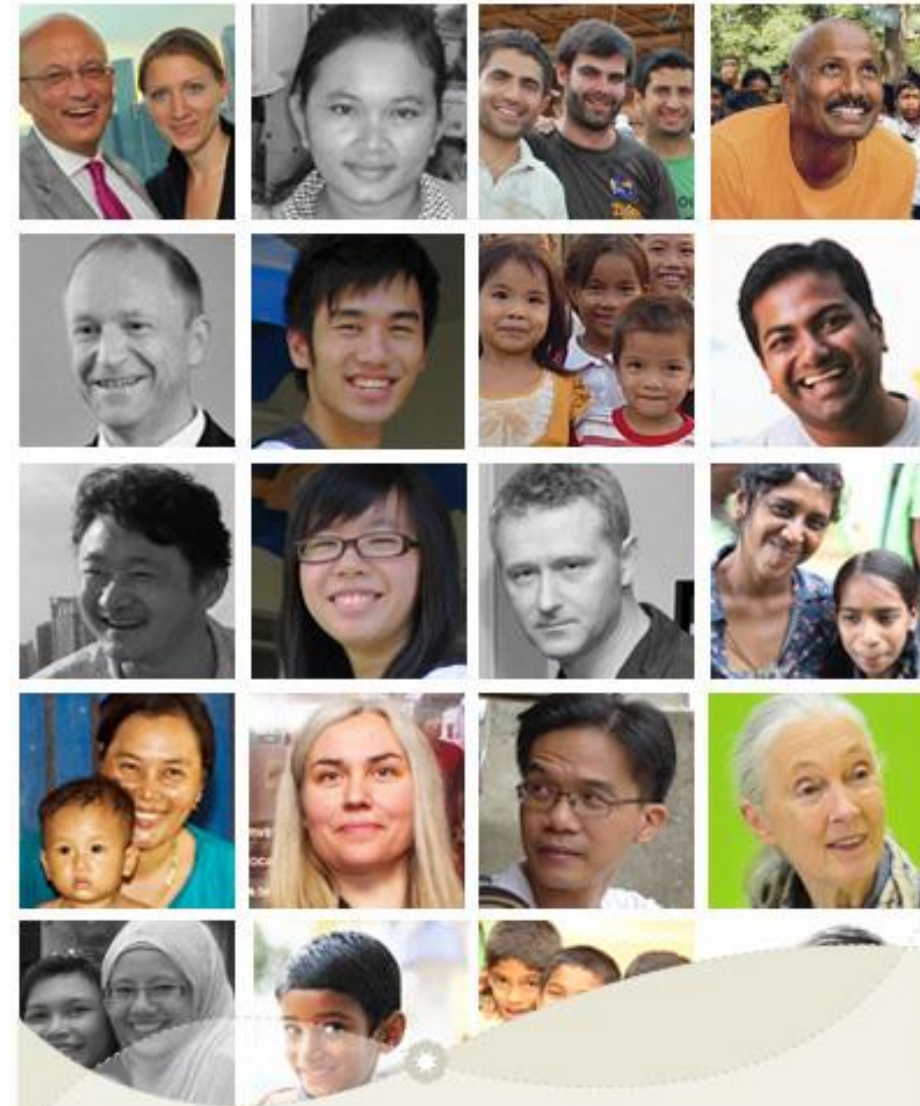


Singapore International Foundation

IPS-SAM Spotlight on Cultural Policy Series Eight
“Roundtable on Making Friends and Influencing People: The Art of Cultural Diplomacy”

by Jean Tan, SIF Executive Director
5 July 2019



1. Case for Cultural Diplomacy

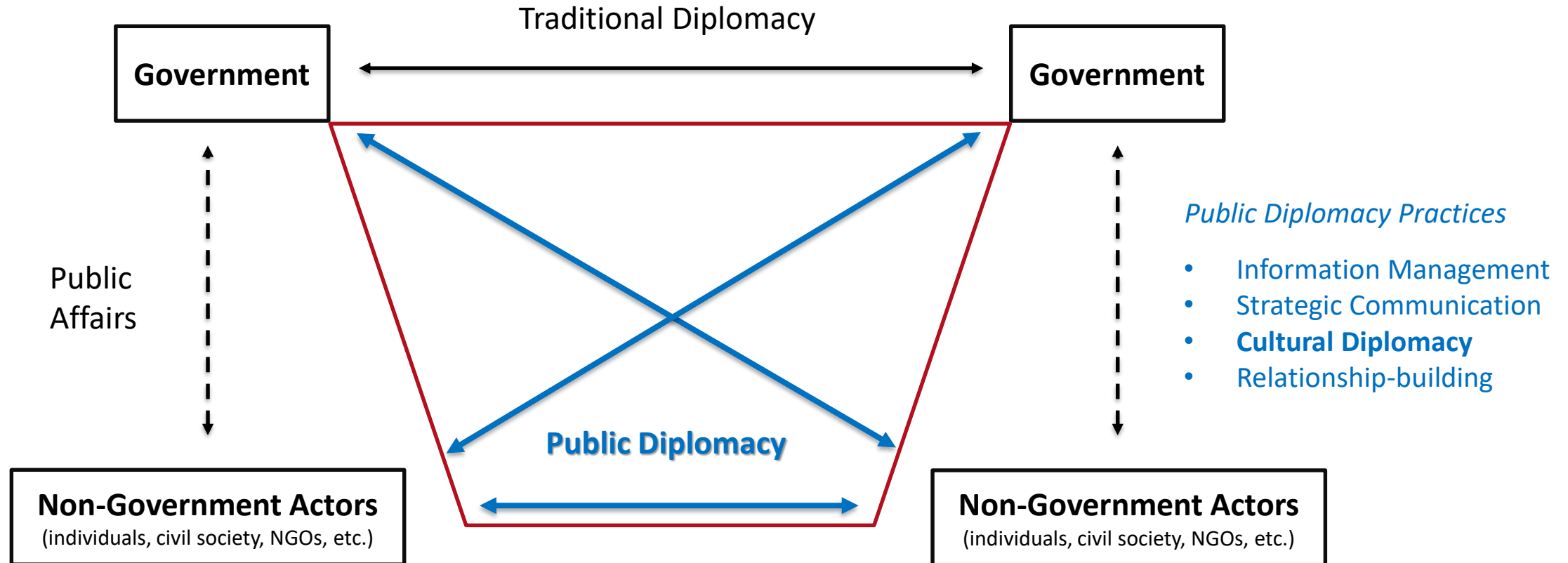
A photograph of a woman in a white hijab and a man in an orange shirt high-fiving outdoors. The man is wearing glasses and a black backpack. The background shows a blurred outdoor setting with trees and a building.

