment<sup>4</sup>

63%

of Job Seekers aged 35+ are more comfortable using digital skills after taking the training<sup>4</sup>

60%

of Job Seekers aged 18-24 experienced gains in efficiency as a result of the skills they learned in the training<sup>4</sup>

# Filipino MSMEs digital skills have improved tremendously, with some already seeing positive impacts on their business

## Knowledge & Feelings\*

99%

say that their **digital skills have improved**

- .....▶ **99%** are more aware of internet safety best practices
- .....▶ **99%** empowered to learn more about technology and the internet
- .....▶ **98%** learned new ways to protect the business online

## Actions

73%

used new digital tools **to enhance their business**

- .....▶ **40%** promoted my business online using social media
- .....▶ **36%** updated my business online profile/social media to connect with customers
- .....▶ **27%** started using new digital tools to help my business function run more effectively

## Outcomes

66%

say digital tools have **improved their business**

- .....▶ **26%** say more people are contacting my business online to make an inquiry or a purchase
- .....▶ **31%** say more people are visiting their business' social media
- .....▶ **32%** are talking with more customers online

Base: MSMEs n=272

Q3: How strongly do you agree or disagree with the following statements?

Q4: As a result of the knowledge gained from the training, which of the following actions have you taken?

Q5: As a result of all the actions you have taken after completing the Go Digital ASEAN training, which of the following have you experienced?

\*Knowledge & Feeling: T2B% NET Strongly agree + Moderately agree

# Similarly, Filipino Job Seekers are also seeing positive results from the training and are more comfortable using digital tools to update their online job profile

## Knowledge & Feelings\*

99%

say that they felt **empowered to learn more about technology or the internet**

.....▶ **99%** say they are more aware of internet best safety practices

.....▶ **96%** say they feel their digital skills have improved

## Actions

68%

used digital tools **to advance their career**

.....▶ **27%** developed or updated their online professional profile

.....▶ **24%** started using online job portals when applying for a job

.....▶ **23%** searched for a new job online

## Outcomes

64%

are **using digital tools more often**

.....▶ **53%** are more comfortable using digital skills

.....▶ **34%** are able to collaborate more effectively online

Base: Job Seekers n=334

Q3: How strongly do you agree or disagree with the following statements?

Q4: As a result of the knowledge gained from the training, which of the following actions have you taken?

Q5: As a result of all the actions you have taken after completing the Go Digital ASEAN training, which of the following have you experienced?

