

LIEN Centre for  
Social Innovation

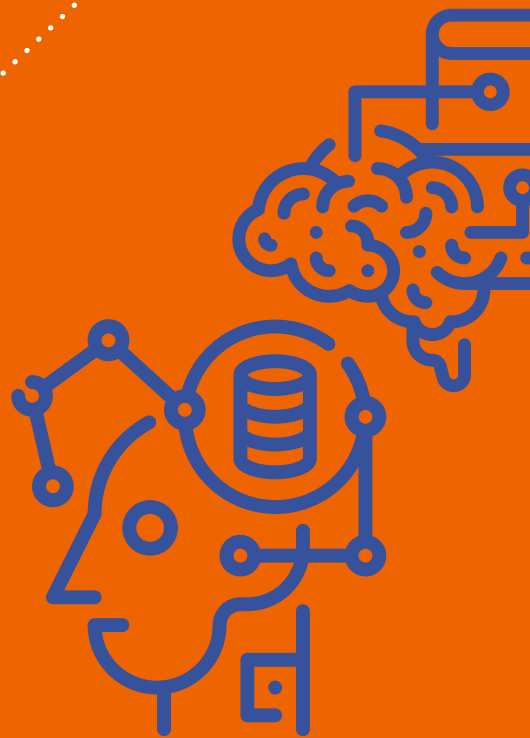
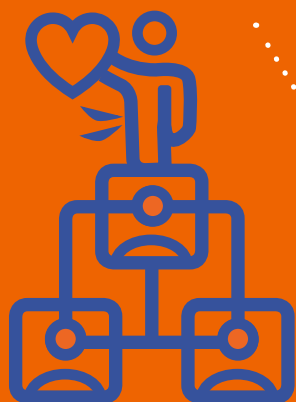
# Communities



for



# Change making



Collective Design and Innovation in the  
LCSI Impacton Series 2018/19

**PRODUCED BY** Lien Centre for Social Innovation

**DESIGNED BY** Garçon Design

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ISBN: 978-981-14-4730-3

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## About the LIEN Centre for Social Innovation

The Lien Centre for Social Innovation (LCSI), a partnership between the Lien Foundation and Singapore Management University (SMU), was established in 2006 to advance the thinking and capability of the social sector. Our mission is to catalyse innovative responses to social needs through applied research and capacity building in collaboration with the public, private and social sectors. LCSI contributes to a more equitable, inclusive and vibrant society by addressing social needs through innovative approaches. We also drive socially innovative

solutions by strengthening social sector organisations – through evidence-based research and programme evaluation, student attachments, training, capacity-building events and other approaches – so that they become influential and effective partners with business and government.



[lcsi.smu.edu.sg](http://lcsi.smu.edu.sg)



[socialspacemag.org](http://socialspacemag.org)



[facebook.com/LienCentreSMU](https://facebook.com/LienCentreSMU)

## ACKNOWLEDGEMENTS

The LCSI Impacathon series 2018/19 was made possible through the collective effort of a diverse community of changemakers, brought together by a partnership between Singapore Management University and Singapore University of Technology and Design. This community comprised various social purpose organisations, businesses, students, individuals, friends and members of the public who responded to the call to learn about and co-create innovative solutions that address social issues in Singapore. With contributions from

public, private and social sectors, this sandbox of hackathons for social good gathered not only good intentions, but also generated intellectual and social capital through the open sharing, discussions, ideation and solutions put forth by all participants. LCSI thanks the generosity of time and insights extended by our supporting partners, the funding support for the 2019 Impacthons from [Our SG Fund](#), and all the participants who made this series a meaningful bridge to translate evidence-based insights into community action.

## FOREWORD

The Lien Centre for Social Innovation believes in the power of ideas, and the translation of ideas into positive actions that can change people's lives for the better. These ideas need to be supported by evidence-based insights and the power of people coming together to experiment together. Exploring concepts, philosophies and intentions that serve as a foundation for meaningful ways forward can produce outcomes that have the ability to revolutionise how society tackles its various unmet social needs.

Between 2018 and 2019, we convened a series of four hackathons – innovative design and problem-solving events – dubbed “Impacthons”. Four diverse themes were selected based on compelling concerns: Food Justice, ‘Third Age’ Well-being, Youth and Artificial Intelligence. Participants were as varied as the topics: students, academics and professionals from the private, public and social sectors.

The Impacthons aimed to not only unpack challenging topics, but to also build awareness and equip participants with innovation methodologies such as design thinking that produce solutions for specific opportunities addressing these problems.

The results and stories of these impacthons convey new perspectives gained. People and systems are complex – but sometimes solutions can be remarkably down-to-earth. Sheila, a youth worker who participated in the Youth E<sup>3</sup> Impacathon was surprised at the fundamental need to be creative and flexible in coming up with ideas. “I learned that solutions may sometimes emerge out of the simplest things,” she explained.

Each Impacathon provided experts sharing on the topic, and conversations to consider and probe the issue. Also included were a crash course in design thinking as an innovation process by which to “hack” the problem, and the “hacking” itself to produce new insights and the co-creation of plans for action and prototyping. By the end of the Food Justice Impacathon, nine project teams had pitched an array of ideas for alleviating social isolation, encouraging sustainable food donations, providing nutritious food support, and distributing food efficiently. One of the teams continued to develop their idea on sustainable food donations after the Impacathon with the food support organisation Food from the Heart.

Our goal for these Impacthons was lofty: impart new knowledge and awareness of social issues and our ability to make a difference, equip participants with new skills to tackle the problems they are passionate about, explore how collaborating with others in new ways can generate fresh ideas, and harness energy and creativity to produce grounded, impactful solutions.

At the end of the day, our hope is that participants came away with renewed hope for the future – and how each of us can play a changemaking role to conceive and support innovative solutions that strengthen our communities and enrich the lives of neighbours and families.

**Christy Davis**

Executive Director

Lien Centre for Social Innovation

# 01

## FOOD JUSTICE

HUNGER IN A FOOD  
LOVER'S PARADISE

### DATE

15 & 16 Sep 2018

### TIME

9:30am – 7:30pm

### VENUE

SMU University Lounge

### OBJECTIVES

- Raise public awareness of local food justice issues
- Translate food insecurity report from research into community action
- Bring together social purpose organisations, corporates, community groups and the public to co-create solutions related to food justice

### KEY THEMES

- Food nutrition, affordability and community building
- Food waste vs food insecurity
- Food supply chain - transparency, traceability, sustainability
- Food science and innovation

### PARTICIPANTS

- Social purpose organisations and volunteers combating food insecurity
- Tertiary students
- Stakeholders in the food industry, e.g., food suppliers, wholesalers, retailers, etc.
- Community groups, start-ups and social enterprises innovating around food
- Members of the public interested to develop solutions to the problem around food insecurity and sustainability in Singapore

### MAIN ACTIVITIES

- Sharing of key research findings
- Expert keynote sharing and panel discussions
- Design thinking crash course
- Project work hours
- Pitching of Food Justice solutions
- Booths showcasing initiatives in food innovation
- Networking meals





# An Impaction for Food Justice



“Prior to the Impaction, I never thought that there were quite a number of Singaporeans facing food insecurity. I had assumed that food was accessible to everyone through the relevant means,” said Seet Yu Lian, an undergraduate at SMU.

Food security is a hot topic in Singapore.

As a country that [imports 90 percent](#) of its food, the island nation is extremely vulnerable to disturbances in food distribution. Factors like climate change, the growing global population, and unpredictable geopolitics and international relations could easily rock the boat.

To create more awareness on this issue and encourage community-driven solutions, [LCSI](#) at [SMU](#) mobilised a “Food Justice” Impaction on 15-16 September 2018.