2. SIF Model of People Diplomacy

3. Impact, Complexities & Future

Defining Public Diplomacy

“Public Diplomacy (PD) is the engagement and communications with *foreign publics* to promote understanding and trust of a country’s policies & actions.”



Source: Ryan J Suto, 2011

Case for Public Diplomacy (PD)

Conditions of international relations have changed radically in a globalised world...

1. Ascendency of Soft Power

Soft Power Leaders

EDUCATION	ENTERPRISE	CULTURE	DIGITAL	GOVERNMENT	ENGAGEMENT
US	Switzerland	US	US	Switzerland	France
UK	Singapore	UK	UK	Norway	UK
Canada	Japan	France	France	Sweden	Germany
Japan	Sweden	Germany	Israel	Netherlands	US
Germany	Finland	Australia	Australia	Denmark	Italy

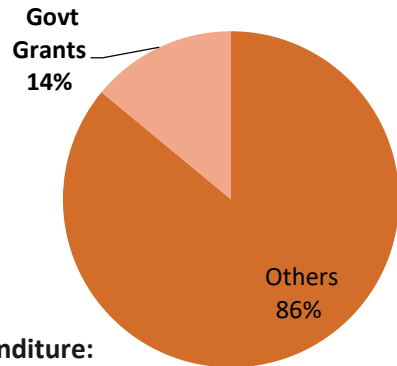
2. Foreign relations no longer the preserve of governments



3. 'New style' citizen movements

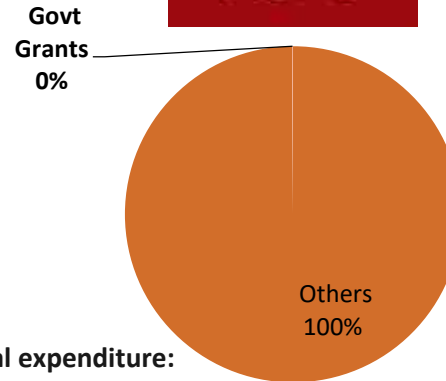


Governments Strongly Support and Fund Their Global Engagement Efforts



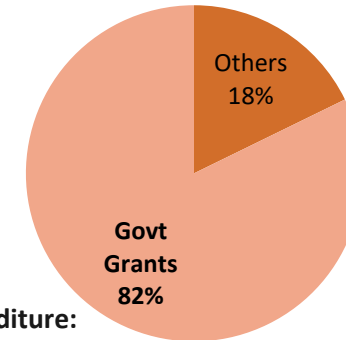
Total expenditure:
S\$2.1bn

Source: FY17 Annual Report



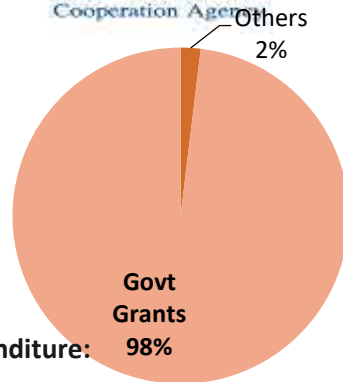
Total expenditure:
S\$8.76bn

Source: FY17 Annual Report



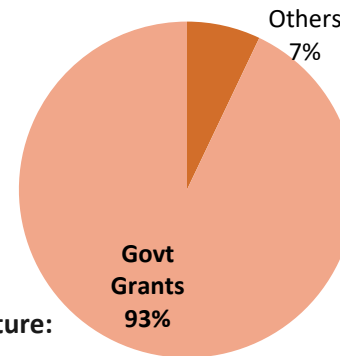
Total expenditure:
S\$134m

Source: FY17 Annual Report



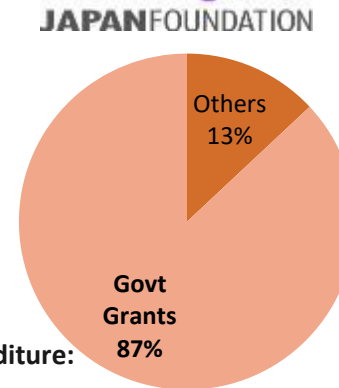
Total expenditure:
S\$762m

Source: FY17 Annual Report



Total expenditure:
S\$247m

Source: FY18 Annual Report



Total expenditure:
S\$242m

Source: FY17 Annual Report

SIF's Efforts Aim To Connect Communities, Enable Collaborations, Effect Positive Change



Making Friends for a Better World



Volunteer Cooperation



Cultural Exchange



Good Business

**We bring out
your best
through stories.**



The logo for 'Our Better World' features a hot air balloon with vertical stripes in shades of pink, purple, and yellow. The text 'Our better world' is written in a stylized font across the balloon. Below the balloon is a small basket with a figure inside.

