

## **NEW SINGAPORE TOGETHER ALLIANCES FOR ACTION**

The Singapore Together Emerging Stronger Conversations (ESC) series have surfaced concerns and aspirations by Singaporeans. Currently, **four new Singapore Together Alliance for Action (AfAs) will be formed in 2021** between the government and community partners to look into co-creating solutions in areas ranging from work-life harmony, to digital inclusion and strengthening social support for vulnerable segments.

### **1. [New] Alliance for Action on Work-Life Harmony**

The tripartite partners – Ministry of Manpower (MOM), National Trades Union Congress (NTUC) and Singapore National Employers Federation (SNEF) – have been progressively enhancing efforts to support work-life harmony (WLH) in Singapore.

The COVID-19 pandemic has since generated added impetus to strengthen WLH. During the outbreak, many companies adapted quickly to work-from-home (WFH) arrangements for business continuity and the safety of their employees. Emerging Stronger Conversations participants also highlighted that the widespread adoption of WFH arrangements demonstrated its feasibility as well as benefits. For instance, employees can spend more time with their families and less time commuting to work. Employers found that some employees could still work effectively while working from home. However, WFH arrangements also led to an increased blurring of work-life boundaries for some who found themselves working longer hours than usual. Employers also found that not every employee wants to WFH all the time and it may not be suitable for every job role. These demonstrate why employers need to move beyond flexible work arrangements such as WFH, which has already seen wide adoption, to implementing WLH measures.

In this opportune window of transformation, we need to find ways to entrench and enhance good work-life practices in the new normal and beyond. Fundamental shifts in societal mindsets and workplace norms as well as sharing of best practices and practical guidance on implementing WLH measures will be needed to spur provision and take-up of work-life practices. This is an opportunity for a whole-of-society effort, where members of our community come together to lead initiatives to achieve our common goal of WLH for all.

Lead agency: MOM

### **2. [New] Alliance for Action on Corporate Purpose**

The National Volunteer and Philanthropy Centre (NVPC) will be launching a new AfA comprising businesses and Corporate Social Responsibility (CSR) leaders on 9 February 2021 to develop a national framework and blueprint for corporate purpose and social impact.

This AfA arose from ESC sessions organised by NVPC, where participants collectively envisioned a business ecosystem that supports and enables corporates to effectively align

purpose and profit to become a force for good in Singapore. Participants at the ESC identified gaps and opportunities in the ecosystem that could foster closer partnership between the private, public and people sectors, and shared feedback on ways to make corporate giving more accessible.

The Alliance for Action on Corporate Purpose will be rolled out in phases with the first phase focused on studying the factors that affect the integration of purpose and profit in corporates. Results of the study will be shared in the second half of 2021.

One of the key objectives of this alliance is to evaluate various local and international standards related to corporate purpose and social impact and recommend a harmonised framework that guides corporates to do good strategically, sustainably and impactfully.

Organisations interested to participate in the design and development of the national framework and blueprint may contact the Company of Good at [contact@companyofgood.sg](mailto:contact@companyofgood.sg).

### **3. [New] Enhanced Online Learning Opportunities on Digital (#SmartNationTogether)**

To help Singaporeans learn more about digital initiatives and emerging technology, the Smart Nation & Digital Government Group will expand the offerings on its online live learning platform, known as #SmartNationTogether or #SNT. #SNT, which was started in June 2020, is an online engagement platform that provides free learning opportunities for Singaporeans to broaden their digital awareness and skills, and help narrow the digital divide. From June to December 2020, more than 12,000 people participated in #SNT's programmes. #SNT has also built a growing subscriber base of more than 3,000. The free programmes are curated by Smart Nation Ambassadors who come from more than 50 business and community organisations. Together, they have launched various programmes, including 101 tech series for working adults, webinars on tech issues (e.g. Smart Nation: In Conversation), and lessons for seniors on using digital government tools, and lifestyle apps (i.e. Live Smart). This year, SNDGG will partner even more business and community organisations on a range of programmes to help older workers upskill, and to remain employable and adaptable. More details will be available on #SNT in March 2021. SNDGG is also exploring partnerships with community partners interested to bring #SNT onto an app interface with gamification features, so that learning about digital can be made fun and engaging.

Lead agency: SNDGG

### **4. [Upcoming by April 2022] A collaborative portal to supply smart devices to needy beneficiaries.**

To help more people benefit from the opportunities provided by technology, SNDGG is working on developing a portal to match beneficiaries with community, government and corporate partners who are providing digital devices to seniors and low-income groups. With this one-stop portal, users can easily search and apply for digital devices, and agencies will be able to list their digital device schemes to reach a wider group of



beneficiaries. There will also be a notification service to provide updates on the user's application status. These features will help ensure that the application process is seamless and that the digital devices are efficiently distributed, to better serve those in need.

