

**Joint Media Release  
For Immediate Release**



**CITI-UNDP-NYC TRI-SECTOR PARTNERSHIP  
PUTS SINGAPORE'S YOUTH ON INTERNATIONAL STAGE**

*Partnership supports youth to implement their ideas that address challenges in society*

**SINGAPORE (February 15, 2020)** – Youth in Singapore can now leverage on national and international networks, resources and expertise to develop their ideas that address society's challenges, following a 3P (Private, People and Public) partnership between Citi Foundation, the United Nations Development Programme (UNDP) and the National Youth Council (NYC).

Since September 2019, more than 50 teams have participated in the Youth Action Challenge (YAC) organised by NYC, the Ministry of Culture, Community and Youth (MCCY) and People's Association Youth Movement (PAYM). 12 finalist teams with the most novel ideas along the themes of "Environment", "Societal issues" and "Jobs and the future of work" were selected from various qualifiers held in January 2020.

Through the partnership between Citi-UNDP Youth Co:Lab initiative and the YAC, the finalist teams will undergo a series of workshops under the YAC Springboard programme, to prepare them for their final pitch at the YAC Summit on 4 April 2020. Youth participants will be equipped with additional tools to develop their ideas, and opportunities to learn from local and international public and private sector professionals.

The partnership also marks the inaugural Singapore edition of Youth Co:Lab, Asia-Pacific's largest youth social entrepreneurship movement. Two YAC finalist teams will represent

Singapore to join fellow youth from 24 other Asia-Pacific countries at the Youth Co:Lab Regional Summit.

**Mr Amol Gupte**, ASEAN Head and Citi Country Officer for Singapore, expressed Citi's support for the partnership, "Citi's mission is to enable growth and progress in the communities where we live and work. Being a strong advocate of youth empowerment in Singapore, we see the value in collaborating with NYC and the UNDP to provide young people with a platform that allows them to address community issues and make a positive difference to our society."

In April 2019, MCCY and NYC started the SG Youth Action Plan (SG YAP) for youth to share their ideas and vision of Singapore in 2025, and to come up with an action plan on how youth can partner the Government to realise this vision. This SG YAP will include policy ideas and ground-up projects by youth to achieve their desired vision, and the YAC was launched under the SG YAP as one of the avenues to materialise this.

**Mr David Chua**, CEO of National Youth Council, spoke about the synergistic partnership with Citi Singapore and UNDP in the YAC, "In this Youth Action Challenge, we are encouraged to see a diverse group of youth who have plucked up the courage to step up and address gaps they see in Singapore. They aren't your usual polished presenters and the ideas can be quite raw, but it's their willingness to step up, listen to others and include them to take action together that is inspiring to us. This partnership with the Youth Co:Lab seeks to maintain this ground-up action-oriented momentum, leveraging our shared resources, expertise and networks. We stand ready to empower our youth to be the change in all kinds of situations, including the current COVID-19 crisis."

"We (UNDP) strongly believe that the way we engage young people today will determine the prospects for global sustainable development and peace. We are excited to partner with the NYC through our Youth Co:Lab program to inspire and involve the talented Singapore youth to lead development for themselves, their environment and their communities. The ideas that have come from the teams in the inaugural year are very promising and a great mix of product/service as well as thematic areas. We are looking forward to supporting them with our network and partners to build and scale their ideas," said **Mr Bradley Busetto**, Centre Director, UNDP Global Centre for Technology, Innovation and Sustainable Development.

Co-created in 2017 by the United Nations Development Programme (UNDP) and Citi Foundation, Youth Co:Lab aims to establish a common agenda for countries in the Asia-Pacific region to empower and invest in youth, so that they can accelerate the implementation of the Sustainable Development Goals (SDGs) through leadership, social innovation and entrepreneurship. It has since been implemented in 25 countries and territories across Asia Pacific, catalysed and scaled over 600 youth-led start-ups, and engaged more than 75,000 participants to promote young people's agency in shaping tomorrow's world and achieving the SDGs.

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NYC will facilitate interviews with the organisation representatives upon request. Please contact the following media liaison for assistance.

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### **About the Youth Action Challenge (YAC)**

The YAC is a key thrust of the SG Youth Action Plan (SG YAP) which empowers youths to recommend policy changes or champion ground-up initiatives in partnership with Government, businesses and community organisations, to achieve youths' vision for Singapore in 2025. During this six-month journey, participating youths will deepen their understanding of key issues, generate ideas and develop effective solutions as a team.

The YAC is organised by Singapore's National Youth Council (NYC), the Ministry of Culture, Community and Youth (MCCY) and People's Association Youth Movement (PAYM), in partnership with Citi Foundation and the United Nations Development Program (UNDP) through their Youth Co:Lab initiative.

### **About National Youth Council (NYC)**

At NYC, we believe in a world where young people are respected and heard and have the ability to influence and make a difference to the world. Together with our partners, we develop future-ready youth who are committed to Singapore by instilling in them a heart for service, resilience and an enterprising spirit.

### **About Citi**

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

Citi has been in Singapore since 1902 and is represented in nearly every asset class. Citi Singapore provides employment to almost 9,000 people, making it the largest foreign banking employer in Singapore. We have businesses with client focused capabilities, such as the Global Subsidiaries Group (Asia), Citi Private Bank (Global), and International Personal Bank (Global); and product focused innovation hubs, such as Citi FinTech, the ASEAN Investment Banking Hub, Markets Hub, Treasury and Trade Services (TTS) Hub, and the TTS Innovation Lab; as well as the Asia Pacific Citi Service Centre (CSC) at Changi Business Park which enables the franchise to be at the forefront of innovation and technology.

Additional information may be found at| Twitter: @Citi | YouTube: [www.youtube.com/citi](http://www.youtube.com/citi) | Blog: <http://blog.citigroup.com> | Facebook: [www.facebook.com/citi](http://www.facebook.com/citi) | LinkedIn: [www.linkedin.com/company/citi](http://www.linkedin.com/company/citi)

### **About Citi Foundation**

The Citi Foundation works to promote economic progress and improve the lives of people in low-income communities around the world. We invest in efforts that increase financial inclusion, catalyze job opportunities for youth, and reimagine approaches to building economically vibrant cities. The Citi Foundation's "More than Philanthropy" approach leverages the enormous expertise of Citi and its people to fulfill our mission and drive thought leadership and innovation. For more information, visit [www.citifoundation.com](http://www.citifoundation.com).

### **About UNDP and the UNDP Global Centre, Singapore**

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in nearly 170 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

The UNDP The Global Centre for Technology, Innovation and Sustainable Development is a joint initiative by the Government of Singapore and the United Nations Development Programme which aims at identifying and co-creating technological solutions for sustainable development. With programs in Sustainable Agriculture, Smart Cities and Digitalisation and Sustainable Finance, the Global Centre's mandate is to convene expertise to help solve global challenges in these areas. The Youth Co:Lab project is run out of the Effective Governance team at UNDP's Bangkok Regional Hub for the Asia-Pacific with operations and programs in 25 countries across Asia Pacific.

More info at: [www.undp.org](http://www.undp.org) | [www.sgtechcentre.undp.org](http://www.sgtechcentre.undp.org) | [www.youthcolab.org](http://www.youthcolab.org)