Our Better World

Our Focus Areas

Sharing knowledge, skills & resources in Singapore's areas of strength

Education



Empowering communities through education

Healthcare



Sharing medical expertise to improve the quality of healthcare services

Environment



Protecting and preserving the environment with clean water for all

Arts & Culture



Harnessing the arts for inclusive societies and positive social change

Business & Livelihood



Enabling livelihoods through economic empowerment



WATER FOR LIFE



DIRECT SERVICE

WORDS ON WHEELS

Volunteer Cooperation

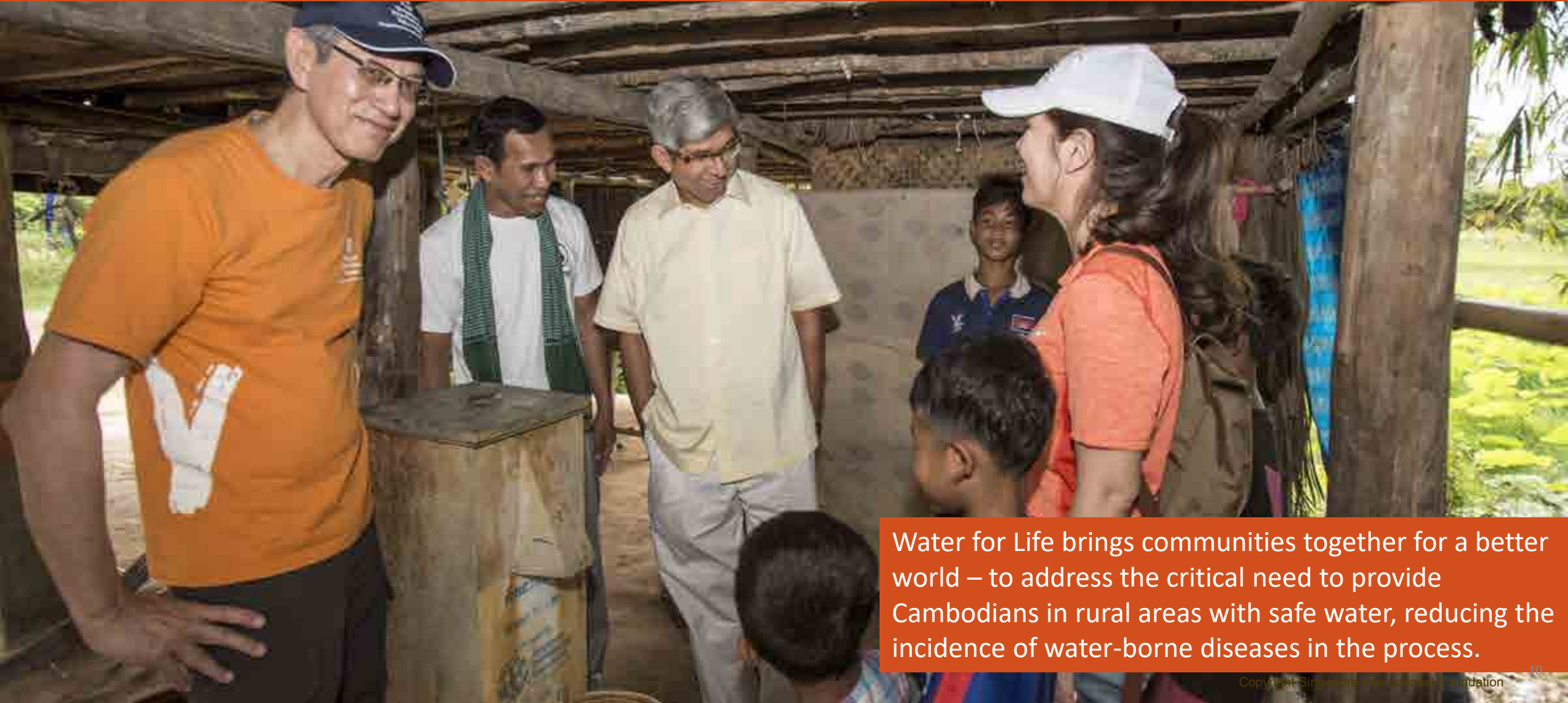
We work with Singapore volunteers to empower our local partners in the host countries to become catalysts for long-term positive change in their own communities



SPECIALIST PROJECTS

Volunteer Cooperation

Direct Service | Water for Life | Cambodia



Water for Life brings communities together for a better world – to address the critical need to provide Cambodians in rural areas with safe water, reducing the incidence of water-borne diseases in the process.

Enhancing Maternal and Child Health Services Programme

Specialist | Healthcare | Tamil Nadu



Healthcare leaders and specialists from Tamil Nadu and Singapore worked together for 3 years to raise standard of MCH in Tamil Nadu. The project saw over 1,000 Indian healthcare professionals trained to benefit 100,000 mothers and newborns .

