

Issued on 7 Jan 2021

[UPDATED] MEDIA FACT SHEET

FIRST SINGAPORE TOGETHER EMERGING STRONGER CONVERSATIONS FOR THE MALAY/MUSLIM COMMUNITY CONDUCTED UNDER CIPTASAMA@M³

The Singapore Together Emerging Stronger Conversations (ESCs) conducts its first session for the Malay/Muslim (MM) community through CiptaSama@M³. The SGT ESC x CiptaSama@M³ serves as a platform for the community to reflect on their COVID-19 experiences and issues they faced. Two sessions will be conducted in January to seek out ideas and suggestions to co-create solutions for a more cohesive, resilient and caring Singapore society.

2 Since the Singapore Together Emerging Stronger Conversations (ESC) commenced in June 2020, over 2,850 Singaporeans and community partners have participated in more than 45 ESCs organised by the Government. These conversations have yielded fruitful insights on the challenges and opportunities facing Singapore in a post-COVID-19 world, and on how we can emerge stronger from this crisis. As we work towards recovering from this pandemic, this spirit of participation and co-solutioning will help Singaporeans to chart a new path and emerge stronger.

(i) Singapore Together Emerging Stronger Conversations (ESCs)

3 We have undergone a shared experience which will shape the attitudes and worldview of an entire generation. Through the ESCs, we want to draw this out and use these reflections as core elements on which to build an even stronger society.

4 At least 20 ESCs will be held between June 2020 and February 2021. In the spirit of Singapore Together, these ESCs are inclusive and accessible to all, including Singaporeans who may be more comfortable in Mother Tongue.

5 **[New]** The SGT ESC x CiptaSama@M³ will be conducted in both Malay and English, involving some 100 Singaporeans over two sessions on 7 and 12 January 2021. It covers different topics and will be co-hosted by four Malay/Muslim Political Office Holders (MM POHs). Please see [Annex A](#) for a snapshot of the participants at the session on 7 January 2021.

Session	Date/Time	Topic	POHs
1	7 Jan 2021 (Thu) 7.30pm – 10.00 pm	Seizing Opportunities in the Age of Digital Transformation	<ul style="list-style-type: none"> Minister Dr Maliki Osman Senior Minister of State Mr Zaqy Mohamad

2	12 Jan 2021 (Tue) 7.30pm – 10.00pm	Strengthening Malay/Muslim Families	<ul style="list-style-type: none"> Minister of State A/P Dr Faishal Ibrahim Parliamentary Secretary Mdm Rahayu Mahzam
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6 These ESCs are conducted digitally by default. Each ESC involves some 40 to 50 participants from diverse backgrounds and is hosted by one or more political officeholders. Over 2 hours of discussion, participants will, in their facilitated breakout groups, share their reflections about the COVID-19 crisis, their hopes for Singapore and the community, and what actions we can take to reach the desired outcome together.

7 These ESCs are open for public sign-up. Upcoming ESCs include sessions for Youth in the Arts and Budget 2021. Singaporeans who are interested can register at <https://go.gov.sg/ESconversations>.



QR code to the Emerging Stronger Conversations Registration

(ii) Other Platforms

8 The Government is committed to engaging widely across different stakeholders and will also invite partners to convene their own conversations, to enable more to participate, and multiply the potential for action. Outside of these conversations, Singaporeans can also share their reflections and aspirations at www.singaporetogether.gov.sg/reflect.

9 Stories and ideas shared by participants of across these channels will be shared on Our SG social platforms and on the Singapore Together website for interested members of the public to catch up on the perspectives of other Singaporeans.

(iii) Emerging Aspirations from the ESC

10 In the ESCs so far, participants shared their experiences and candid thoughts on a wide range of issues including supporting the vulnerable, equipping both younger and mid-career workers with necessary skills and digital tools, and having greater civic participation across all segments of society. Through these ESCs, there was a common

thread of aspiring towards a more caring, resilient and cohesive Singapore, and the belief that by working together, and pooling together our experiences, expertise and efforts, we can emerge stronger as a society and country. (Please see [Annex B](#) for a snapshot of the topics discussed at recent Singapore Together Emerging Stronger Conversations.)

