SG100 was launched in 2015, as part of the SG50 Celebration Fund. SG100 challenges a generation of young leaders to think ahead to 2065, when Singapore turns 100, and consider the legacy they want to create. Because after all, they are the generation who will shape Singapore when it reaches 100. Since 2015, SG100 has convened over 500 young Singaporeans from across the country.

Why SG100?
Because Singapore needs:
• a new generation of young leaders come through who have the commitment and ability to bridge divides
• stronger links across generations, which help them to work better together
• a broader base of leadership
• established leaders to hear and support young people with big ideas and long-term thinking.

“Future generations of youth have need of a myriad of different growth pathways and experiences that can prepare and equip them to deal with future uncertainties. These growth and exposure opportunities require innovative curation between partners who can rejuvenate perspectives and bring new content into these learning pathways; and that is why the National Youth Council (Singapore) is excited to partner Common Purpose in co-delivering programmes such as SG100 to young people in Singapore and the region.”

David Chua, CEO, National Youth Council, Singapore
SG100 at a glance

5 years (so far)

529 young leaders

55% Female
45% Male

85% Singaporeans
(inclusive of PRs)
15% other nationalities
Creating diversity of thought and ideas

3 challenges
• “How do the young leaders of Singapore kick-start their 50-year legacy?”
• “One Singapore – How would you make it happen?”
• “What do we want Singapore to be known for when it reaches 100?”

91% Found SG100 good value for their time

94% Feel better prepared to work with people who are different from them

91% Feel a personal responsibility to have a greater impact in their city

94% Feel they have reconnected to their purpose

95% Say the SG100 network will help them make a more positive contribution to their city

95% Have a better idea of the role they can play to strengthen Singapore

90% Heard a balanced range of views and perspectives

97% Will recommend SG100 to their friends

“The social commentary and perspectives learnt and discussed about Singapore can be applied not just in studies and essays, but also on our outlook in life and how we understand and interpret issues in society today. And should we be determined to implement changes or improvements to the current system, we would benefit from the foreknowledge of the Singaporean context, to use it to guide our decisions and actions.”

Wong Weng Yek, Participant, SG100
Programme Contributors

The young people of SG100 have had an incredible opportunity to learn with and from contributors from a huge range of organizations in Singapore, including:

**Organizations**

- Microsoft
- Accenture
- ARUP
- Cisco
- IMDA Labs
- National Youth Council
- iBosses
- National Environmental Agency (NEA)
- Project Dignity
- billionBricks
- Nanyang Technological University (NTU)
- Singtel
- Goldman Sachs
- PriceWaterhouse Cooper (PwC)
- Kaplan
- Singtel Innov8
- Sian Chay Medical Institute
- EDGE
- Geylang Adventures
- Waterways Watch Society
- Youth Corps Singapore
- Mangrove Learning
- raiSE Singapore
- GE Digital
- Lepark
- Land Transport Authority (LTA)
- Tripartite Alliance for Fair and Progressive Employment Practices (TAFEP)
- People’s Association (PA)
- Singapore Management University
- Singapore Totalisator Board (Tote Board)
- I’m Soul Inc.
- Avaya
- Centre for Liveable Cities
- Siloso Beach Resort
- VIVA Foundation for Children with Cancer

Common Purpose is grateful to Singapore’s Prime Minister, The Honourable Lee Hsien Long MP, for believing in Common Purpose’s vision. The above photo was taken when the PM hosted the team at a Celebration Dinner.

An official letter from Minister Heng Swee Keat, Chairman of the SG50 Steering Committee, in appreciation of Common Purpose’s role in celebrating 50 years of Singapore.
Case study:

Taking the first step towards a more inclusive Singapore

*During SG100, Debora Ghosh pitched an idea for better social integration through sports. Since then she has won the backing of two sponsors, including one of the programme contributors and has successfully launched the idea. She now leads passionately in her role at United Singapore, an inter-school organization that advocates local-foreign integration among youth, and in her role as a Youth Advocate at Onepeople.sg, which promotes racial harmony in Singapore.*

“Looking back, I realize that one of the biggest takeaways from the programme was understanding Cultural Intelligence. Through this experience, I understood the importance of considering people’s backgrounds and its effects on their beliefs. Cultural Intelligence allowed me to collaborate more effectively and to engender new ideas and new innovations.

So when during the programme we were challenged to think ahead and to broaden our understanding of Singapore, one of the highlights was working with other passionate individuals to formulate a detailed presentation and proposal for our idea.

With valuable lessons learnt from inspirational speakers and insightful experiences during the programme, I was not only able to understand the importance of design thinking and formulating plans for ideas, but also to enhance my pitching skills.

I put these skills to use when my group and I pitched our idea on the final day of the programme. Since the programme I won two sponsors for the proposal. One of them, Mr Kris Sidharta, was part of the panel I pitched to on the programme, and has been advising me with my idea.

Now I am at United Singapore, and implementing my idea on integration through sports.

I am extremely grateful to Common Purpose and SG100 for giving me the platform to share and gain support for my ideas.”

“The SG100 Young Leaders Programme allows young, motivated individuals to view issues through a different lens and to develop their leadership skills. I believe that young leaders in Singapore will benefit from attending this programme as they are given the skills and opportunities to implement their ideas and lead change in their communities.”

*Debora Ghosh, Participant, SG100*
Case study:

Learning to work with difference

Jamie Tan’s SG100 experience helped her to understand the importance of working with people who are different to her. She led a team who have since gone on to win a grant to implement their challenge idea.

“SG100 has made me aware of how important it is to understand the core and flex of everyone so that we can put everyone’s strengths together to work more effectively.

It was encouraging to see that many of the participants were keen to address social issues facing Singapore. Hearing the views of other people allowed me to delve into their different perspectives on these issues. As a result, I have a more rounded outlook.

Working with my teammates has destigmatized my biases. It turned out that working with difference was actually an advantage: the different perspectives ensured that the idea we developed was inclusive.

After the programme, we kept in touch to implement the idea. We have participated in the national Youth Action Challenge organized by the Ministry of Culture, Community and Youth (MCCY) and had the opportunity to pitch our idea of creating an accepting community for people with mental health issues. As a result, we are delighted to have won a $5,000 grant to implement our idea.

I got more from the programme than I expected. It gave me the confidence to pursue this project idea with the help of a diverse group, who have now become life-long friends. I am confident that this project will be a success in the coming months.”

“I had a wonderful and fruitful experience during SG100. I was able to meet diverse group of people and heard from leaders from various institutions. I felt that everyone I met, regardless of age, had the same goal and drive. I don’t think I could have the same experience in another programme.”

Jamie Tan, Participant, SG100