\*Knowledge & Feeling: T2B% NET Strongly agree + Moderately agree

KANTAR

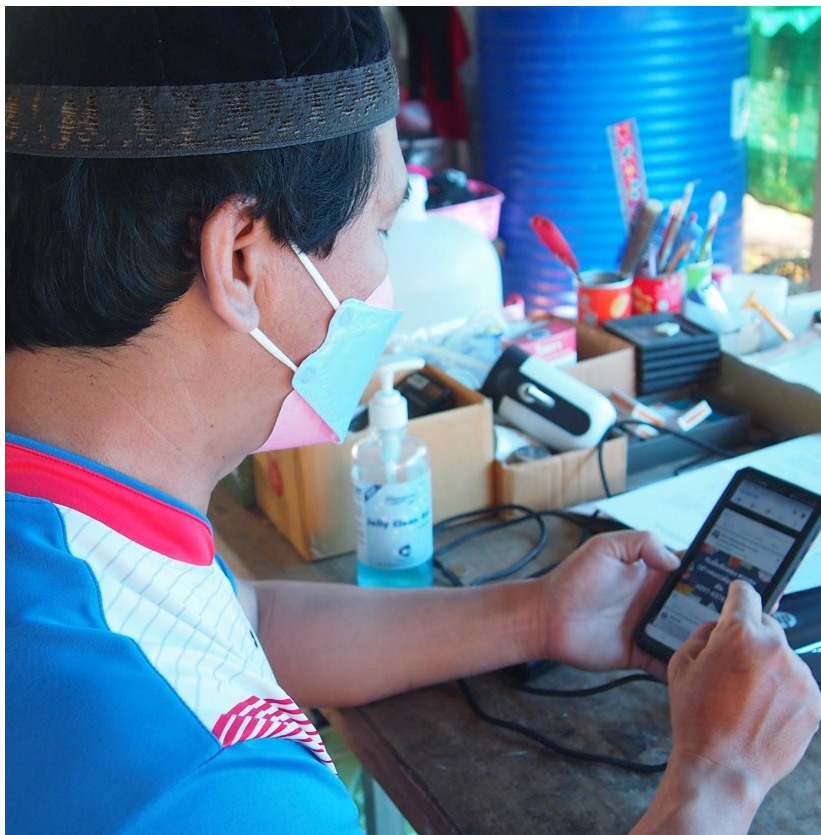


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# Go Digital ASEAN Thailand



## Go Digital ASEAN Thailand

- **Partner organizations:**
  - Thai Fund Foundation
  - Inter Mountain Peoples Education and Culture in Thailand Association
  - Community leaders in Mae Sot of Tak province and Ubon Ratchatani province
- **Government counterpart:** Office of Small and Medium Enterprises Promotion
- **Total number of trainers:** 100
- **Target regions:**
  - Northeast: 20 provinces including Maha Sarakham, Roiet, Kalasin, Khon Kaen, and Nakhon Ratchasima.
  - North: 8 provinces including Chiang Mai, Chiang Rai, Mae Hong Son, Nan, Lampoon, Lampang, Payao, Tak.
- **Total number of individuals trained:** 53,979
- **Total number of:**
  - MSMEs: 53,979
  - Indigenous trainees\*: 17,052
  - Women\*: 33,750

\*demographic information was shared on a voluntary basis, so number of women trained is likely understated compared to reality

# Thailand

## Go Digital ASEAN Impact Report 2021

Target Audience: MSMEs

Quantitative research was done to better understand how Go Digital ASEAN has helped to build digital skills for MSMEs and to address the economic impact of COVID-19.

Report methodology and details:

- 441 people in Thailand were surveyed
- Participants were asked about the impact of Go Digital ASEAN five months after they attended a class
- Surveys were completed between Jun 2021 and Feb 2022
- The survey was done online, taking approx. 10 minutes to complete
- For legal reasons, only people over 18 years of age was surveyed

### MSMEs

93%

of MSMEs feel their digital skills have improved<sup>1</sup>

77%

of MSMEs said Go Digital ASEAN tools have helped them move their business online during COVID-19<sup>1</sup>

51%

of MSMEs have seen an increase in customer engagement<sup>1</sup>

22%

of MSMEs have seen a monetary impact<sup>1</sup>

### Indigenous MSMEs

51%

of MSME trainees who responded to the survey are indigenous<sup>2</sup>

.....▶

48%

have seen an increase in customer engagement<sup>2</sup>

.....▶

20%

have experienced monetary impact<sup>2</sup>

### Aspiring Entrepreneurs

17%

of trainees wanted to start a new business<sup>1</sup>

.....▶

44%

of aspiring entrepreneurs were able to start a new business<sup>4</sup>

### Female MSMEs

67%

of MSME trainees who responded to the survey are women<sup>3</sup>

.....▶

55%

of female MSMEs have seen an increase in customer engagement<sup>3</sup>

.....▶

21%

of female MSMEs have experienced monetary impact<sup>3</sup>

# Thai MSMEs believe their digital skills have improved with some already being able to implement and see the impact of these in their business

## Knowledge & Feelings\*

# 93%

say that their **digital skills have improved**

**93%** learnt new ways to protect their business online

**94%** are more aware of internet safety best practices

## Actions

# 50%

used new digital tools **to enhance their business**

- 24%** Used photos to help promote my business online
- 15%** Created/ updated my business' online profile / social media presence
- 15%** Improved the content of my product listings online
- 14%** Started selling my products/ services online (e-commerce)
- 13%** Made improvements to the online safety/ security processes
- 12%** Promoted my business online using story-telling
- 4%** I have started using online tools to detect e-commerce frauds

## Outcomes

# 62%

say digital tools have **improved their business**

- 27%** I am spending more time online for my business
- 23%** I am talking with more customers online
- 13%** I am selling more products/ services online vs before
- 10%** More people contact my business online to make inquiries/ purchase
- 9%** My team and/ or myself are able to collaborate more effectively online
- 8%** More people say they were able to find my business online
- 8%** More people are visiting my website
- 6%** More people are visiting my business' social media page

Base: MSMEs n=441

Q3: How strongly do you agree or disagree with the following statements?

Q4: As a result of the knowledge gained from the program, which of the following actions have you taken?

Q5: As a result of all the actions you have taken after completing the Go Digital ASEAN training, which of the following have you experienced?