The event was a gathering of leaders and young changemakers to talk about the rarely discussed issue of food insecurity in Singapore and turn those conversations into community action.



About a hundred representatives from food support organisations, community groups, corporates, universities, and the public attended. Organisations included [Bike Aid](#), [Red Cross Singapore](#), [Food From The Heart](#), [Y Waste](#), [Comcrop](#), and [Ugly Food](#).

## UNDERSTANDING FOOD INSECURITY IN SINGAPORE

The event kicked off with a sharing of key findings from LCSI’s research report titled “[Hunger in a food lover’s paradise: Understanding food insecurity in Singapore.](#)”

“Food insecurity,” as defined in the LCSI report, refers to the “lack of physical and/or economic access to sufficient, safe and nutritious food.”





The report surveyed 236 mainly low-income households in Singapore, as well as food support organisations, to get a sense of the state of food insecurity in the country – and it turned up some surprising results from the ground. Among those households surveyed for the research, 2.5% reported having total food security, while 18.7% were found to be experiencing severe food insecurity.

In spite of the fact that [Singapore topped the global index for food security](#) in 2018, the study revealed that Singaporean and Permanent Resident households have worried about having enough food, skipped meals or experienced hunger. Some potential reasons highlighted by the report were chronic health conditions, insufficient income and mobility challenges.

“Prior to the Impactthon, I never thought that there were quite a number of Singaporeans facing food insecurity. I had assumed that food was accessible to everyone through the relevant means,” said Seet Yu Lian, an undergraduate at SMU.

## RISING TO THE CHALLENGE OF FOOD INSECURITY

Other than accessibility, an important factor of food security is nutrition. Social service agencies (SSAs) explained that the food they donate to their beneficiaries may satisfy hunger, but may also lack the nutritional value to ensure good health and wellness.

“Our food [distributed to households] is barely enough,” said one representative from an SSA. “It’s basically just to help them to lighten their financial burden. The amount they save on food that we give, hopefully they can use the money for some other more pressing needs.”

It was this aspect of Singapore’s food landscape that prompted the challenge put forth in this Impactthon: how can the community tackle food justice issues based on the challenges shared by the food support organisations?



Throughout the two-day Impactthon, participants formed project groups to come up with innovative solutions. They were engaged through design thinking workshops, enriching panel discussions, information booths by local organisations, and sharing sessions in which various experts contributed perspectives and food for thought.

Some notable speakers included Nichol Ng, co-founder of [The Food Bank Singapore](#), an organisation that redistributes food to over 200 non-profits, and Ankit Chopra, a Cordon Bleu-trained social entrepreneur and founder of [Eat Me Chutneys](#).

## WORKING TOWARDS SUSTAINABLE SOLUTIONS

By the end of Day 2, nine project teams had pitched their solutions to alleviate social isolation, develop sustainable food donations, provide nutritious food support, and distribute food efficiently. One of the teams even continued to develop their idea on sustainable food donations after the Impactthon with food support organisation, Food from the Heart.

All in all, the Impactthon was deemed to be a huge success with the event receiving a lot of positive feedback and even exceeding the expectations of participants.

“I think we take things for granted and assume that food is affordable or that charities are present to help the lower-income groups because we live in a first-world country,” said Fang Xinyan, the founder of [YoRipe](#). It was clear that many participants went away with fresh insights on Singapore’s food situation and perhaps ideas of how change can take place on both individual and collective levels.



# An Entrepreneur's Perspective on Singapore's Food Insecurity



**"I believe the environmental impact of food wastage is particularly serious for Singapore because we are privileged to have an abundant choice of high-quality food even though we import over 90% of it."**

Singapore is renowned as a food lover's paradise and ranked as the most food-secure nation on the 2018 [Global Food Security Index](#). However, according to [research conducted by LCSI](#) which surveyed 236 mainly low-income households and 35 food support organisations, food insecurity still exists among certain segments of society.

To shed some light on this issue, LCSI organised an Impactionth themed "Food Justice" in September 2018 as a way to gather like-minded individuals and organisations to discuss the topic of food waste, food security and food sustainability.

We caught up with one of the attendees, Fang Xinyan who is the founder of [YoRipe](#), a personalised cooking and grocery mobile app that helps busy Singaporeans cook healthy, stress-free meals.

Prior to the Impactionth, Xinyan had no knowledge about the different food-related issues the country was facing. But after attending the event, she was given a renewed sense of purpose for her own business and is exploring solutions she can apply to her start-up in the hopes of transforming the groceries and fast moving consumer goods industry.

Here's what she had to share about her experience at the Impactionth.

**What key issues about food insecurity do you resonate with the most?**

Food wastage and the lack of nutritional food.

I believe the environmental impact of food wastage is particularly serious for Singapore because we are privileged to have an abundant choice of high-quality food even though we import over 90% of it. That means that, in addition to the environmental burden that food waste causes (e.g., methane gas, space for landfills), we're wasting all the resources used to produce, distribute and market food products whenever we throw away something that is edible. Our nation's food waste was 791,000 tons in 2017 – think about the carbon footprint!

With regard to the lack of nutritional food, I think this is particularly challenging for families because processed food and junk food tend to be cheaper, so I see a vicious cycle of the lower-income group consuming these less nutritious or healthy foods, which may cause them to be more prone to health issues. This, in turn, would incur medical expenses that add greater stress to their financial situation.

**Why do you think food insecurity isn't something more commonly brought up?**

I think we take things for granted and assume that food is affordable or that charities are present to help the lower-income groups because we live in a first-world country.

**How do you think everyday citizens can do their part to combat food insecurity?**

Being aware that each decision we make on what to eat, where to eat, and who to buy from can make a positive impact on the food supply chain and combat food insecurity.



**What was your favourite portion of the Impactionth's agenda?**

The group hackathon where we got the chance to define a specific problem statement. We are often excited to work on the solution but the key is to identify what the problem is and whom we want to benefit.

The panel session was my favourite part of the Impactionth as well because of the speakers from [Food Bank Singapore](#), [Food from the Heart](#), and [Foodscape Collective](#). The discussion was helpful for me to understand how each stakeholder contributes and what issues they face.

**What were some key learnings or insights you took away from the event?**

Consumer behaviour has an important impact on the balance of the fresh food supply chain. If we're willing to eat what's in season and go for the less good-looking produce, it can help reduce waste in farms.

**Did participating in the Impactionth challenge affect the way you approach food?**

I respect the people who work in the food industry even more. I will continue to advocate for less food waste and encourage more nutritional eating whenever I can.

# 02

## ‘Third Age’ Well-Being

CARE WHERE YOU ARE

DATE	TIME	VENUE
10 & 11 Nov 2018	9:30am – 7:30pm	SMU University Lounge

### OBJECTIVES

- Raise public awareness of the social isolation, financial deprivation and physical challenges of ageing
- Translate elder care report from research into community action
- Bring together social purpose organisations, corporates, community groups and the public to co-create solutions related to health services delivery

### KEY THEMES

- Elderly care
- Long-term chronic illness
- Palliative care
- Caregivers

### PARTICIPANTS

- Social purpose organisations and volunteers seeking to improve the quality of health services delivery
- Tertiary students
- Community groups, start-ups and social enterprises innovating around health services delivery
- Members of the public interested and passionate about innovation and elderly well-being

### MAIN ACTIVITIES

- Sharing of key research findings
- Expert keynote sharing and panel discussions
- Design thinking crash course
- Project work hours
- Pitching of Third Age Well-being solutions
- Booths showcasing work in health services delivery
- Networking meals





# The Third Age: Empowering Seniors, Caregivers and Other Stakeholders Through Innovation in Health Services Delivery



“Many times, technology is the easy part,” shared Gillian Tee, CEO and co-founder of Homage. While it is an enabler, she concluded that innovators “should spend more time understanding the users instead, and work on a problem that is closely related to them.” Only by doing this can changemakers truly bring about changes that ignite hope for the future.