Good Business

Nurturing a global network of young business leaders and social change makers to share insights, experiences and collaborate on innovative social solutions



**YOUNG SOCIAL ENTREPRENEURS (YSE)
PITCHING FOR CHANGE**



MENTORSHIP SCHEMES



**YSE OVERSEAS STUDY VISITS AND WORKSHOPS
KUALA LUMPUR | JAKARTA | MUMBAI**

Good Business

Nurturing a global network of young business leaders and social change makers to share insights, experiences and collaborate on innovative social solutions



Since 2010, our alumni of 1084 changemakers have worked on 514 social enterprise ideas across the world.

WateROAM

Business for Good | YSE 2015 winner



WaterROAM

Business for Good | YSE 2015 winner



WaterROAM's filters has provided clean water for 72,000 people in 28 countries through rural development and disaster relief work.

WaterROAM

Business for Good | YSE 2015 winner



WaterROAM's filters has provided clean water for 72,000 people in 28 countries through rural development and disaster relief work.



Cultural Exchange

Harnessing the power of the arts to bridge cultures and effect positive change



Arts for Good

Art of Sustainability | Shanghai - Singapore



Collaborating with elderly residents in Shanghai to create part of 'Laundry', Singaporean artist Kenneth Lee's art installation piece that explores the issue of identity and consumerism.

Arts for Good

Play Me, I'm Yours | UK - Singapore



Collaboration with British artist Luke Jerram to decorate 25 pianos for use in public spaces across the island to raise awareness for the causes championed by various welfare organisations.

Imis Iskandar

CHAIRITY Arts & Design Against Cancer | Indonesia - Singapore



CHAIRITY, Arts and Design against Cancer saw Singaporean and Indonesian artists work together to design chairs to express experiences with cancer. The chairs were exhibited and eventually auctioned to raise public awareness and funds for various cancer foundations

Arts for Good

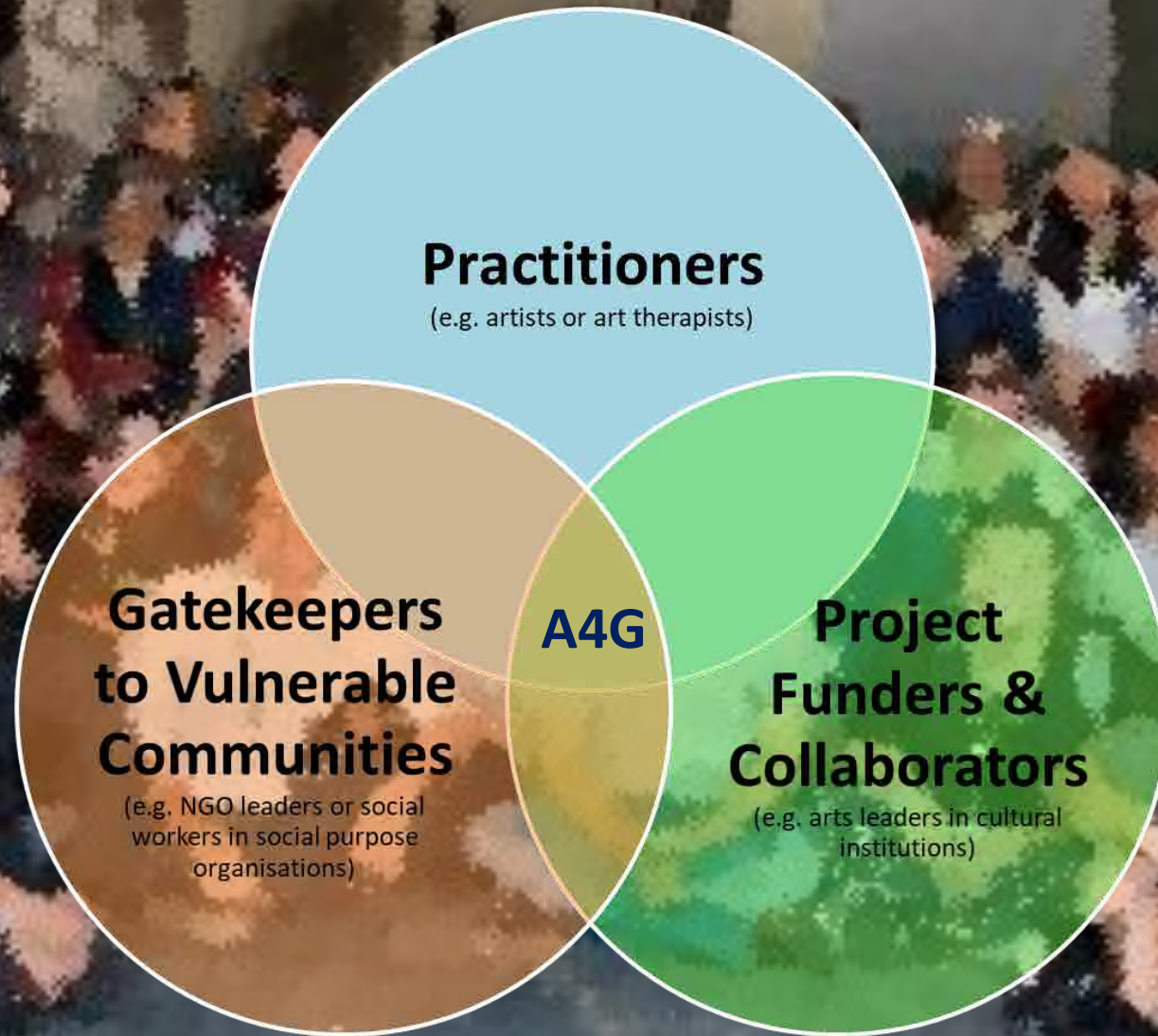
Arts for Good Fellowship | Global



Singapore Study Visit 2017 – Showcasing how stigmas around mental illnesses can be overcome through theatre productions.

