

PEOPLE'S ASSOCIATION  
media release



9 King George's Avenue Singapore 208581  
Tel: (65) 63405430; 63405516; 63405321; 62383424 Fax: (65) 63485977  
Website: [www.pa.gov.sg](http://www.pa.gov.sg)

22 October 2020

**PEOPLE'S ASSOCIATION'S PROJECT WE CARE NETWORK LENDS SUPPORT TO BUSINESSES AFFECTED BY COVID-19**

***Project We Care introduced a Corporate Support Group to build capabilities and encourage sharing of industry best practices***

The People's Association (PA) organised a special edition Project We Care Dialogue earlier this afternoon, 22 October 2020. Themed #EmergeStronger, the event provided a platform where business leaders under the Project We Care Network exchanged ideas and shared business solutions amidst their concerns and challenges faced during the Covid-19 pandemic.

2 The Project We Care Network is PA's Network of private sector partners who give back to the community through PA's programmes and initiatives. Besides doing their part for society, Project We Care also sees the partnering corporates come together during regular initiatives to co-create solutions and share best practices with each other, such as at this introductory dialogue. More information on Project We Care can be found at Annex A.

3 The dialogue session, which was held in a hybrid format, connected over 80 business leaders virtually as well as 50 business leaders onsite at the PA's headquarters. Minister Chan Chun Sing, Deputy Chairman of PA was joined by two other panellists; Mr Ted Tan, Deputy Chief Executive Officer of Enterprise Singapore and Dr Michael Fung, Deputy Chief Executive (Industry) of SkillsFuture Singapore, at

the plenary discussion where they exchanged views and shared with delegates on the available schemes to support businesses affected by COVID-19.

4 As part of the dialogue, delegates participated in breakout discussions addressing three key topics; 1) Manpower & Employability, 2) Business Resourcing & Remodelling and, 3) Digitalisation & Innovation. Representatives from SkillsFuture Singapore as well as SME Centre@ASME also shared on available schemes and provided consultation support to delegates.

5 The discussions gave an insight to how businesses could leverage each other through peer-to-peer learning and sharing, which PA hoped to encourage through a Project We Care Corporate Support Group. This would be the first support group facilitated by PA and Project We Care to show solidarity towards the business community that had implemented meaningful programmes to benefit the vulnerable. This initiative aimed to create opportunities and platforms for corporates, especially businesses that had been adversely affected by COVID-19; to exchange business concerns, perspectives, ideas and networks to co-curate solutioning and collaborative ideas while encouraging support and partnership amongst businesses. Following today's dialogue, PA will continue to facilitate and connect participating companies and government agencies through workgroups, based on the ideas that had been seeded at the dialogue. Besides providing access to available government support where needed, these workgroups would have the support of companies that had pivoted and transformed themselves successfully to share their experiences and guide others in their business recovery roadmap, as they work hand-in-hand to co-plan and co-design initiatives.

6 Ms Wee Wei Ling, Chairperson of Project We Care, shared on how the Project We Care Network can aid the business community during this difficult period, "Since it was established in 2012, Project We Care has taken on the role of an enabler, gathering corporates with varied expertise on one network to do good for the community. This same strength that has embodied Project We Care over the years has provided us the opportunity to give back to the business community by creating a channel where network members can share and learn from one another – best

practices and solutioning that can be emulated and adapted as corporates navigate their businesses through a new normal economy.”

7 In his closing remark, Mr Stanley Tan, Chairperson of the Project We Care Dialogue said, “The dialogue session has reiterated the importance of right-matching available schemes according to the needs of the organisations. For instance, organisations may be ready to pivot their businesses to suit the current environment but may lack resources for capability building. This is how PA and Project We Care can come in to facilitate and connect these businesses to the relevant government agencies so that they can access the support to build up their capabilities and start off their business recovery roadmap.”

8 Please refer to Annex B for a brief profile of business leaders that media may wish to interview as part of media coverage. Phone interviews may be arranged upon request.