The Third Age, often considered to be [the golden years of adulthood](#), also marks the onset of age-related illnesses that affect one’s physical, emotional and cognitive development. Today, this span of time is considered to begin at age 65.

People who enter this age span often, but not always, encounter a decrease in their social, financial and familial responsibilities. Along with more adequate resources and relatively good health, this Third Age can be seen as an opportunity for self-fulfillment and personal satisfaction.

As people live through this portion of their life, it becomes more important to manage the healing and proper treatment of illnesses that arise. Older adults can be empowered to do this through practical methods of treatment, mobility devices and preventative healthcare.

[LCSI](#) sought to bring together community groups, passionate young changemakers, advocates and members of the community from a variety of backgrounds in this “Third Age Well-being” Impactthon to address concerns that older people face. This multi-sector event was held over 10–11 November 2018 with the hopes of helping participants experience the benefits of design innovation methodology when solving or managing such concerns.



## SHARING INFORMATION AND GUIDANCE BETWEEN STAKEHOLDERS

Associate Professors Elaine Ho and Shirlena Huang from the [National University of Singapore](#) opened the event, sharing the highlights of a research publication that was commissioned by the [Lien Foundation](#). The publication, “[Care Where You Are](#)”, looks into the landscape of care services in Singapore.

Attendees then participated in a design thinking crash course that introduced guidelines and toolkits for better understanding of stakeholders – including various social service agencies – and the problems they faced. Each team was given time and resources to understand a given problem statement. After discussing the problems in groups, participants formed teams according to specific interests and purposes. Mentorship was also provided by industry experts and leaders to give guidance to teams on ideation and conceptualising solutions.



## APPLIED DESIGN THINKING LEADS TO TANGIBLE SOLUTIONS

The Impactthon resulted in a number of promising ideas pitched by the various teams. One of the most notable solutions came from Team Tello, a group of students from the [Singapore Management University](#) (SMU) and the [Singapore University of Technology and Design](#) (SUTD). Team Tello proposed a communication software tool for paralytic patients and their caregivers.



After catching the attention of the judging panel and receiving further guidance, they continued to develop their minimum viable product (MVP) following the Impactthon. Five months later, they won the [Create4Good Challenge](#)\* and bagged the [S\\$50,000 grand prize](#). LCSI nominated Team Tello for the [Enactus](#)<sup>^</sup> Singapore National Championships where they won first place and a spot to represent Singapore at the [Enactus World Cup](#) in San Jose, California, in September 2019.

## NEW PERSPECTIVES FOR A WIDE RANGE OF ATTENDEES

Isabel Lim was a 45-year-old housewife who attended the Impactthon with her nine-year-old son in the hopes of meeting like-minded people and brainstorming together. They were some of the passionate and committed participants of the Impactthon's numerous sessions over the two days, adding to the richness of ideas and solutions.

"For me, well-being is about mobility, sufficient life savings, good health, and most importantly, time with those who care," Isabel shared.



She believes that many seniors are now left on their own because couples today are having fewer children. In some cases, caregiving may be outsourced to domestic helpers, day centres or nursing homes.

"We need to look into improving the quality of life of the seniors," said Isabel. Companies like [ProAge](#), she mentioned, are creating enrichment programmes for older people and helping to create social impact in the quality of life for disadvantaged seniors. At the same time, she believes that caregivers need to be supported as well.

She enjoyed listening to experts like Theresa Lee, Deputy CEO at [Alzheimer's Disease Association](#), and Gideon Chew of [Caregivers Alliance Limited Singapore](#), and found their sharing of insights at the Impactthon a valuable opportunity to learn about preventative measures in the care for older people and their caregivers.

"I also liked the start-up called [Xiohoo](#). They're teaching seniors how to use their phones so that they can stay connected with their loved ones in a digital age," Isabel explained. "This way, they aren't left behind in Singapore's efforts to become a smart nation."

\*The Create4Good Challenge is a social initiative by the late philanthropist Mr Kwek Leng Joo. It encourages students across SMU and SUTD to collaboratively apply their strengths in entrepreneurship and technology, and create smart and sustainable solutions to address social needs.

<sup>^</sup>Enactus is the world's largest experiential learning platform dedicated to creating a better world while developing the next generation of entrepreneurial leaders and social innovators. It is a global non-profit and community of student, academic and business leaders committed to using the power of entrepreneurial action to transform lives.



## PROMISING HOPES FOR THE FUTURE

The event wrapped up with a panel discussion around the entrepreneurial journey of innovating in the healthcare delivery space, with speakers from [raiSE Singapore](#), [SMU School of Information Systems](#), and [Homage](#), which is also an alumnus of the [Create4Good Challenge](#).

"Many times, technology is the easy part," shared Gillian Tee, CEO and co-founder of Homage. While it is an enabler, she concluded that innovators "should spend more time understanding the users instead, and work on a problem that is closely related to them." Only by doing this can changemakers truly bring about changes that ignite hope for the future.



# A Community Leader's Perspective on Improving Support and Inclusivity For Seniors



“People with dementia need supportive communities and networks, which include service providers, caregivers, neighbours, family members, and all they interact with on a daily basis.”

A [headline from Business Insider Singapore](#) reads, “82,000 people in Singapore today have dementia – and three in four feel ashamed and rejected because of the illness”. These numbers, [shared in a joint study](#) conducted by [SMU](#) and the [Alzheimer's Disease Association](#) (ADA), show that the challenge Singapore faces is twofold: we must provide caring treatment and build a more inclusive environment for those who live with the disease.

The study also found that 56% of the public surveyed rate themselves low in dementia knowledge. To increase awareness of dementia and other

issues people may experience as they age, [LCSI](#) organised the “Third Age’ Well-being” Impaction on 10-11 November 2018. This two-day event discussed topics like elderly social isolation and financial deprivation, policy constraints, and difficulties that older people with disabilities face.

We had a chance to speak with Theresa Lee, Deputy CEO and Head of Centre-Based Care at ADA. Theresa was a panelist at one of the Impaction sessions, and shared her perspective on how Singapore may be able to better support those with dementia.

This is what she had to share about her experience at the Impaction.

## What do you think well-being means for seniors?

For seniors, well-being is about being healthy, having a positive outlook on life, and being able to continue to enjoy life and pursue their interests and be respected with dignity. Many elderly people value physical and mental health, and want to avoid being a burden to their families.

## What type of care do people with dementia need?

Care for those with dementia requires a person-centred approach. We must value them as persons and individuals, see the world from their perspective and provide the support that they need. Quality care will translate to improved well-being and integration into society. People with dementia need supportive communities and networks, which include service providers, caregivers, neighbours, family members and all they interact with on a daily basis.

## How will dementia in Singapore change in the future?

The number of people with dementia in Singapore will increase from the current 82,000 to 103,000 by 2030. Such a projection has prompted facilities in the community to become more dementia-friendly by improving accessibility and increasing healthcare staff.

Communities are becoming more aware and trained in understanding dementia. Fortunately, mental health is becoming less stigmatised, and individuals are learning how to communicate more effectively with

those with mental disorders. We are also seeing an increase in support services for caregivers to enable them to cope with caregiving and provide care to their loved ones in their home environment for as long as possible.

The [Health Promotion Board's](#) Active and Healthy Ageing programmes facilitate well-being through physical health whilst the [Agency for Integrated Care's](#) community mental health care network of services supports seniors to live well in the community.