Arts for Good (A4G)

Arts for Good Fellowship | Global



Arts for Good

Arts for Good Fellowship | Global



Foster Networks

Singapore Exchange Programme 2018 – 32 Fellows from 10 nationalities convened for a 4-day programme which included a visit to Playeum, a local charity that provides art programmes for children.



Build Capability

A panel discussion, co-organised with the National Youth Council, featured young Singaporean leaders sharing their experiences in using the arts for social impact.

Arts for Good

Learning Journey for Fellows in Singapore



Showcase of Singapore's Peranakan Arts and Culture



The Community Theatre Experience and Community Walk around Lengkok Bahru
By Beyond Social Services and Artswok Collaborative



The Little Arts Academy



Arts Through Play
Charlotte Goh, Playeum and Lin Shiyun, Let's Go Play Outside



Youth Arts in Singapore
Koh Jau Chern, National Arts Council



The Esplanade

Arts for Good

Community Project in Chennai

Infusing Tamil folk music with Malay dance movement



Singaporean Arts for Good Fellow
Noramin Bin Mohamed Farid
Joint Artistic Director, Bhumi Collective

*“From my collaborative experience here in Chennai, especially as an artist working with communities which is not my own, I still found openness amongst the students to take in what we were trying to communicate and learn alongside us. **This is proof that there is possibility for intercultural exchange through artistic means.** Although this is a very small example, this is something which can be replicated can be seen in other ways, through other artistic exchange and collaborations.”*

Arts for Good

Voices of Fellows

*“The vision behind the A4G Fellowship is so powerful in how it **brings together passionate people from different walks of life**, all believing in the **transformative power of arts**.”*



Anika Singh

India
Social Artist and
Founder, VOYCE

Kari Seeley

Australia
General Manager,
No Strings Attached
Theatre of Disability



*“I appreciate the **leadership** that Singapore is **showing in the region in relation to recognising the vibrancy and strength of engaging the arts for good social outcomes**. I was inspired to learn of the community Arts programmes being used in Singapore to engage with the marginalised groups.”*

*“The Fellowship gave me opportunities to **learn from practitioners working in different practices as well as communities**. Change is going to take awhile but if we can all work together, we can create and leave positive impact.”*



Tan Jia Yee

Singapore
Co-Founder, IN THE WILD LLP
NYC’s INSPIRIT Committee

ourbetterworld.org

SIF'S DIGITAL STORYTELLING INITIATIVE

Telling Stories. Inspiring Action.



POWERED BY
SINGAPORE
INTERNATIONAL
FOUNDATION

ourbetterworld.org

SIF'S DIGITAL STORYTELLING INITIATIVE

Telling Stories. Inspiring Action.