\*Knowledge & Feeling: T2B% NET Strongly agree + Moderately agree



# Go Digital ASEAN Vietnam



## Go Digital ASEAN Vietnam

- **Partner organizations:** Tinh Thuong Microfinance Institution (TYM), Vietnet Information Technology and ICT Center (Vietnet - ICT) and Vietnam Women's Academy (VWA)
- **Government counterpart:** Ministry of Planning and Investment
- **Total number of trainers:** 500
- **Target regions:** Red River Delta, Northeast, and North Central Coastal Vietnam
- **Target sectors:** Informal sectors such as tea, handicraft, fisheries, livestock, small-scale trading and food production
- **Total number of individuals trained:** 81,560
- **Total number of:**
  - MSMEs: 78,126
  - Jobseekers: 3,434
  - Women: 71,161

# VIETNAM

## Go Digital ASEAN Impact Report 2021

Target Audience: Job Seekers  
& MSMEs

Quantitative research was done to better understand how Go Digital ASEAN programs have helped to build digital skills for marginalized communities and to address the economic impact of COVID-19

Report methodology and details:

- 400 people in Vietnam were surveyed
- Participants were asked about the impact of our programs five months after they attended a class
- Surveys were completed between August 2021 and January 2022
- The survey was done online, taking approx. 10 minutes to complete
- For legal reasons, only people over 18 years of age were surveyed

### MSMEs

94%

learnt new ways of doing things to benefit the business

50%

of MSMEs have seen a monetary impact after completing the training

34%

expanded their business to sell new products and services

34%

of MSMEs have been able to keep their businesses running

### MSMEs over 35

97%

say their digital skills have improved

46%

have started a new business or expanded an existing business

37%

are selling more products and services online than before the training

### Job Seekers

94%

have learnt ways to protect their identity online

56%

of Job Seekers say they are more comfortable using digital skills

31%

say they receive more benefits at work

28%

of Job Seekers have acquired employment after completing the training

### Female Job Seekers

95%

of female Job Seekers feel more prepared for the future

66%

of female Job Seekers advanced their careers after taking the course

30%

of female Job Seekers acquired employment after completing the training

# 96% of Vietnamese MSMEs say their digital skills have improved, and over three-quarters have seen an improvement in their business and e-commerce capabilities through use of digital tools

## Knowledge & Feelings\*

# 96%

say that their **digital skills have improved**

**93%** learnt new ways to protect their business online

## Actions

# 73%

used new digital tools **to enhance their business**

.....▶ **29%** started selling their products or services online

.....▶ **26%** started using new digital tools to make my business run more effectively

## Outcomes

# 78%

say digital tools have **improved their business**

.....▶ **34%** are selling more online than before

.....▶ **33%** are interacting with more customers online

.....▶ **23%** say more customers are contacting their business online

Base: MSMEs n=256

Q3: How strongly do you agree or disagree with the following statements?

Q4: As a result of the knowledge gained from the program, which of the following actions have you taken?

Q5: As a result of all the actions you have taken after completing the Go Digital ASEAN training, which of the following have you experienced?

\*Knowledge & Feeling: T2B% NET Strongly agree + Moderately agree

# 93% of Vietnamese Job Seekers say their digital skills have improved, and almost 7 in 10 have gone on to use digital tools to advance their careers and improve their employability

## Knowledge & Feelings\*

# 93%

say that their **digital skills have improved**

**96%** are more aware of internet safety best practices

**94%** have learnt ways to protect their identity online

**94%** feel confident they can apply what they learned

## Actions

# 69%

used digital tools **to advance their career**

.....▶ **31%** researched new career opportunities online

.....▶ **23%** searched for a new job online

.....▶ **3%** developed or updated their online professional profile

## Outcomes

# 68%

are **using digital tools more often**

.....▶ **56%** are more comfortable using digital skills

.....▶ **31%** are spending more time online

Base: Job Seekers n=144

Q3: How strongly do you agree or disagree with the following statements?

Q4: As a result of the knowledge gained from the program, which of the following actions have you taken?

Q5: As a result of all the actions you have taken after completing the Go Digital ASEAN training, which of the following have you experienced?

\*Knowledge & Feeling: T2B% NET Strongly agree + Moderately agree

TỜ  
A CHỮA  
E MÁY  
YÊN NGHIỆP  
VÀ

Thank You!

Questions?

Contact: [godigital@asiafoundation.org](mailto:godigital@asiafoundation.org)