---

Contact person/s : Ms Zahara Ibrahim  
Senior Manager (Partnership)  
Membership & Partnership Division  
HP: 9430 2755  
Email: Zahara\_Ibrahim@pa.gov.sg

Ms Farihah Zainal  
Manager, Corporate Communications  
HP: 9182 1894  
Email: Farihah\_Zainal@pa.gov.sg

Issued by : Corporate Communications Division  
People’s Association

---

## **About People's Association**

The [People's Association](#) (PA) is a statutory board established on 1 July 1960 to promote racial harmony and social cohesion, and to act as a bridge between the Government and the people. We offer a wide range of community [programmes](#) and volunteering opportunities for Singaporeans from all walks of life. Our network includes more than 1,800 [grassroots organisations](#) (GROs), over 100 Community Clubs, five Community Development Councils, National Community Leadership Institute and PAssion WaVe outlets. More information at [www.pa.gov.sg](http://www.pa.gov.sg).

## **About Project We Care**

Project We Care is an initiative led by the private sector and supported by the People's Association, to encourage corporate volunteerism in Singapore. Project We Care engages the efforts of the private sector CEOs, business leaders and their employees to contribute towards meaningful causes in the community and help the vulnerable segment of residents.

### **About Project We Care**

Established in 2012, Project We Care (PWC) is PA's Network of Private Sector Partners. It is a movement that connects the business community to build an inclusive and compassionate society, with each entity contributing what they can. The movement is led by the private sector and PA to encourage corporate giving and volunteerism in Singapore. The Project We Care Network corporates work with PA to provide support to PA and its grassroots organisations in terms of monetary contributions, industry expertise and resources to benefit the vulnerable in the community.

Since its inception, the Project We Care Network has seen over 360 private sector companies across 21 industries coming on board; with 11,709 volunteers from these companies participating in PWC activities to reach out to more than 668, 000 vulnerable residents in the community.

## Brief Profiles – for media interview

S/N	Name of Business Leader	Designation & Organisation	Quotes from Project We Care Dialogue 2020
1	Ms Wee Wei Ling	<ul style="list-style-type: none"> <li>• Chairperson of Project We Care</li> <li>• Executive Director, Si Chuan Dou Hua Restaurants</li> <li>• Executive Director, Asset, Lifestyle &amp; Corporate Social Responsibility, Pan Pacific Hotels Group</li> </ul>	<p>“Since it was established in 2012, Project We Care has taken on the role of an enabler, gathering corporates with varied expertise on one network to do good for the community. This same strength that has embodied Project We Care over the years has provided us the opportunity to give back to the business community by creating a channel where network members can share and learn from one another - best practices and solutioning that can be emulated and adapted as corporates navigate their businesses through a new normal economy.”</p>
2	Mr Stanley Tan	<ul style="list-style-type: none"> <li>• Project We Care Dialogue Chairperson</li> <li>• Chief Executive Officer, GYP Properties Limited</li> </ul>	<p>“The Dialogue session has reiterated the importance of right-matching available schemes according to the needs of the organisations. For instance, organisations may be ready to pivot their businesses to suit the current environment but may lack resources for capability building. This is how PA and Project We Care can come in to facilitate and connect these businesses to the relevant government agencies so that they can access the support to build up their capabilities and start off their business recovery roadmap.”</p>
3	Mr Frederick Tan	<ul style="list-style-type: none"> <li>• Managing Director, FT Synergist</li> <li>• Member of Project We Care</li> </ul>	<p>“This session provides a direct channel for business owners to the policy makers in understanding first-hand the rationale and approaches of the policy makers. Government agencies can also use this opportunity to have a first-hand understanding of the ground sentiments and teething problems on</p>

			the ground and calibrate their policies accordingly to help the business owners.”
4	Mr Lawrence Chai	<ul style="list-style-type: none"> <li>• Founder, 3E Accounting Pte. Ltd.</li> <li>• Member of Project We Care</li> </ul>	<p>“With the pandemic impacting our clients, we have to pivot and expand our services into non-traditional areas. This is where Government agencies can help by partnering us for success. I hope that public agencies can be open to SMEs who want to build stronger business resilience by supporting our efforts to set up new technology infrastructure such as servers and a data centre.</p> <p>The Project We Care Dialogue encourages cross-pollination of ideas and a support network will help to encourage industry peers to drive adoption of progressive practices.”</p>