## What were some of the key learnings or insights you took away from the event?

It is heartening to know that the community, especially youth and young adults, are being engaged and given a platform to participate and contribute to the dementia cause. We believe the Impaction event is crucial to building a dementia-inclusive community and reducing the social stigma around dementia.



# 03

## Youth E<sup>3</sup>

ENGAGEMENT, EDUCATION,  
EMPOWERMENT

### DATE

25 & 26 May 2019

### TIME

9:30am – 7:30pm

### VENUE

SMU University Lounge

### OBJECTIVES

- Strengthen youth engagement by building resilience in their communities
- Develop youth ownership and leadership through capacity-building programmes and initiatives
- Provide opportunities for youths as change agents to impact their own lives and the lives of others in their communities

### KEY THEMES

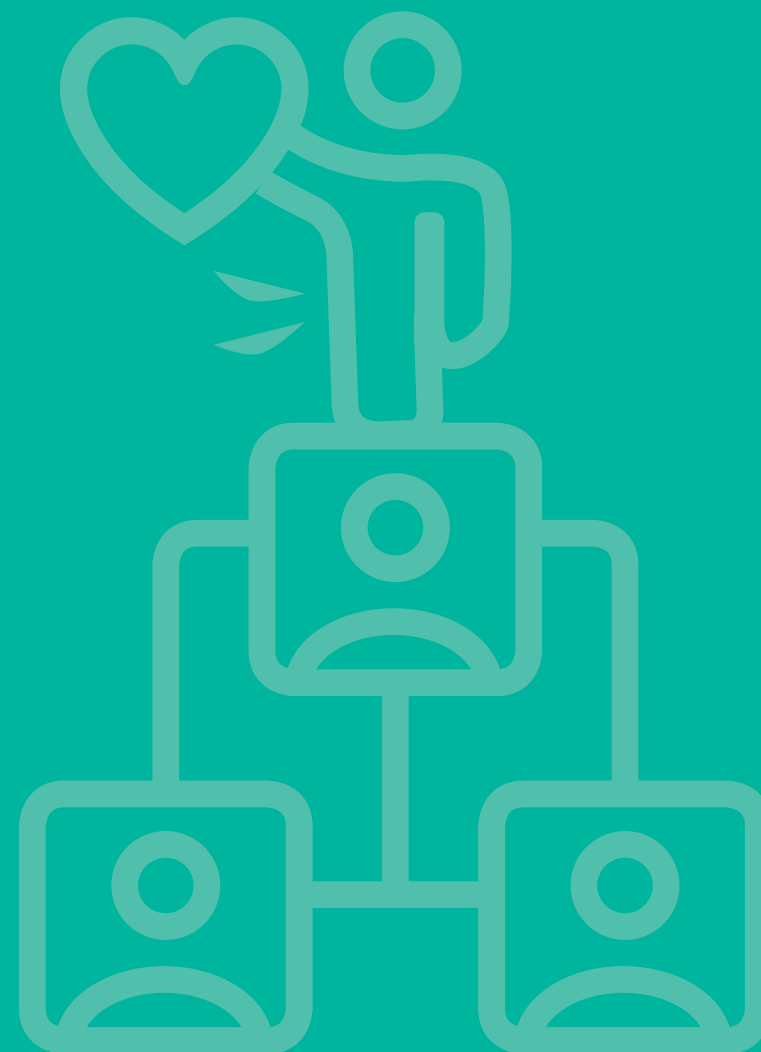
- Youth engagement
- Youth education
- Youth empowerment

### PARTICIPANTS

- Social purpose organisations and volunteers working on youth initiatives
- Tertiary students
- Community groups, start-ups and social enterprises working with the youth population
- Members of the public interested to galvanise the youth population for positive social impact

### MAIN ACTIVITIES

- Sharing of key research findings
- Expert keynote sharing and panel discussions
- Breakout conversation sessions
- Design thinking crash course
- Project work hours
- Networking meals





# Engagement, Education and Empowerment: Helping Youths to Solve Their Own Problems



Don't rush to build a solution that you think they want – do the groundwork to determine if it is what they actually need.

Many consider our 30s to 40s to be the most important years of our lives. In fact, our adolescent years are just as critical – if not more so – as they can determine whether we ever hit our fullest potential or not. Previous research presented at a [Society for Neuroscience](#) meeting in 2012 [reported](#) that the adolescent brain “is literally shaped by experiences early in life.”

On 25-26 May 2019, [LCSI](#) held an Impactthon on the engagement, education and empowerment of youths that brought together social

innovators, changemakers, thought leaders and youths from various backgrounds to tackle youth-centric concerns. The goal was to allow participants to experience using design thinking to identify and reframe innovation opportunities, as well as to network and learn from like-minded individuals.

At the start of the event, LCSI shared some pertinent findings from their study, commissioned by Caritas Singapore in 2018, which investigated the needs of at-risk youth from the perspectives of social service



providers and the youths themselves. Over 8 months, 21 staff from social service agencies across Singapore, as well as 45 youths who accessed their services, were interviewed as part of this study.

## FACTORS TO CONSIDER IN FORMULATING SOLUTIONS

Chen Jinwen, who works on programmes and research at LCSI, shared overarching themes from the study that she believes youth workers should note when considering problems and solutions:

- Balance the finite resources and time you have with the needs of the youths
- Don't rush to build a solution that you think they want – do the groundwork to determine if it is what they actually need
- Doing together, going together: journey together with the youths

With this foundation in mind, participants at the Impactthon organised themselves into three groups to share some of the problems they believed Singaporean youths were facing. Based on the common issues identified, they then formed teams to figure out exactly what idea they wanted to pursue.







“This taught me to be more open-minded, and to look beyond cultural and societal norms.”

Ryan Ho, who is currently in National Service, particularly enjoyed the brainstorming session as his group was able to identify a pain point which is “typically” a conservative topic. “This taught me to be more open-minded, and to look beyond cultural and societal norms,” he explained.

His group’s pitch zoomed in on the lack of sex education in Singapore, which they felt was currently “vague and too focused on abstinence [which was] not practical to apply in real life.” Their goal was to create a solution that would help youths to better connect with the issue and acquire a clearer understanding of it.

After participants learned the importance of understanding their audience and potential users through a crash course in design thinking, they also got an insider’s look into the inspiring work of [REACH Community](#)

[Services](#) and [Enactus Singapore](#) via Joe Chan and Khor Qian Yi, respectively.

## EMPOWERING YOUTHS TO SOLVE PROBLEMS

In between sessions, the teams were also hard at work putting together their presentations in preparation for the pitching segment of the Impactthon. Ultimately, Ryan’s project (named Taboo) emerged as one of the two teams that the panel of judges thought had most potential.

The other team, called Peer Tutor, was presented by a boy who was still in primary school and “was able to articulate the benefits of peer tutoring well, and demonstrate the feasibility of this idea,” said Tan Hwee-Xian, Assistant Professor of Information Systems at SMU and a member of the judging panel.



At the end of the day, Dr Tan left the Impactthon feeling extremely positive about the future of social innovation amongst the younger generation. “We are changing from the conventional perspective of letting the adults solve all the problems in the world, to empowering youths to solve their own problems,” she explained. “The latter is indeed a far better approach. I think we are all too happy to have youths as part of the solution.”

To round things up, participants were treated to a panel discussion comprising representatives from [Beyond Social Services](#), [YSI Southeast Asia](#), [National Youth Sports Institute](#), and national athletes from Team Singapore. The conversation revolved around helping youths to take back ownership of their lives, with panellists sharing insights from their own areas of work and past experiences.

