



## **MEDIA RELEASE**

***For immediate release***

### **NATIONAL HERITAGE BOARD AND NATIONAL YOUTH COUNCIL EMPOWER YOUTHS TO LEAD HERITAGE PROJECTS WITH LAUNCH OF NEW FUND**

**Singapore, 26 October 2023** – The National Heritage Board (NHB) and its Youth Panel are proud to launch the ***Young ChangeMakers – Youth Heritage Kickstarter Fund (YCM – YHKF)*** together with the National Youth Council (NYC), as part of the council's Young ChangeMakers (YCM) grant.

2. The objectives of the YCM – YHKF are to build the capabilities of the next generation of heritage enthusiasts; encourage youths to develop and implement heritage projects that are beneficial to the local community; and encourage youths to contribute to the vibrancy and sustainability of Singapore's heritage ecosystem.

3. The YCM – YHKF supports projects developed and led by youths that spotlight Singapore's heritage. These projects can take on various forms, such as an exhibition, a guided tour programme, a talk, lecture and workshop, a temporary outdoor artwork installation and more. Successful applicants will receive funding of up to 80% of supported costs for their projects, at a cap of \$7,000 depending on the merits of the project. NHB and NYC will provide further support by offering networking and mentorship opportunities for interested youth applicants to develop their skills and knowledge in conceptualising and implementing heritage projects.

4. The grant is the direct result of an online survey launched by NHB and its Youth Panel from July to September 2023 to gather youth feedback and ideas for the upcoming ***Youth Heritage Blueprint***. The survey garnered more than 1,000 responses from youths, and findings which led to the creation of the grant are as appended below:

- 6 in 10 respondents said that they would “**volunteer (their) time and services** to help out at a NHB museum and/or a heritage event in Singapore”.

- 3 in 10 respondents indicated that they are “interested to **develop (their) own heritage projects** to promote heritage awareness in Singapore”.
- More than 6 in 10 respondents said **yes to being active participants in heritage related activities**, either through volunteering or through developing their own projects.

5. Overall, the survey results are encouraging as more than half of the youth respondents are keen to give back to the museum and heritage sector, and more than 3 in 10 are willing to start and lead their own heritage projects. Examples of possible youth-led heritage projects submitted by respondents include exploring lesser-known histories and/or histories related to issues of strong interest amongst today’s youths; driving community-led efforts to make heritage relevant to and more accessible across neighbourhoods, generations, cultures, etc; and presenting heritage through creative and interactive mediums to better engage youths and Singaporeans in general.

6. The rest of the survey findings will provide guidance to NHB and its Youth Panel on the drafting of the **Youth Heritage Blueprint**, a key initiative under the “Heritage X Community” building block of *Our SG Heritage Plan 2.0*. The blueprint will outline recommendations on how to strengthen and sustain youth interest and involvement in the heritage and museum sector, across the five focus areas of (a) museums and programmes; (b) physical touchpoints and digital content; (c) access and participation; (d) marketing and communications; and (e) collaborations and partnerships. Further details on the results of the survey will be released alongside the *Youth Heritage Blueprint* in mid-2024.

7. Mr Alvin Tan, Deputy Chief Executive (Policy & Community) at NHB, shared: “By providing youths with the necessary resources and support through our kickstarter fund, we hope to change the way youths engage with and experience heritage, grow our pool of youths in heritage and youths for heritage, and allow youths to have a more active hand in shaping the future of heritage in Singapore.”



8. Mr Tan Lin Teck, Deputy Chief Executive at NYC, said: “NYC is committed to providing diverse opportunities for our youth to pursue their interests and aspirations. This partnership with NHB will allow young Singaporeans to come together and develop projects that celebrate our rich heritage and benefit the community. We also hope that this will inspire more youths to step forward and contribute back to Singapore’s heritage.”

9. Ms Phoebe Pang, former President of NTU History Sub-Club and member of the NHB Youth Panel, adds: “As a youth, I am thrilled about the new fund. It will provide valuable opportunities and resources for youths to increase engagement and involvement with the heritage scene. Youths play a vital role in the future of our heritage. This fund will enable us to maximise our potential and creativity, and to take ownership of our heritage by contributing our skills and ideas to celebrate our cultural legacy.”

10. Interested youth applicants can apply to the YCM – YHKF via NYC’s YCM Grant on the [OurSG Grants Portal](#). More details can be found in the following **Annexes**:

- Annex A: Eligibility Criteria & Fund Amount
- Annex B: Application Process
- Annex C: Our SG Heritage Plan 2.0

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**For media enquiries, please contact:**

Jamie Choy

Mobile: 9776 2223

Email: [jamie.choy@tateanzur.com](mailto:jamie.choy@tateanzur.com)

### **About the National Heritage Board**

The National Heritage Board (NHB) was formed on 1 August 1993, and turns 30 this year. As the custodian of Singapore’s heritage, NHB is responsible for telling the Singapore story, sharing the Singaporean experience and imparting our Singapore spirit.