11 The ESCs are ongoing and more will take place from now till February 2021. As key issues emerge from the Singapore Together Emerging Stronger Conversations, we will form Singapore Together Alliances for Action to work on them and give effect to the aspirations shared by participants.

(iv) Singapore Together Alliances for Action¹ (AfA)

12 The AfAs bring together a diverse group of people from different sectors – government, community, businesses – to co-create, and co-deliver ideas and solutions. They will be important drivers to mobilise our collective energies and expertise and exemplify the Singapore Together governance approach of working in partnership, towards Singapore’s recovery and future.

13 **[Updated]** There are currently 11 AfAs – four on social issues, and seven on the economic front led by the Emerging Stronger Taskforce (EST). (Please see [Annex C](#) for more information on the AfAs.)

14 We encourage all Singaporeans to play a part in the Singapore Together efforts. We can stay united amidst the challenges ahead and emerge stronger together. Partnerships between the Government and Singaporeans are important to build the Singapore that we want to become. During this period, we will continue to see more partnership efforts, including possible partnerships within the Malay/Muslim community; for instance, citizen workgroups have been convened to look into sustainability and Singapore Citizenship topics.

Annexes

- A. **[New]** Snapshot of the participants at the session on 7 January 2021
- B. Infographics - Snapshot of the topics discussed at recently held Singapore Together Emerging Stronger Conversations
- C. **[Updated]** Singapore Together AfAs

¹ Previously referred to as Singapore Together Action Networks



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About Singapore Together

Singapore Together is about the Government working with Singaporeans, and Singaporeans working with one another, to build our future Singapore. The Government will open up more partnership opportunities for Singaporeans to participate. The Government also hopes to support more citizen-led efforts. Whatever our background or interests, we can each step forward to contribute in areas that we care about. By working together, we can turn diversity into strength and transform challenges into opportunities, to build a Singapore that present and future generations of Singaporeans will be proud of. For more information, visit www.singaporetogether.gov.sg.

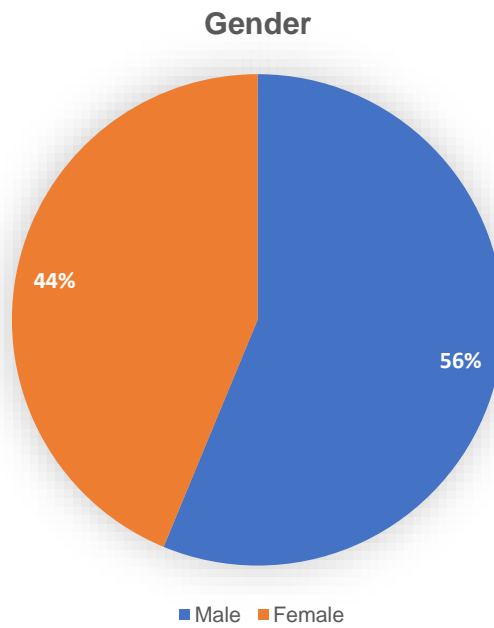
About M³

The M³ framework is a collaborative effort between three key community institutions, namely Islamic Religious Council of Singapore (MUIS), MENDAKI and PA MESRA. Together, they leverage each other's strengths to better serve the Malay/Muslim community. M³ aims to empower citizens by supporting the last-mile service delivery for social programmes for families in need, rallying the community to help each other, and collaborating with Malay/Muslim organisations and Government agencies to address challenges faced by the community. For more information, visit <https://www.m3.sg/>