## LIVING IN THE PRESENT, LOOKING TO THE FUTURE

A common piece of advice that emerged from the discussion was that of looking towards the future. Former pro footballer and sports entrepreneur R Sasikumar shared how he managed to break out from his “poor” mentality because of a teacher who saw him for what he could become and told him, “one day you will be something.”

Similarly, Beyond Social Services community worker Izzaty Ishak recommended asking the youths the question, “What do you want to change in this world?”

“You’ll be surprised by the answers you’d get,” she concluded with a smile.



# At Boys' Town, Social Workers Expect the Unexpected



“I learned that solutions may sometimes emerge out of the simplest things.”

“Expect the unexpected,” was Programme Supervisor (Youth Worker) Sheila Selvaraju’s answer when asked about a typical day of work at [Boys’ Town](#). One day might be “a rollercoaster... lots of vulgarities and breaking down,” while another might be a lot more “chill, just like a home.” Imagine a group of adolescent boys running around and living together in a shared space, and this might not seem very surprising to you. A charity founded in 1948, Boys’ Town equips vulnerable children and youth with skills to become socially integrated, responsible and contributing members of society through various programmes.

At the Youth E<sup>3</sup> Impactthon organised by [LCSI](#) in May 2019, Sheila discovered a world of social enterprises and campaigns that she previously was not familiar with, as well as changemaking processes that she might be able to use and implement in the future. The need to be creative and flexible in coming up with ideas was another insight that Sheila gained from the event.

“I learned that solutions may sometimes emerge out of the simplest things,” she explained.



What type of programmes does Boys’ Town have for youths?

Boys’ Town programmes and services can be grouped into the following:

- Residential Services
- YouthReach (youth outreach)
- Boys’ Town Fostering Services
- Sanctuary Care
- Safe and Strong Families – Reunification
- Clinical Intervention Centre
- Boys’ Town Adventure Centre

Residential Services is one of our biggest services, acting as a shelter for vulnerable children and youth. As part of the Residential Services programme, we plan and conduct outdoor, recreational, service learning, leadership and sports intervention activities.

We also have our own Boys’ Town Alternative Schooling to cater to youths who may not be attending school temporarily. On a daily basis, we have interest groups like basketball, running, soccer and a media club to keep them engaged. Tuition is also provided for our boys by volunteers.





### Why did you choose to work at Boys' Town?

I have always wanted to work with youths, and being in a residential setting at Boys' Town gives me the chance to work directly with them. This role allows me to engage the youths and have longer contact time, unlike Social Work Associates who focus more on case management. I believe many important skills cannot be taught in class, and need to be developed through experience.

### What does a typical work day look like for you?

A typical work day will revolve around ensuring discipline, engagement and supervision of the boys – in other words, their physical and emotional well-being. A day at work can sometimes be like a rollercoaster, especially when the boys have a lot of energy, leading to incidents where it is not uncommon to hear lots of vulgarities or witness them breaking down. On other days, it can be quite chill, just like a home. “Expect the unexpected” is a phrase I'd use to describe some of the days.

### In your experience, what are the main issues youths are facing in this day and age?

The main issues are usually peer pressure and the need to find an identity, thus leading to unhealthy peers or habits and lifestyle. The media is a strong influence on the youths, adding pressure to fit in and conform. Other issues include the changing dynamics in their families, causing some youths to develop



“The main issues are usually peer pressure and the need to find an identity, thus leading to unhealthy peers or habits and lifestyle.”

at-risk behaviours or be affected emotionally or psychologically.

### Share some success stories that you've witnessed at Boys' Town so far.

I feel that Boys' Town provides not only security, but also the teaching and development of many useful life skills and qualities. I used to work with an intelligent and strong boy who had the habit of using his strength to overpower some of the other boys. However, after getting to know him better, I realised he was actually a very nice boy who simply did not like things being “unfair.”

Through my conversations with him, and slowly trying to change his mindset to get him to see the perspective of others and manage his emotions better, the boy eventually used his strength to help other boys. In a short span of about a year, I witnessed a great change in his behaviour. This is my favourite story here at Boys' Town.

### What are some of the challenges or difficulties you face in your line of work? How do you overcome them?

To me, working with boys who come from disadvantaged and disengaged families is a challenge. How we communicate with them and how things are done in general must be very different. It takes a lot of patience and more effort to accommodate, reach out to and engage these boys,

possibly because the process must be conducted at a slower pace.

### What motivates you to keep doing what you're doing?

I always tell myself what I am doing here is not an easy job, and not everyone can do it. So if I can do it and add meaning to someone's life, why not? This working experience is a rare opportunity to learn as we teach – and gain as we give.

### What did you learn or gain by participating in the Impactthon?

I think it boosted my confidence and knowledge. I used to be curious about starting my own online business. Being part of the Impactthon extended my knowledge about social enterprises and campaigns, as well as changemaking processes. Meeting the other participants was enjoyable and I learned a lot from them. It was definitely a valuable experience that encouraged me to think out of the box and dream big while giving back.

### Did participating in the Impactthon change or influence the way you approach your work at Boys' Town?

I think it encouraged creativity and the mindset of not putting down any idea prematurely. I learned that solutions may sometimes emerge out of the simplest things, and that having no issues does not mean that change is not needed.

# 04

## Artificial Intelligence

UNLEASHING THE POWER  
OF ANALYTICS FOR IMPACT

DATE	TIME	VENUE
19 Oct 2019	9:30am – 5:00pm	SUTD Lecture Theatre 5

### OBJECTIVES

- Demystify AI and the power of data analytics
- Explore common ground between the social service industry and technology evangelists
- Discuss the power of analytics and AI as enablers to amplify social impact
- Share and discuss existing use cases in Singapore, APAC and beyond

### KEY THEMES

- Food sustainability
- Sustainable finance
- Healthcare applications

### PARTICIPANTS

- Social purpose organisations and volunteers exploring opportunities to apply technology for social good and impact
- Tertiary students
- Community groups, start-ups and social enterprises interested in data analytics
- Members of the public interested to know more about and apply technology for social good

### MAIN ACTIVITIES

- Expert keynote sharing and panel discussions
- Design thinking crash course
- Project work hours
- Networking meals





# Unleashing the Power of Data Analytics and Technology for Social Good



“The current food system is at a tipping point for change,” Wei Chien shared with us after the Impaction.

With its potential to improve business productivity on a massive scale, the buzz around Artificial Intelligence (AI) has been tremendous of late. Research and advisory firm Gartner [forecasts](#) that in 2021, AI will help generate US\$2.9 trillion in business value and 6.2 billion hours of worker productivity.

Apart from its economic benefits, people have also pondered the possibility of using AI to further social good. To spark off discussions on this issue, [LCSI](#) ran

an Impaction with the theme “AI: Unleash the Power of Analytics for Impact” on 19 October 2019.

This event brought together multi-sector stakeholders including tertiary students, social service agency representatives, technology advocates and practitioners, and others. Organisations at the Impaction included food conglomerate [Cargill](#), entrepreneurship non-profit [Enactus Singapore](#), caregiving platform [Homage](#) and food management platform [YoRipe](#).

## APPLICATIONS IN FOOD AND ENVIRONMENTAL SUSTAINABILITY

The Impaction commenced with a talk by Cargill on food sustainability. Food Ingredients and Bio-Industrial (FBI) Enterprise Customer Sales Director Roy Tharakan and Asia-Pacific Audit Lead Yoong Wei Chien shared about Cargill’s efforts to ensure the sustainable rearing of animals and crops for food.

For example, the company’s [BeefUp Sustainability Initiative](#) engages producers, customers and innovators across key areas of grazing management, feed production, innovation and food waste reduction.



Coupling this with the adoption of AI and machine learning, the company has set a 2030 goal to cut greenhouse gas emissions across its North American beef supply chain by 30%.

