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IRIS

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Empowering ASEAN-Japan Youth: AFMAM Plus Japan 2023 Media Engagement Campaign.

GOVERNMENT

AWARENESS



2023



JAKARTA



OBJECTIVE

Media Visibility for Youth Voices for ASEAN-Japan Cooperation

The ASEAN Foundation Model ASEAN Meeting Plus Japan 2023 (AFMAM Plus Japan 2023) was held in Jakarta to commemorate the 50th Anniversary of ASEAN-Japan Friendship and Cooperation. The campaign aimed to generate strong media visibility highlighting the authentic, educational experience of 72 youth delegates from 10

ASEAN countries and Japan. These delegates engaged in high-level simulations and discussions with officials, focusing on regional issues such as cybercrime awareness, sustainable post-COVID recovery, and youth-led education initiatives aligned with the ASEAN Outlook on the Indo-Pacific.



APPROACH

Multilingual Media Outreach to Amplify ASEAN–Japan Youth Voices

As part of the campaign, IRIS Jakarta developed and distributed press releases in English, Bahasa Indonesia, and Japanese, securing coverage across national media platforms. The media outreach achieved an estimated potential reach of 2,312,730 readers, exceeding the

target of 15 published articles. The campaign not only boosted public awareness of the event but also amplified the voices of ASEAN and Japanese youth while strengthening bilateral ties and promoting people-to-people connectivity.



*Mentioning AFMAM as
the news title



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If you have any questions about Iris Jakarta, please contact:

dwi.riadika@id.iris-worldwide.com / +628111882984

amelinda.hikmatahati@id.iris-worldwide.com / +6287765325032