ANNEX A

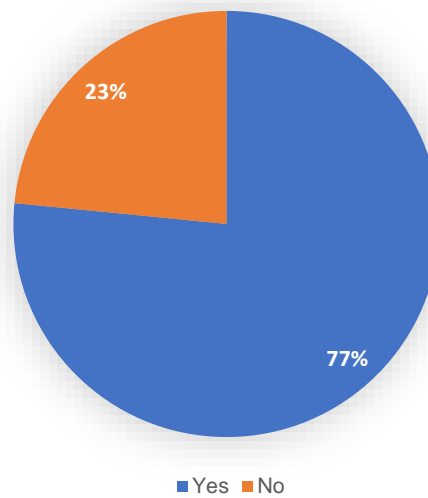
**[NEW] SNAPSHOT OF THE PARTICIPANTS AT THE
SINGAPORE TOGETHER EMERGING STRONGER CONVERSATION X
CIPTASAMA@M³ HELD ON 7 JANUARY 2021**

Gender	
Male	56%
Female	44%



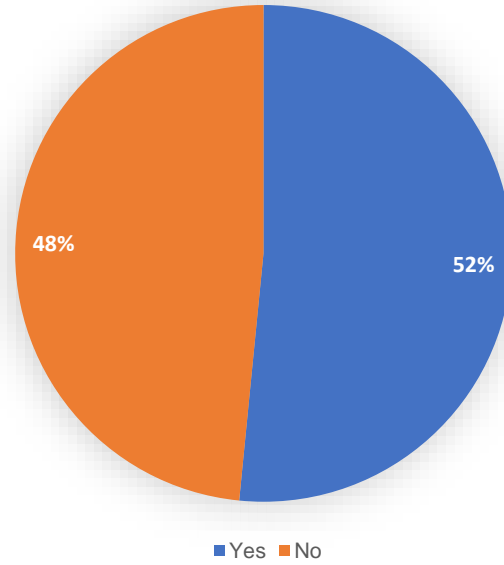
First-time Participating in SgTogether ESC	
Yes	77%
No	23%

**First-time Participating in
SgTogether Emerging Stronger
Conversations**



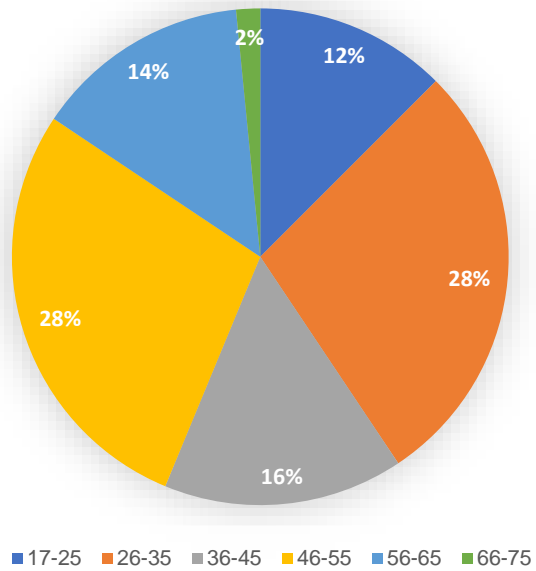
First-time Participating in M³ Event

First-time Participating in M ³ event	
Yes	52%
No	48%



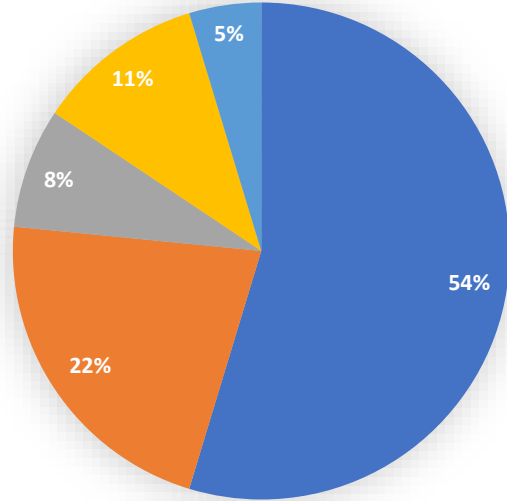
Age

Age	
17-25	12%
26-35	28%
36-45	16%
46-55	28%
56-65	14%
66-75	2%



Occupation	
Executive, Technician, Others	54%
Professional, Manager	22%
Student	8%
Fresh Graduate / Unemployed	11%
Self-employed / Freelancer	5%