Lead agency: SNDGG

## PROFILES FOR INTERVIEWS

	<b>Interviewee Profile</b>
	<b>For the Alliance for Action on Work-Life Harmony [New]</b>
<b>1.</b>	<p><b>Lisa Yeoh, Vice President, Sales &amp; Commercial Operations, Asia Pacific, Global Medical Device Company</b></p> <p>Lisa is an advocate of work-life integration. She believes that shifts in workplace culture and mindsets are fundamental in improving work-life harmony sustainably. As a Work-Life Ambassador who has participated in Citizens' Panel on Work-Life Harmony, Lisa aims to raise awareness on the importance of work-life harmony and co-create initiatives to sustain and enhance work-life practices in the long-term.</p>
	<b>For the Alliance for Action on Corporate Purpose [New]</b>
<b>2.</b>	<p><b>Robin Pho, CEO, RPRE</b></p> <p>RPRE has been partnering NVPC and the community since 2017. Operating with the belief that people, planet and profit are equally important for sustainability, the certified B Corp is looking to give back socially and environmentally. Robin hopes to encourage more corporates to shape Singapore into a clean, green and efficient city with a kind heart – a city of good.</p>
<b>3.</b>	<p><b>Claire Wong, Senior Vice President, DBS</b></p> <p>Being purpose-driven is in DBS's DNA, evident in their long-standing partnerships to support social entrepreneurship and employee volunteerism on education, environment, elderly and charities. DBS hopes to forge deeper partnerships with corporates to achieve stronger outcomes to effectively support the myriad needs in the community brought about by COVID-19.</p>
<b>4.</b>	<p><b>Ang Kian Peng, Director, Samsui Supplies, Co-Founder of Social Kitchen</b></p> <p>Recognising the importance for nutritious meals, Kian Peng founded Samsui Kitchen, bringing together prison inmates and persons with disabilities to provide healthier food for beneficiaries of nursing homes and charities. The self-sustaining social enterprise has also recently partnered Singapore Corporation of Rehabilitative Enterprises and Standard Chartered Bank to launch the Samsui Central Kitchen at Changi Prison and the Enabling Village.</p>
<b>5.</b>	<p><b>Apriani Kartika, Head, Community Investment, Prudential</b></p> <p>Prudential has been actively partnering agencies in enhancing social support for the community over the years. They have recently launched "Healthy with KidSTART" to promote the importance of early childhood care and development among low-income families, and supported the Infocomm Media Development Authority on the "Digital</p>

<b>Interviewee Profile</b>	
	Learning Circles” initiative to equip seniors with basic digital skills. Apriani is keen to share more about how the organisation would like to strengthen partnerships in their upcoming initiatives to further support our community.
<b>6.</b>	<p><b>Panneer Selvam, Partner, People Advisory Services – Mobility, Ernst &amp; Young</b></p> <p>The Ernst &amp; Young Ripples, a corporate responsibility programme, has been in place with the long-term goal to positively impact 1 billion lives by 2030. They aim to support the next generation workforce, accelerate environment sustainability and work with impact entrepreneurs to help small and growing businesses to purposefully drive progress toward the UN Sustainable Development Goals. Panneer will be able to share more on their initiatives tailored to Singapore.</p>
	<b>For the Enhanced Online Learning Opportunities on Digital (#SmartNationTogether) [New]</b>
<b>7.</b>	<p><b>Anubha Pandey, Communications Head, VMWare</b></p> <p>VMWare has been actively giving free talks for seniors on digital government services on the #SmartNationTogether channel, and has plans to continue working with SNDGG to provide more talks this year. Anubha will be happy to share her experiences in curating and teaching the seniors online and the benefits it brings to the senior community.</p>
<b>8.</b>	<p><b>Candice Wang, Co-Founder, Coding Lab</b></p> <p>Coding Lab has also been providing complimentary workshops for young families to learn coding on the #SmartNationTogether channel, and has plans to continue working with SNDGG this year. Candice will be able to share her experience in interacting with and running coding lessons for young families online, as well as Coding Lab’s plans to expand the programmes this year.</p>
	<b>For the Collaborative portal to supply smart devices to needy beneficiaries. [Upcoming by April 2022]</b>
<b>9.</b>	<p><b>Meng Fong, Executive Director, RSVP</b></p> <p>RSVP is keen to participate in the Get Smart Device portal AfA. RSVP have been actively supplying refurbished laptops to close the digital gap by supporting lower-income seniors. RSVP is keen to be part of SNDGG’s portal to expand their reach efficiently in providing the required digital infrastructure support.</p>
<b>10.</b>	<p><b>Johann Annuar, Executive Director, Engineering Good</b></p> <p>Engineering Good has worked with Govtech to supply refurbished smart devices using SupplyAlly. Their initiative triggered the idea to implement a centralised portal</p>