AFTER SEEING OUR STORIES

9 in 10

became more aware of
people doing good in Asia



3 out of 4

felt inspired to contribute
to social causes

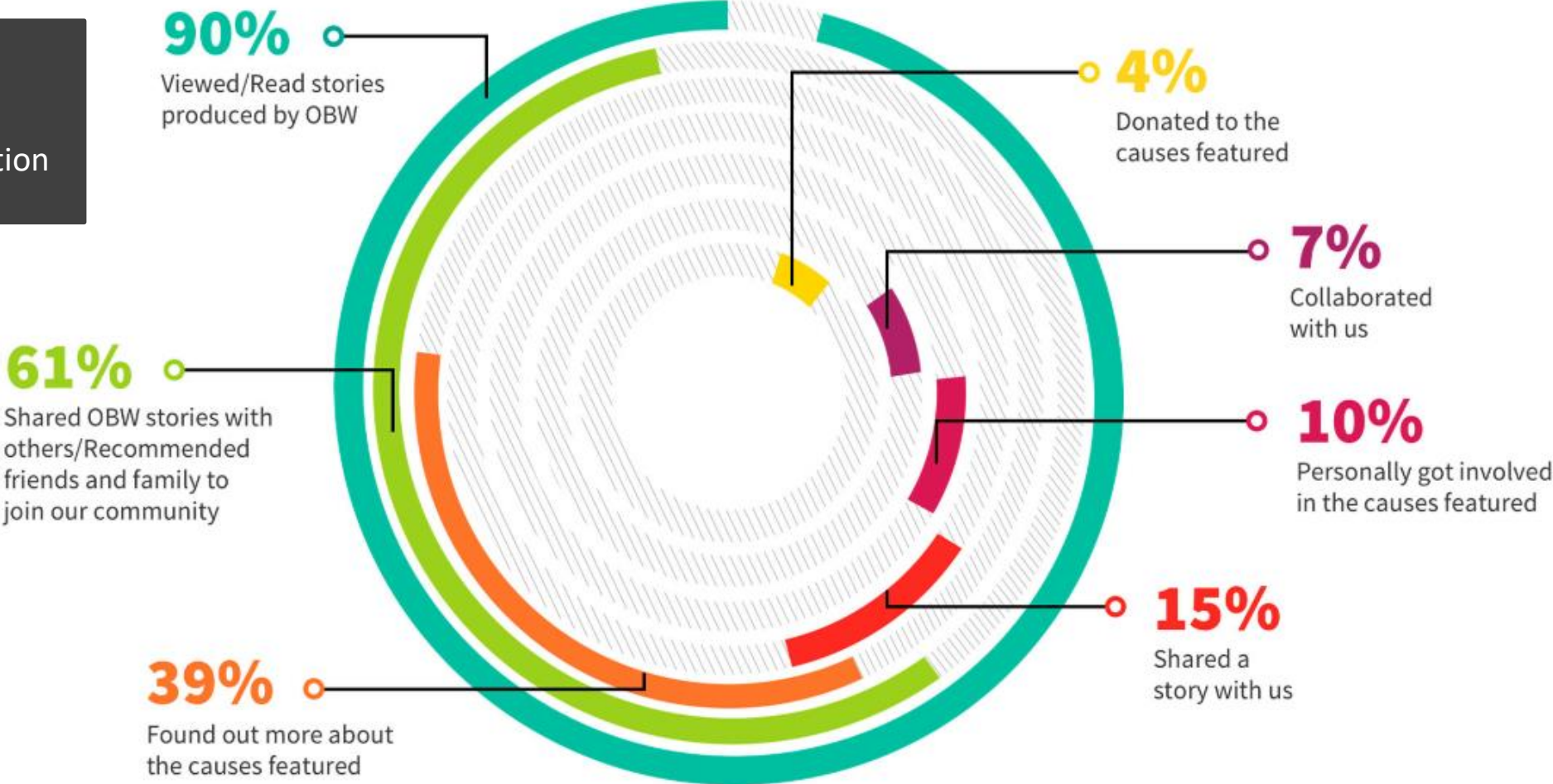


ourbetterworld.org

SIF'S DIGITAL STORYTELLING INITIATIVE

Telling Stories. Inspiring Action.

6 in 10
have taken some form of action



Angel Hearts

Contributing time and skills to comfort bereaved parents in their time of loss

1.9 million views

10,000 shares

341 volunteer sign-ups



**A Baby's Last Moments
Wrapped In Love**

ourbetterworld.org

SIF'S DIGITAL STORYTELLING INITIATIVE
Telling Stories. Inspiring Action.



How a dog's belief in a child helped her believe too
Telly is a professional therapy dog. Although her time with Jarene looks like fun and games, she's actually helping her to develop social skills in an environment that's free from judgement, expectations and emotional pressures.



ourbetterworld.org

SIF'S DIGITAL STORYTELLING INITIATIVE

Telling Stories. Inspiring Action.



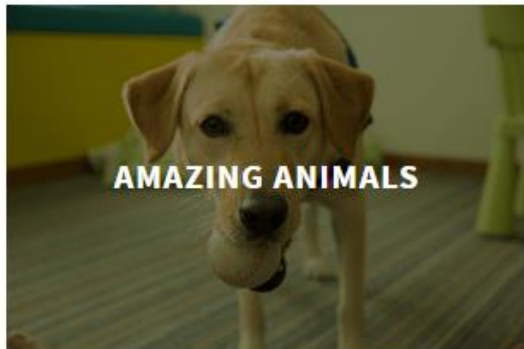
Standing tall in waters deep (Malaysia)

The Marine Discovery Dive is an annual event to give persons with disabilities an opportunity to experience the sea. Underwater and out of their wheelchairs, these persons with disabilities are free. They can't walk but they can dive, because in the water, we're all the same.

ourbetterworld.org

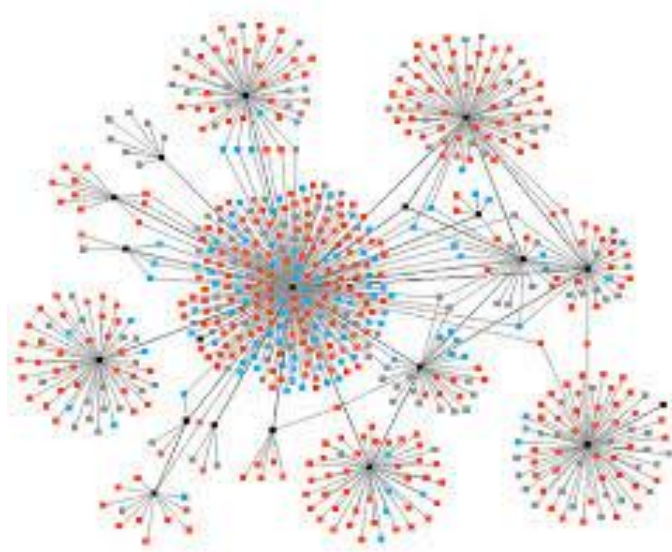
SIF'S DIGITAL STORYTELLING INITIATIVE

Telling Stories. Inspiring Action.

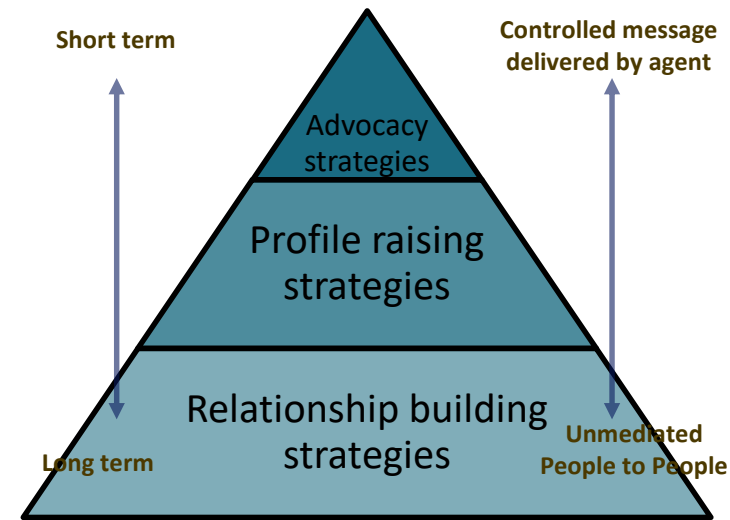


SIF's PD Paradigm

SID adopts a relational, collaborative and networked approach in its engagement efforts



- Network strategy is the new model of persuasion in a global communications era.
- In today's complex multi-hub and multi-directional networked world, the emphasis is on partnership and cooperation between network members - in order to co-create shared identity and nurture communities around their core interests.
- Collaboration and cooperation initiatives bond communities for sustained stakeholder engagement.