Occupation



- Executive, Technician, Others
- Professional, Manager
- Student
- Fresh Graduate / Unemployed
- Self-employed/Freelancer

INFOGRAPHICS - SNAPSHOT OF THE TOPICS DISCUSSED AT RECENTLY HELD SINGAPORE TOGETHER EMERGING STRONGER CONVERSATIONS



EMERGING STRONGER CONVERSATIONS

A series of conversations for Singaporeans to come together to reflect on their experience of the COVID-19 pandemic, and garner ideas on helping Singapore emerge stronger from the crisis. As part of the Singapore Together movement, we aim to turn these insights and ideas into action and partnerships.

SINGAPOREANS WHO PARTICIPATED TO DATE: 623 (As of 18 September 2020. Cumulative since June 2020)

5 KEY ISSUES RAISED

SOCIAL SUPPORT

- Concerned that social inequality and mobility will worsen as COVID-19 continues. Increased support from ground-up movements, corporates, and promotion of the social sector is needed.
- Feel the need to hear from those who are harder to reach e.g. the elderly, and offer timely help.
- Care about mental health and wellness (among caregivers, elderly living alone and youths), in view of the increased domestic violence and mental health issues during the circuit breaker period.

PARTNERSHIPS & ENGAGEMENTS

- Agree with the government's shift towards engagement and co-creation, but more can be done to create platforms for people to talk to one another.
- The government could facilitate constructive discourse and partner the community in implementing solutions.
- Want more safe spaces to hold face-to-face conversations on difficult/uncomfortable topics.
- Hope that migrant workers would be better cared for through a multi-stakeholder approach.

NATIONAL IDENTITY & SHARED VALUES

- Hope that society can be more empathetic, and that Singaporeans can put themselves in others' shoes before judging or making online comments.
- Hope for more Singaporeans to show care and look out for one another, and policymakers to have greater human touch in their work.
- Feel that we should strengthen our belief in meritocracy and ensure it is done strictly and fairly for everyone.

JOBS & ECONOMY

- Feel that Singapore needs new areas of growth to stay competitive in the tech space.
- Feel the need to rethink pre-employment training and skills upgrading to equip local workforce for the future economy.

DIGITALISATION & TECHNOLOGY

- Feel that COVID-19 steered us towards a new norm of digital savviness, e.g. Zoom helped many stay connected and enabled work efficiencies.
- Appreciate the government for helping seniors pick up new skills.
- Hope that digital access can be provided to more disadvantaged families.

OUR PARTICIPANTS SAY...

“We need to identify entrepreneurs and leaders of community initiatives who acted during COVID-19 and empower these individuals. They have potential to become leaders of change.”

“My hopes are for more people to get out to help others, be it big or small. Teach others to use Zoom to communicate better during this crisis. Be kinder. Embrace ways to build 'digital' kampung spirit. Anyone could be connected easily be it young or old. Adopt technology transformation. Embrace change.”

Note: This infographics represent the issues raised at the conversations held between 6th and 18th of September 2020.



#SingaporeTogether #EmergingStronger
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singaporetogether.gov.sg OurSG @Our_SG



ANNEX C

SINGAPORE TOGETHER ALLIANCES FOR ACTION

SOCIAL AfAs

a. Beyond COVID-19 Taskforce

The Beyond COVID-19 Taskforce was established in May 2020 by the National Council of Social Service (NCSS) to guide and strengthen the resilience of the social service sector during and beyond COVID-19.