“The current food system is at a tipping point for change,” Wei Chien shared with us after the Impaction.

Expressing a belief that change has to happen at both the grassroots and institutional levels, she added, “Education and awareness are key in driving ground-up changes; hence, I take every opportunity to share and promote awareness around food sustainability, and possibilities of technology and innovation for a secure food future.”





## INCORPORATING AND MEASURING SUSTAINABILITY

The next sharing was by Khor Qian Yi, CEO of Enactus Singapore. Qian Yi gave the Impactthon participants a brief overview of the sustainable finance landscape, explaining the concept of measuring an investment's sustainability according to environmental, social and governance (ESG) criteria.

She also emphasised that corporate social responsibility (CSR) was not the same as sustainability. Describing CSR as carving out a portion of funds to give back to society in contrast to actually doing sustainable business, Qian Yi expressed her view that CSR "is good to have, but increasingly we hope that companies can incorporate sustainability into their business."

## LEARNING FROM CASE STUDIES

To round things off for the morning, data science consulting firm [DataKind SG](#) held a showcase workshop, "Analytics and Data Technology for Social Good". The firm presented three case studies to the audience with real examples from their previous work. They also shared key challenges facing the application of data analytics, as well as recommendations in response to those challenges.

From the workshop, participants learned that some of the common challenges faced by various social service agencies include having limited expertise in data analysis and the need to protect personal data in their possession. DataKind SG also shared key insights and considerations on how to tell stories with data.



One team explored how they could leverage user and website data to increase the success of campaigns launched on the online giving platform [Giving.sg](#)... another team looked into using data to reduce the caseloads of the legal pro bono organisations, [Community Justice Centre](#) and the [Law Society Pro Bono Services Office](#).

## THE INTELLIGENT USE OF DATA FOR SOLUTIONS

Armed with insights from the talks, the participants split into teams after lunch to brainstorm ways that AI, data and technology could be used to improve the operations, as well as extend the reach, of social purpose organisations.

One team explored how they could leverage user and website data to increase the success of campaigns launched on the online giving platform [Giving.sg](#). After combing through the data, the team discovered that an overwhelming 95% majority of Giving.sg's users were donors instead

of volunteers. From this finding, the team suggested that organisations might experience greater success sourcing for donations instead of volunteers through the [Giving.sg](#) platform.

Meanwhile, another team looked into using data to reduce the caseloads of the legal pro bono organisations, [Community Justice Centre](#) and the [Law Society Pro Bono Services Office](#). Entrusted with around ten years' worth of case data, the team worked to pinpoint common questions and issues faced by users seeking legal help. Such identified trends could then facilitate the building of a chatbot or a Frequently Asked Questions (FAQ) section for users to have their questions addressed without seeing a lawyer.

## SAFEGUARDING DATA PRIVACY

Over the course of the discussion, a common issue participants encountered was the need to keep personally identifiable data confidential while harnessing the power of data. As a result, they had to take steps to redact such data before conducting their analyses.

This allowed participants to learn a valuable lesson: while privacy issues arise in the use of technology and data, such issues can be managed and should not be seen as a hindrance to the cause of furthering social good.



# Enabling Youths to Solve Social Challenges — With the Help of AI



We look to support youths in their journey to be social entrepreneurs.

The dawn of artificial intelligence (AI) is upon us and there is no turning back. Far from being subjugated by machines, however, society looks set to benefit greatly from embracing AI.

And not just on the economic front either: management consulting firm [McKinsey](#) proposes that AI could also be [applied to create social good](#), and help further all 17 of the [United Nations' Sustainable Development Goals](#) as we strive for a more sustainable future.

To encourage further exploration of such possibilities, [LCSI's](#) final Impactthon of 2019, held in October at the [Singapore University of](#)

[Technology and Design](#), embraced the theme “AI: Unleash the Power of Analytics for Impact.”

During the Impactthon, CEO of entrepreneurship non-profit [Enactus Singapore](#) Khor Qian Yi delivered a presentation on sustainable finance to the event participants. We spoke with Qian Yi and Geraldine Lam, Deputy CEO of Enactus Singapore, to get their thoughts on the Impactthon.

**Tell us more about Enactus Singapore.**

Enactus Singapore is ASEAN's first youth-centric organisation focused on social entrepreneurship and innovation that will catalyse socially



The Impactthon was a meaningful event to share more about sustainable finance and impact investing. The youth are the leaders of the future and it is important to share more about how what we finance can steer us towards a more sustainable world.

**Which aspect of the Impactthon did you enjoy the most?**

Looking at the youths come together to learn and hack for a good cause over the weekend was heartening to see.

For example, some of the participants were working on existing solutions related to youth-at-risk and were asking specific questions on how they can multiply their impact through technology.

It is important for like-minded youths to come together to share their ideas and passion to solve some of society's toughest social challenges. We're happy to be one of the supporting organisations as we believe in the importance of having a community of young leaders and social entrepreneurs to support and learn from each other.

driven projects and businesses, build a pipeline of young passionate leaders and kickstart innovation-building efforts for synergistic impact organisations.

We provide programmes and initiatives to enable youths to scale their social entrepreneurship projects to the next level. Our network of corporate, non-profit and education partners also helps to provide guidance and mentorship to these youths.

**Why did Enactus Singapore attend the Impactthon?**

We look to support youths in their journey to be social entrepreneurs. Further, we look to support the use of technology, such as AI, data optimisation and machine learning in the impact space to speed up and improve the quality of impact delivery. This is aligned to LCSI's aim of hosting the Impactthon.



# Impacthon Speakers

**DR ERWIN CHAN (TA)**  
*[raiSE](#)*

Erwin has a PhD in biomedical research and is interested in seeing systemic transformations in healthcare. During his postgraduate days, Erwin led medical and dental teams to Cambodia and facilitated social innovation projects in Indonesia and Australia. In 2012, Erwin co-founded a medical device start-up that focused on developing solutions for chronic pain management. After failing, he became interested in understanding how the entrepreneurial experience can enrich the personal leadership journey. Erwin was part of the team that won first place at the MIT Entrepreneurship Bootcamp in 2016. He is a Certified Instructor for “Disciplined Entrepreneurship” for new venture creation. Erwin has taught in universities and polytechnics and he volunteers as a mentor in developing children and youths holistically.

**JOE CHAN (YE)**  
*[REACH Youth Services](#)*

In his youth, Joe had witnessed and experienced the power of having SOMEONE in his life to guide him. Today, he is doing the same by passing on this baton to many others. A social worker for the past 14 years at REACH Community Services Society specialising in working with children and youths in the community, Joe enjoys the challenges and thrills of this work. He started as a case worker overseeing individuals, families and programmes. Today, he heads REACH Youth Services. REACH’s team of social workers, counsellors and youth workers reaches out to over 500 youths every month all over Singapore through its holistic services and programmes.

**RAYMOND CHAN (AI)**  
*[DataKind Singapore](#)*

Raymond is the principal data scientist at the Tao of Shop. As part of a start-up applying agile methodology, he works with a number of software engineers to fully integrate his algorithms into production systems with

little hierarchical bureaucracy. His primary expertise is in building mathematical models for decision making during movement which he developed as a postdoc at Baylor College of Medicine and as a PhD student at the Max Planck Institute for Mathematics in the Sciences. Raymond believes in the deliciousness of insects though he has not been able to convince others of this.

**JOE CHEN (FJ)**  
*[Glife Technologies](#)*

Joe Chen is Co-founder and Chief Commercial Officer at the farm-to-table start-up Glife Technologies. The company’s mission is to stabilise food supplies and prices in Singapore, by linking farmers with restaurant owners and consumers, aggregating and matching demand and supply. Glife received seed funding in 2019 from Global Founders Capital, the venture arm of Rocket Internet, and Silicon Valley-based 500 Startups. Prior to Glife, Joe held commercial roles in consumer-related MNCs. Joe is a 2013 graduate of SMU’s MBA programme.