- PD also involves building long-term relationships that create an enabling environment for government policies.
- No longer just about messaging, promotional campaign overseas or information dominance.
- Switch strategic focus to building bridges and forging relations between communities.
- Operate less as a communicator and more as a facilitator in an international dialogue.

Connect | Collaborate | Change

Through shared ideas, skills and experiences, we **uplift lives and create greater understanding between Singaporeans and world communities.**



SIF's Mission is Enabled by Many - Funders

Public & Private Donors



SIF's Mission is Enabled by Many - Programme Partners (Local)



SIF's Mission is Enabled by Many - Programme Partners (Foreign)



SIF's Mission is Enabled by Many – Singaporeans & Friends of Singapore



Social Impact Outcomes

3 GOOD HEALTH



6,000 healthcare professionals trained

97% effectiveness in skills transfer

80% increased trust in organisation

4 QUALITY EDUCATION



10,000 education professionals trained

30,000 children experience the joy of reading & learning

6 CLEAN WATER AND SANITATION



112,000 villagers and school children have access to clean drinking water

95% reduction in gastro-intestinal diseases

17 PARTNERSHIPS FOR THE GOALS



4,000 SG volunteers

37,000 FOS

650 partners across 3P sectors

55% said SIF "opened doors"

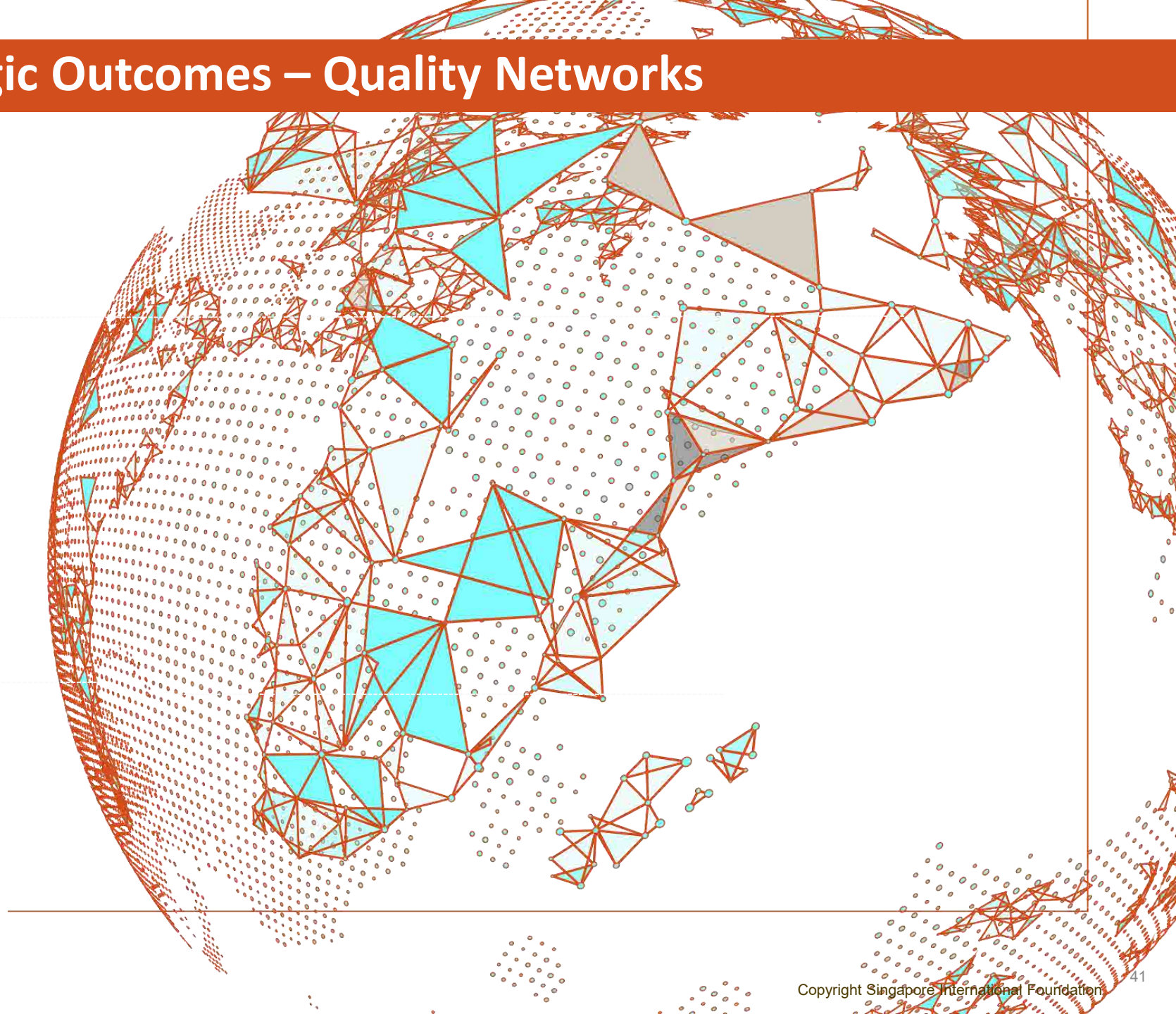
14.5 million lives positively impacted

Strategic Outcomes – Quality Networks

Network Growth

Relational
Equity

Advocacy



Strategic Outcomes – Positive Mindshare



Reach

Perception Change

PR Value

Engagement

SIF's Operating Model

In summary...