To strengthen social service agencies' resilience, the Taskforce will gather insights and feedback from multiple stakeholders, identify areas of focus as COVID-19 evolves, and propose ways for the sector to emerge stronger in the 'next normal'. Social service agencies can take reference from these dynamic recommendations and prepare to transit.

The Taskforce will focus on four main areas, including digitalisation for business continuity, innovation in service delivery, strengthening manpower and volunteer mobilisation, and enhancing leadership capabilities.

Lead agency: National Council of Social Service

b. UPLIFT (Uplifting Pupils in Life and Inspiring Families Taskforce)

Convened in September 2018, UPLIFT is an MOE-led inter-agency taskforce that aims to strengthen support for students from disadvantaged families. This could be enhanced learning, educational or motivational support for students, or wraparound social- and community-based support for their families.

To effectively tackle the multi-faceted issues faced by disadvantaged students and their families, UPLIFT established strong relationships with Self-Help Groups, Social Service Agencies, and several social enterprises and corporates, so that schools can leverage community efforts and resources to support students through initiatives such as befriending, mentoring and enrichment programmes.

Strong community partnerships were crucial in navigating the impact of COVID-19. For example, UPLIFT worked closely with community partners to support students with greater needs, providing them with meal subsidies and devices during the home-based learning period. UPLIFT also worked with community partners to set up a network of tele-befrienders to check in on vulnerable students' well-being and ensure families were coping.

Lead agency: Ministry of Education



c. SG Cares Community Network

Established in 2018, the SG Cares Community Network brings together stakeholders from 160 government and community help agencies to build local support networks in the community. Since then, 3,500 partners have come together through 21 networking sessions to collaborate and co-create initiatives that benefit the community.

To better support low-income and vulnerable individuals and families who may be affected by COVID-19, partners and volunteers from the SG Cares Community Network will start by proactively reaching out to 50,000 households living in rental housing from June 2020. Partners and volunteers will call households that do not have familiar touchpoints (e.g. Family Service Centres and Social Service Offices) they can readily reach out to for help, check in on their well-being and connect them to further support if necessary. SMSes and posters within the community will also inform households of hotlines and the help available.

With a better understanding of ground needs, the SG Cares Community Network can then serve as a rallying point for ground-up initiatives and donors to coordinate efforts and channel resources to areas of need.

Lead agencies: Ministry of Social and Family Development, Ministry of Culture, Community and Youth

d. Youth Mental Well-being Network

Mental well-being is a key area of concern among the youth. There has also been a rising prevalence of mental health conditions among the young. This led to the formation of the Youth Mental Well-being Network in February 2020, after many Singaporeans responded to an open call to come connect with us to enhance youth mental well-being. Since then, over 1,000 youths, parents, caregivers, mental health professionals and practitioners have stepped forward. The Network was formed to bring together diverse perspectives and views on youth mental well-being. Members of the Network will build on the good work done by many agencies, community partners and the government to generate and implement ideas to support youth mental well-being.

Between June and September 2020, a group of Network members who had indicated they were keen to be deeply involved in the Network, met in a few sessions to discuss the key issues in the area of youth mental well-being and the areas they felt needed to be addressed. Through these discussions, we derived eight broad areas of interest and some possible ideas to enhance youth mental well-being. This group also met to discuss and plan for engagements with the larger group of Network members.

Over three Saturdays in October 2020, together with our POH advisors (i.e. Senior Minister of State Dr Janil Puthuchery, Minister of State Sun Xueling, Parliamentary Secretary Eric Chua), Network members shared their views these eight broad areas of



interest and further developed their ideas to enhance youth mental well-being. The discussions ranged from enhancing youths' emotional resilience to strengthening support among peers, and within the family, workplace and community.

Throughout the different ESCs, one key theme that emerged was the importance of whole-of-society efforts. From the October engagement sessions, the Network members have initiated ideas for about 40 potential projects. These smaller groups will work to develop these ideas into more concrete plans for implementation.