**ANKIT CHOPRA (FJ)**  
*[Eat Me Chutneys](#)*

Ankit is an SAP specialist and consultant turned Le Cordon Bleu-trained and award-winning food social entrepreneur. After a short stint at L’Astrance, a Parisian restaurant consistently ranked among the 50 best restaurants in the world, he went on to found multiple food-related start-ups in London, Wellington and Sydney in the past few years. He has been making super delicious chutneys and pickles from fruits and vegetables saved across the city of Sydney, as well as conducting community cooking classes. He was invited to mentor at the Genesis Startup Programme at the University of Sydney and is a Social Entrepreneur-in-Residence at INSEAD.

**FANG XINYAN (AI)**  
*[Yoripe](#)*

Xinyan is Co-founder of YoRipe, Asia’s first AI-powered food management and social mobile app that offers personalised healthy recipes specific to each user based on factors like taste preferences, health goals, cooking skills, moods, and time. YoRipe also enhances retailers’ and FMCG brands’ access to offline purchase data and offers direct end-user engagements that drive higher conversion and loyalty.

**FOO ZHI CHUEN (TA)**  
*[Movinc](#)*

Zhi Chuen is the CEO and Co-founder of Movinc. He graduated from SUTD in Mechanical Engineering and is the lead designer of the Movinc Power Add-On. Movinc designs everyday mobility aids for persons with disabilities (PwD), enabling them to live life to the fullest. The Movinc Power Add-On is a compact and portable motorised device that is easy to use for seniors and PwDs, allowing them to increase their range of independent travel in urban environments like Singapore. The consequences of health and physical deterioration can leave an individual feeling fearful, useless or overwhelmed. Along with an increasingly ageing population across the world, Movinc is driven to resolve the physical and social needs of seniors, PwDs and caregivers.

**IZZATY ISHAK (YE)**  
*[Beyond Social Services](#)*

Izzaty engages and builds friendships within and with the community through creative methods such as drama, dance and visual arts. As a community worker, one of her key projects in Beyond Social Services is

leading The Community Theatre – a youth theatre group that consists of youths from both rental and purchased flat communities. The group believes in holding a space that advocates the voices of the disadvantaged through interactive theatre. With her strong belief in creating a space for vulnerability, empathy, support and friendship, Izzaty hopes that The Community Theatre continues to be a space where not only she can make a difference, but youth too can make a difference in one another’s lives and their community.

**KHOR QIAN YI (YE/AI)**  
*[Enactus Singapore](#)*

Qian Yi is the CEO and Country Lead of Enactus Singapore, the global organisation that is the world’s largest experiential learning platform dedicated to creating a better world while developing the next generation of entrepreneurial leaders and social innovators. She is a Senior Analyst at Quest Ventures, a leading venture fund for technology companies that have scalability and replicability in large internet communities. As Head of the Environmental, Social and Governance (ESG) initiative at Quest Ventures, Qian Yi supports a range of social good initiatives across Asia for female empowerment and youth entrepreneurship. She was most recently responsible for the successful launch of the National Youth Entrepreneurship Awards – Singapore’s highest accolade for young entrepreneurs.

**DR ANDREW KOH (AI)**  
*[SMU School of Information Systems](#)*

Andrew is the Senior Analytics Practicum Manager for SMU’s Master in Information Technology and Business (MITB) programme. His projects include behavioural analysis of customers and drivers in a taxi company, control tower flight safety information

analysis, and operational analysis of fault monitoring and incidents. Prior to SMU, he worked at Microsoft, National University of Singapore, PleoData and the NGO sector in Singapore and Cambodia.

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**EVELYN LEE (TA)**  
[\*Prospect Music Therapy\*](#)

Evelyn is a music therapist and Founder of Prospect Music Therapy. She is an avid researcher interested in community music therapy, dementia and the impact of music making in elderly as part of preventative mental health care. Her professional practice includes dementia, stroke rehabilitation work in acute hospitals, premature infants with complex needs in paediatric hospitals, and children with developmental delay in special schools, both in Australia and Singapore. Evelyn graduated from the University of Melbourne with a Master of Music Therapy and Bachelor of Arts (Music and Psychology), with a concentration in Neuropsychology. She has received advanced training in Neurologic Music Therapy and Music Psychotherapy of Guided Imagery and Music. She is also the immediate Past President of the Association for Music Therapy (Singapore).

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**LEE KAI YANG (YE)**  
[\*National Youth Sports Institute\*](#)

Kai Yang is the current Vice Captain of the Singapore Men's National Water Polo Team and two-time SEA Games gold medallist. He represented the nation at the 2014 and 2018 Asian Games, and at the 2015 and 2017 SEA Games where the team defended their undefeated gold medal streak. Kai Yang is a recent graduate of SMU's School of Accountancy where he was also a student ambassador for SMU and during his internship at Deloitte. Apart from juggling his training commitments and academic life, Kai Yang is a firm advocate of sports as a catalyst for change, which is why he spends his weekends coaching kids aged 7 to 15 as a way for him to pay it forward in a consistent and sustainable manner.

**THERESA LEE (TA)**  
[\*Alzheimer's Disease Association\*](#)

Theresa is Deputy CEO at the Alzheimer's Disease Association (ADA) in Singapore. She is a social worker by training and has been with ADA since 2001. Her career has largely been in social services and education. She holds a Master of Science (Dementia Studies) from the University of Stirling.

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**LIM CHONG JIE (AI)**  
[\*DataKind Singapore\*](#)

CJ is a strong believer of bringing together data scientists and non-profits to tackle challenges in Singapore and beyond. He is a trained educator who made the leap to the realm of data 5 years ago, first into market research working on sample design and optimisation, and now in a tech company working on experimental design, statistical modelling and optimisation. CJ is a volunteer leader with DataKind Singapore. Named one of Fast Company's 2017 Top 10 innovative non-profits, DataKind engages pro bono data scientists and leading social change organisations on projects that address critical humanitarian problems and drive the conversation about how machine learning and AI can be applied to solve the world's biggest challenges.

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**RICKY LIN (FJ)**  
[\*Life3 Biotech\*](#)

Ricky is the Founder of Life3 Biotech, a Singapore start-up focusing on innovative functional foods and beverages, through the use of natural plant-based ingredients, to address health concerns such as cardiovascular diseases, diabetes and osteoporosis attributed to poor nutrition and lifestyle habits. Life3's work on plant-based protein as an alternative to meat bagged multiple awards in food innovation competitions and has received recognition from international food technology media publications. Ricky actively contributes to the local and international community. From leading the West Coast-Ayer Rajah GRC Youth Executive Committee as Chairperson to serving as District Councillor to the Mayor

of the South East Community Development Council, Ricky believes in championing changes through innovation and collaboration in cross-disciplinary studies.

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**AMANDA NG (YE)**  
[\*National Youth Sports Institute\*](#)

Amanda is an Accountancy and Finance graduate from SMU, class of 2018. She has been an Olympian and a competitive sailor for the past 13 years, representing Singapore in the Rio 2016 Olympics, 2018 Asian Games, and the 2011 and 2015 SEA Games. Amanda exemplifies someone who marches to her own beat, and dares to pursue the path less travelled. She is an Audit & Assurance Associate at Deloitte Singapore and is training hard to qualify for the Tokyo 2020 Olympics.