<b>Interviewee Profile</b>	
	to pull laptop supplies from various community actors. Johann is able to share how Engineering Good is looking to partner the Government and community in furthering this initiative.
<b>11.</b>	<p><b>James Tan, Chief Executive Officer, Touch Community Services</b></p> <p>TOUCH Community Services has worked with Facebook to distribute laptops to youths from low-income or single-parent families to continue their online learning during COVID-19. James is able to share more about their ongoing partnerships with the community (e.g. 6th Sense) to reach out to other beneficiaries under social service agencies.</p>
<b>On Community-Led ESC</b>	
<b>12.</b>	<p><b>Kris Tay, Representative Director, Rasmussen Consulting</b></p> <p>Kris Tay, a Lego Serious Play (LSP) trainer and consultant, initiated a ground-up series of conversations with Singaporeans using the LSP approach. The conversations ran from Nov 2020 to Jan 2021, and explored how we might recover from the disruptions to our lives and prepare for the new normal. She will be happy to share her experience planning ESCs from a community's perspective, and what the sessions achieved.</p>

**FACTSHEET ON ALLIANCE FOR ACTION ON WORK-LIFE HARMONY****1. Background**

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The COVID-19 pandemic has since generated added impetus to strengthen WLH. During the outbreak, many companies adapted quickly to work-from-home (WFH) arrangements for business continuity and the safety of their employees. Emerging Stronger Conversations participants also highlighted that the widespread adoption of WFH arrangements demonstrated its feasibility as well as benefits. For instance, employees can spend more time with their families and less time commuting to work. Employers found that some employees could still work effectively while working from home. However, WFH arrangements also led to an increased blurring of work-life boundaries for some who found themselves working longer hours than usual. Employers also found that not every employee wants to WFH all the time and it may not be suitable for every job role. These demonstrate why employers need to move beyond flexible work arrangements such as WFH, which has already seen wide adoption, to implementing WLH measures.

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**2. Launch of Alliance for Action on Work-Life Harmony**

Tripartite partners will launch an Alliance for Action on Work-Life Harmony (“**Alliance**”) involving community stakeholders to co-create and co-deliver best WLH practices in Singapore. The Alliance’s Terms of Reference are to:

- i. Create a campaign of support to enhance WLH practices in workplaces and wider community

The Alliance will build a network of advocates for WLH in the community and workplaces. This includes growing a community of Work-Life Ambassadors and equipping them to raise awareness on and promote work-life practices to the wider public.

Members of the Alliance will also develop WLH resources and initiatives aimed at helping groups to sustain and enhance work-life practices in the new normal and beyond.

- ii. Support companies in specific sectors to overcome challenges and implement WLH practices

The Alliance will develop and run sector-specific Communities of Practice on WLH to provide tailored guidance and resources to companies in specific sectors that face greater challenges in implementing work-life practices including flexible work arrangements. The public may sign up to attend these sessions and more details will follow.

### 3. Members

The Alliance comprises all Work-Life Ambassadors and other key stakeholders:

**Advised by tripartite partners**  
*Co-Leads: Ms Gan Siow Huang (Minister of State for Manpower and Education), Ms Yeo Wan Ling (Director, Women and Family Unit & U SME, NTUC), Dr Bicky Bhangu (Council Member, SNEF)*

**Work-Life Ambassadors, Union Leaders, Parliamentarians, TAC Leaders and Progressive Employers, IHRP Certified Professionals, Grassroots Leaders, Family-Friendly Group Leaders etc.**

As of 9 February, we have recruited over 100 members and will continue to expand the network as necessary. Interested members of public who wish to sign up as a Work-Life Ambassador can do so at <https://www.tal.sg/tafep/Employment-Practices/Work-Life-Harmony/The-Work-Life-Ambassador-Scheme> .

### 4. Format

Members of the Alliance will meet regularly to work on the focus areas, with WLH initiatives and resources targeted for completion by 1H 2021. In the long term, we envisage that the Alliance can transition into a self-sustaining action-oriented network that continues to achieve WLH outcomes.

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**For media queries on the Alliance for Action on Work-life Harmony, please contact**

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