Facilitated by: Ministry of Social and Family Development, Ministry of Education, Ministry of Health

Supported by: MCCY and NYC

ECONOMIC AfAs

With a strong bias to action, the Emerging Stronger Taskforce (EST) convened seven Singapore Together Alliances for Action (AfAs) in June 2020, which are industry-led coalitions, working in close partnership with the Government, to act on key growth opportunities for Singapore, so that Singaporeans can benefit from stronger economic growth and better jobs. The AfAs have adopted a 'startup' approach, working quickly to develop and prototype ideas within a short period of time, while concurrently engaging government agencies and other stakeholders to stretch the medium- to long-term ambition in each of these opportunity areas.

The seven AfAs are:

a. Securing our Economic Future through Supply Chain Digitalisation

Connectivity with the world has always been Singapore's *raison d'être*. However, Singapore's status as a hub is being challenged due to global shifts in supply chains and the impact of COVID-19. It is not preordained that Singapore will be able to maintain our relevance to the world.

The AfA thus seeks to secure Singapore's competitive advantage by enhancing supply chain agility, transparency, intelligence, and platform interoperability, through a concerted push towards digitalisation to the core and the establishment of a Common Data Infrastructure (CDI). This will improve trade financing integrity and the productivity of logistics-dependent players; enhance regional market access through improved e-marketplace integration; and facilitate freight exchanges and financing for SMEs and traders.

A CDI-powered supply chain will give Singapore the opportunity to advance our position as a digital trade and fulfilment hub, and strengthen our resilience in national supply



chains. If successful, partners from around the world will trade with Singapore, through Singapore, from Singapore, and 'on' Singapore.

b. Building Singapore as a Little Green Dot through Sustainability

Sustainability is not just a lifestyle, mindset, or trend – it will be an area that will create significant economic opportunities in coming years. Singapore is well positioned to be a global hub in the Sustainability ecosystem, even as we seek to make our own contribution to the goal of the Paris Climate Agreement to limit global warming to below 1.5°C.²

The AfA focuses on positioning Singapore as a hub for carbon-related services and nature-based solutions, leveraging the tremendous bio-diversity in our region. Specifically, the AfA is focusing on three concepts of (i) a technology-enabled verification system for high quality nature-based solutions (carbon verification), (ii) a marketplace and exchange for high quality carbon credits (carbon market), and (iii) a green standard and one-stop solution for companies to measure, mitigate, and offset their carbon footprint (carbon-conscious society).

Building a carbon hub in Singapore will generate economic value and job creation, and further enhance Singapore's role in commodities trading. The AfA believes that there is an opportunity to transform Singapore from a Little Red Dot to a Little Green Dot – Singapore as a hub for sustainability, serving our own commitments and beyond.

c. Digitalising Built Environment to Build Tomorrow's Cities

The pandemic has dealt a severe blow to the Built Environment (BE) sector, especially due to COVID-19 clusters in the dormitories and worksites, which brought construction to a standstill for many months. However, it has also galvanised stakeholders to collectively transform the sector, through digitalisation and more advanced building technologies.

Building on the early efforts of the Industry Transformation Maps (ITMs), the AfA is leading an effort to 'turbo-charge' the adoption of digitalisation in the sector, by establishing a set of Common Data Standards that will allow different digital platforms to be connected to form a Federated Common Data Environment. Commitment from 'power users' will be secured to drive this digitalisation agenda, through the formation of a Coalition for BE Digitalisation. This will enhance productivity by integrating work processes and connecting different industry stakeholders throughout the building life cycle.

The AfA aims to bring 300 companies on board the Coalition within a year, and 1,000 companies by 2025. Through these efforts, the AfA aspires that Singapore's BE sector will emerge from the pandemic as a global, leading example – thereby creating a BE future that is sustainable, productive, and uplifting for Singapore and Singaporeans.

d. Bringing Singapore to the World through Smart Commerce

² Intergovernmental Panel on Climate Change.