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**NICHOL NG (FJ)**  
[\*Food Bank Singapore\*](#)

Nichol Ng co-founded The Food Bank Singapore, which aims to be the prevailing centralised coordinating organisation for all food donations, in 2012. The Food Bank Singapore re-distributes excess food to more than 200 non-profit organisations, reaching out to more than 150,000 underprivileged individuals in Singapore. Nichol is President of ONE Singapore which is dedicated to raising awareness and taking concrete actions to make poverty history. She is also Managing Director of FoodXservices Inc Pte Ltd, a leading food distributor in Singapore. Nichol was one of 10 honourees in The Peak magazine's The Peak Power List 2016.

**DR NG WAI CHONG (TA)**  
[\*Tsao Foundation\*](#)

Wai Chong is Chief of Clinical Affairs at Tsao Foundation. He is a practising community doctor, specialising in caring for frail seniors since 2000, when he began work as a home-visiting physician in Hua Mei Mobile Clinic. Over the years, he has contributed to the Foundation's efforts in the development of community aged-care systems and an active ageing framework. His research and practice interests include primary care for frail seniors, multi-disciplinary health teams, comprehensive needs assessment standards, elder abuse, end-of-life care, community-based dementia care, as well as community care management systems. He has also supported the development of government policies related to community-based long-term care, care integration, end-of-life care, elder abuse, primary care and silver industry standards.

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**PUI CUIFEN (FJ)**  
[\*Foodscape Collective\*](#)

Food has been an unexpected means for Cuifen to discover what it means to live sustainably. She gained deeper and new understanding on what being sustainable meant during her gap year in Australia. Returning to Singapore, her active citizenry has spanned from the neighbourhood level to the global policy space. She has started an edible garden with neighbours, and at least two environment-related social initiatives – Foodscape Collective and Singapore Youth for Climate Action. Cuifen's exploratory work with Foodscape has connected her with individuals across the food system and her current exploration includes collaborative work with farms, community growers, cooks, kitchens and food rescue groups. Cuifen is also a storyteller, facilitator and coach.

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**AI** AI for Good      **TA** Third Age Well-being  
**FJ** Food Justice      **YE** Youth E<sup>3</sup>

**R SASIKUMAR (YE)**  
**Red Card Global**

Sasi is the Founder and Group CEO of Red Card Global, Digital Republic and Sports Business Mentor. He is a former international footballer turned sports entrepreneur, angel investor, motivational speaker, TV presenter, marketing consultant to Fortune 500 companies, and most importantly a father of two wonderful boys. He created several businesses from scratch and sold them over the course of the last 15 years. With a strong background in marketing, sales and management, he started a sports marketing agency in 2005. Red Card Global, based in Singapore, grew from a single-man outfit to 40 strong in the region and became a multi-million dollar business which was partially acquired in 2016 by a Japanese corporation.

**SIM BEE HIA (FJ)**  
**Food from the Heart**

Bee Hia had served 13 years with the Singapore Hokkien Huay Kuan as its Secretary-General before joining Food from the Heart as CEO in 2018. At FFTH she channels her aptitude to convene diverse groups of people from the public and private sectors to support a worthy cause to benefit more people in need. After work hours, Bee Hia continues to give her time in community service. She was awarded the Public Service medal (PBM) in 2010 for her contribution as Chairman of both the Katong Community Centre Management Committee and Mountbatten Community Development and Welfare Fund Management Committee. She firmly believes in the power of giving back to society, even through simple gestures such as showing gratitude that can make a positive impact on someone's life.

**SAI SURYA (YE)**  
**YSI SEA**

Surya has a vision for a world with more sustainable and inclusive practices. A strong believer in Sustainable Development, he co-founded YSI SEA in 2017 to accelerate the pace of sustainable development in the region. YSI SEA is an entirely youth-led social

enterprise which empowers Southeast Asian youth to solve sustainability challenges with a measurable impact through providing passionate youth with the resources, frameworks, guidance and community needed to translate their passion into action. Surya is the Managing Director of YSI SEA, a regional chapter of YSI (Young Sustainable Impact) Global which is headquartered in Oslo, Norway. YSI uses the 17 UN Sustainable Development Goals as a framework to gather young talent from all around the world to develop impact start-ups.

**DARREN TAN (FJ)**  
**ComCrop**

Darren heads the Education and Community Outreach efforts at ComCrop, which is Singapore's first and only AVA-licensed rooftop farm. In his role, he ensures the continuity of knowledge to the next generation of farmers, while helping the farm remain relevant and supportive of the community in which they are located. In 2017, Darren was awarded the YSEALI (Young South East Asian Leaders Initiative) Professional Fellowship by the US Department of State, representing Singapore in a contingent from the region that spent 6 weeks in the US on an exchange focusing on environmental sustainability.

**DR TAN HWEE PINK (TA)**  
**SMU School of Information Systems**

Hwee Pink is an Associate Professor at SMU's School of Information Systems and the Academic Director of SMU-TCS iCity Lab. The SMU-TCS iCity Lab is a joint initiative between SMU and Tata Consultancy Services with the vision of building intelligent, inclusive and integrative societies through multi-disciplinary research and development efforts. SHINESeniors, or Smart Homes and Intelligent Neighbours to Enable Seniors, is the first pilot to introduce personalised services for active ageing-in-place that allows older people to live independently in their own homes and communities so that the need for institutionalised care will only be utilised when necessary.

**GILLIAN TEE (TA)**  
**Homage**

Gillian is the Co-founder and CEO of Homage, a senior home care solution that combines professional caregivers with smart technology to provide home caregiving to seniors, allowing them to age at home with grace, control and dignity. To date, Homage has provided more than 100,000 hours of home caregiving to seniors in Singapore and Malaysia, and raised over S\$7m from venture capital firms Golden Gate Ventures, Seed Plus, 500 Startups and grants from DBS Foundation, raiSE and the Singapore International Chamber of Commerce. Prior to Homage, Gillian co-founded Rocketrip, a Y-Combinator and Bessemer Ventures-backed travel tech start-up based in New York City and Silicon Valley that had raised more than US\$30m. Prior to Rocketrip, Gillian held various sales, business development, product management and technology leadership positions at Amazon and Accenture.

**ROY THARAKAN (AI)**  
**Cargill**

Roy is Director of Commercial Excellence and GTM, Food Ingredients Asia Pacific, at Cargill, and is based in Singapore. He is an Agricultural Engineer with a graduate degree in Food Technology and General Management. He has over 22 years' experience in managing the food ingredients business in the Middle East and Asia Pacific markets. Prior to Cargill, Roy had worked for International Flavours and Fragrances, Kerry Ingredients and Food Specialities Ltd in India, Middle East and Africa.

**TUNDE VIZSNYAI (AI)**  
**DatHappy**

Tunde is the Operations Manager at DatHappy, a social enterprise incorporated in Singapore that provides hassle-free solutions to begin or improve the data analytics journey of its clients. DatHappy offers high-level consulting at CxO level, typically to help them with their data strategy, and runs a "Data for Good" project factory.

**YOONG WEI CHIEN (AI)**  
**Cargill**

Wei Chien is the Audit Lead Asia Pacific at the diversified conglomerate Cargill, the largest private company in the world. Her current interests are helping finance leverage the value of sustainability audits for the benefit of the business and local communities, as well as better understanding the impact of block chain. Wei Chien's prior roles include implementing Cargill's Global Business Services Strategy in Malaysia, and she was previously Finance Director, SEA Process Automation and Controls at Invensys, with other leadership roles at Diageo, Honeywell and KPMG. Wei Chien is a member of CPA Australia and holds an EMBA from SMU and a Bachelor in Commerce from Western Sydney University.


**AI** AI for Good **TA** Third Age Well-being  
**FJ** Food Justice **YE** Youth E<sup>3</sup>

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