FORMS OF PEOPLE DIPLOMACY

Diplomacy of Deeds
Volunteer Cooperation
Good Business

Cultural Diplomacy
Arts for Good
ASEAN Youth Fellows

Digital Diplomacy
OurBetterWorld.org

AUDIENCES



Policy Makers



Decision Makers



Opinion Shapers



Next Gen Leaders

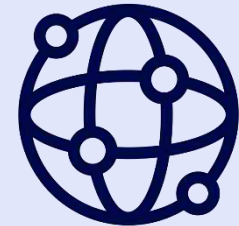
ENABLERS



Singapore
Citizens &
Institutions

Social Impact

STRATEGIC OUTCOMES



Quality Networks



Positive Mindshare

Challenges, Opportunities & Where We Can Do Better

1. Anti-globalization



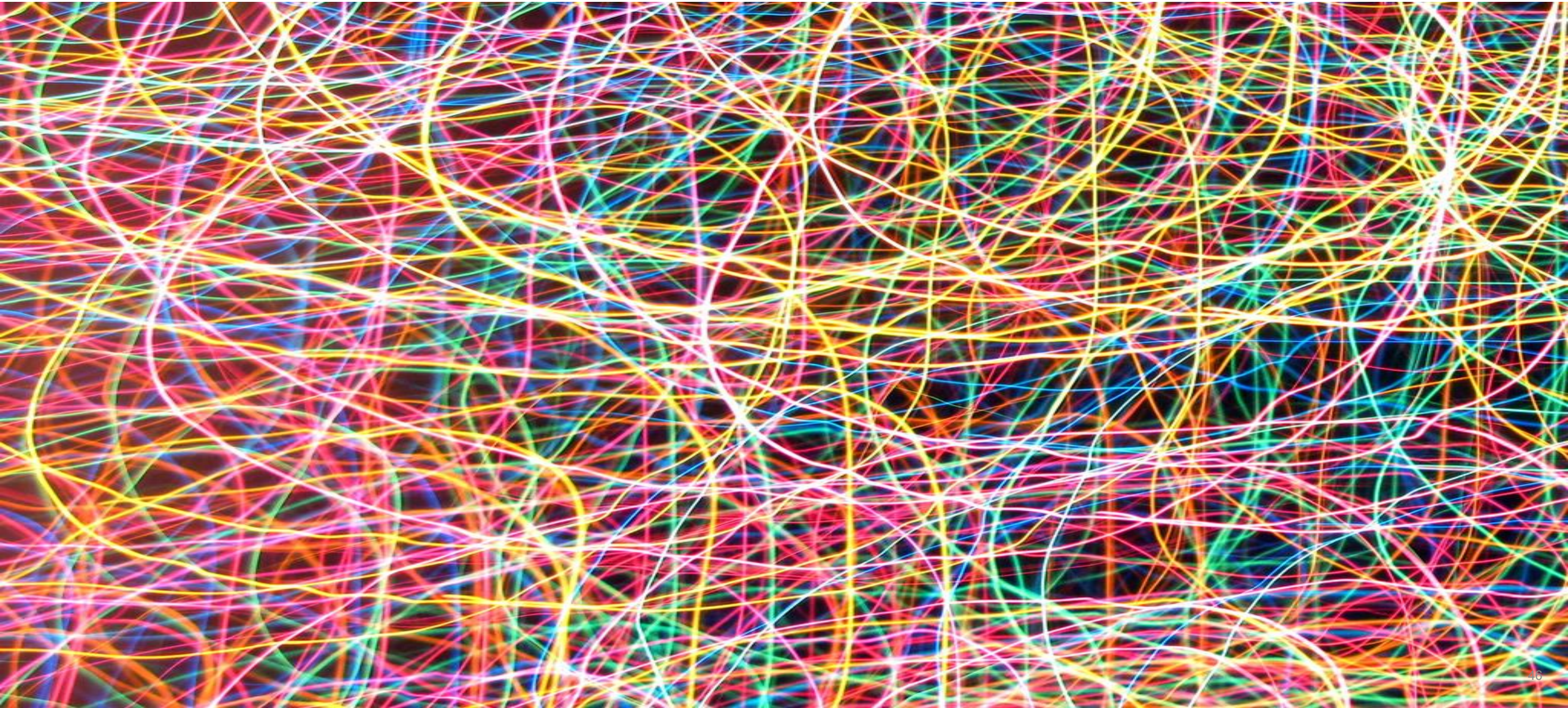
Challenges, Opportunities...Where We Can Do Better

2. Safety and Security



Challenges, Opportunities...Where We Can Do Better

3. Staying relevant in an era of accelerated industry disruption



Challenges, Opportunities...Where We Can Do Better

4. Rise of citizen diplomacy



Challenges, Opportunities...Where We Can Do Better

5. Strategic plan and funding for public diplomacy



Bringing World Communities Together To Do Good