COVID-19 has accelerated structural shifts in the Retail sector, such as the increasing popularity of e-commerce and a greater demand for personalisation and engagement. While it has now become even more pressing for retailers to transform, digitalisation will also help to extend their 'digital catchment' and access more customers beyond Singapore.

The AfA is therefore leading an effort to create Online-Offline (O2O) partnerships to create e-commerce opportunities, and to export Singapore brands through an incubation programme for Singapore brands. For example, the AfA recently launched the CapitaLand x Shopee 11.11 campaign, which is an innovative integration of online and offline shopper engagement to drive sales, increase traffic, and enhance engagement for six CapitaLand malls through gamification.

These efforts could serve as the stepping stones towards expanding the market for retailers from Singapore's domestic population of about five million, to one billion consumers around the world.

e. Breaking the Productivity Frontier through Robotics Solutions

Achieving strong breakthroughs in productivity and addressing Singapore's manpower challenges are key priorities in Singapore's economic transformation agenda. This imperative for transformation has become even more pressing due to COVID-19.

Recognising the potential for the deployment of robotics and automation to raise productivity, and transform existing jobs and create new ones, the AfA is leading pilots to develop and to test the commercialisation and scaling-up of pioneering robotics solutions in autonomous public land transport and cleaning. For example, the AfA is working to launch two Minimum Viable Product (MVP) deployments of autonomous shuttles by the end of this year.

Through these pilots, the AfA aspires for Singapore companies to become global champions in robotics solutions – to be recognised as a leading global operator and provider of end-to-end systems for autonomous public land transport, and a leading global provider for robotic cleaning service.

f. Reconnecting with the World through Safe and Innovative Visitor Experiences

Travel restrictions imposed by countries have hit the Tourism sector, quietening our skies and streets. With mass tourism unlikely to return to pre-COVID-19 levels soon, there is a need to find innovative solutions that will allow progressive resumption of activities in the sector.

The AfA is working with industry stakeholders to pilot ideas in the Meetings, Incentives, Conventions, and Exhibitions (MICE) sector, through MVPs in re-designing safe business events, designing safe leisure itineraries, and digital tools to enable a safe and seamless journey for participants. The AfA has developed a prototype for large-scale safe tradeshows and exhibitions involving local and foreign participants. This includes prototyping the use of innovative methods of COVID-19 testing and tracing, which could



pave the way for scaling up of such events. The prototype was first tested at the Singapore International Energy Week in October and will continue to be refined at upcoming tradeshows, such as TravelRevive in November.

Through these MVPs, the AfA seeks to take steps towards re-establishing Singapore's status as Asia-Pacific's leading MICE destination, and maintaining Singapore's position as one of the world's top 10 cities by international visitors and international passenger traffic.

g. Reaching the World's Learners through EduTech

COVID-19 has accelerated the global adoption of EduTech, from home-based learning to online professional education and training. With estimates projecting the EduTech sector to grow to about US\$400B in 2025³, Singapore has the opportunity to take our education and human capital global, and establish Singapore as a global talent hub.

The AfA has kickstarted MVPs that will explore specific ideas that enable learners to better understand their learning needs, and curate the right programmes with relevant standards and certifications. For example, the AfA is supporting a venture concept based on an Agility Growth Index (AGI), which is an analytics platform that measures the learning ability of individual employees to recommend solutions for improving learning ability and building better teams. The AGI will help organisations throughout the world develop talent, improve communication, and achieve business goals more effectively.

Through these efforts, the AfA aspires to position Singapore as a global centre of excellence for education, with a workforce that is progressive and competitive.

More information on the EST and AfAs can be found on the EST website at www.emergingstronger.sg.

³ EdTechX Global Report by Cairneagle Associates and IBIS Capital.