NHB's mission is to preserve and celebrate the shared heritage of our diverse communities, for the purpose of education, nation-building and cultural understanding. It manages the national museums and heritage institutions, and sets policies relating to heritage sites, monuments and the national collection. Through the national collection, NHB curates heritage programmes and presents exhibitions to connect the past, present and future generations of Singaporeans. NHB is a statutory board under the Ministry of Culture, Community and Youth. Please visit [www.nhb.gov.sg](http://www.nhb.gov.sg) for more information.

### **About the National Youth Council**

At NYC, we believe in a world where young people are respected and heard and have the ability to influence and make a difference in 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.

**Eligibility Criteria & Fund Amount**

<b>Who can apply?</b>
<ul style="list-style-type: none"> <li>• Singaporean or Singapore Permanent Resident (PR) youths, between 15 - 35 years old, residing locally. Youth groups/collectives (project teams) should comprise a majority of Singaporean or Singapore PR youths.</li> </ul>
<b>What can be funded?</b>
<ul style="list-style-type: none"> <li>• Projects should be relevant to Singapore's heritage and should engage and/or benefit the Singapore community.</li> <li>• Projects should be completed within six (6) months from date of award of the grant.</li> <li>• Projects can include site-specific initiatives designed to encourage people to engage with the heritage of their neighbourhood and/or Singapore. Projects can take on various formats, including but not limited to (a) mini exhibitions; (b) guided tour programmes; (c) talks, lectures and workshops; (d) screenings; (e) murals; or (f) temporary outdoor artwork installations.</li> </ul>
<b>Funding &amp; Grant Amount</b>
<ul style="list-style-type: none"> <li>• Successful applicants will receive an in-principle grant approval of up to 80% of supported costs, subject to a maximum of \$5,000, whichever is lower.</li> <li>• Projects that demonstrate exceeding merits in terms of project scale, impact, and/or that are aligned to NHB's initiatives will be awarded up to 80% of supported costs, subject to a maximum of \$7,000, whichever is lower.             <ul style="list-style-type: none"> <li>• The grant will be disbursed on a reimbursement basis approximately within eight (8) weeks from the satisfactory submission of the Project Closure Report and supporting documents.</li> <li>• The YCM – YHKF is solely for the delivery of the project and allowable direct project expenses only.</li> <li>• Grant decisions will be made at a monthly YCM Open Mic session which will be facilitated by a panel of Youth Curators.</li> </ul> </li> </ul>



- Total government funding including YCM – YHKF must not exceed 80% of the total project cost.

## ANNEX B

### Application Process

Application is open throughout the year and must be submitted at least 8 weeks before the first Saturday of project implementation month. Interested applicants can submit their application on the [OurSG Grants Portal](#).

At least 8 weeks before the 1st Saturday of project implementation month*	Within 2 months upon grant application	Within 1 week upon pitching at the Open Mic
<ul style="list-style-type: none"> <li>Apply for YCM - YHKF via the OurSG Grants Portal</li> </ul>	<ul style="list-style-type: none"> <li>Shortlisted applicants are invited to pitch their ideas at the monthly YCM Open Mic</li> </ul>	<ul style="list-style-type: none"> <li>Be informed of the grant results</li> </ul>

### Open Mic

- YCM Open Mic is a platform where youths pitch their projects to a group of experienced Youth Curators who are empowered with grant-making decisions.
- Open Mic sessions are typically held on the first Saturday of each month. You may check the exact dates [here](#). If shortlisted, project teams will be invited to pitch at the Open Mic 2 weeks before the session.
- At the Open Mic, you will get on-the-spot feedback, discover synergies and network with peers working on other projects.

*\*'Project implementation' may refer to the first day where participants / target audience are engaged. For content-based projects (i.e. films, productions, campaigns, publications, etc.), the month of project implementation refers to the month in which production (e.g. filming) commences.*



## ANNEX C

NHB established its first ever Youth Panel in 2021 to review and advise on NHB exhibitions, programmes, festivals and initiatives to make them more youth-friendly. The Panel also offers youth perspectives and voices on our heritage and museum landscape in Singapore, and work with NHB on youth-led projects.

Between 2023 and 2024, the Panel is also leading the development of **Singapore's first ever Youth Heritage Blueprint** to capture youth insights and perspectives, and to offer recommendations for the museum and heritage sector. This is one of the key initiatives under *Our SG Heritage Plan 2.0*.

As part of the preparation for the Blueprint, NHB and the Youth Panel had launched an online survey from July to September 2023 to gather wider youth perspectives on heritage. These findings will guide the Panel in designing and facilitating in-depth focus group discussions in November and December 2023, after which the Panel will refine its recommendations for the Blueprint.

### Our SG Heritage Plan 2.0

- **Identity**

*Our SG Heritage Plan 2.0* seeks to affirm Singapore as an inspired nation which draws strength from our multicultural heritage and diversity. It sets out to reflect a more layered understanding of Singaporean identity, and will work to ensure that the experiences of all Singaporeans are represented and celebrated, in our vision to create a truly inclusive space. Key initiatives include efforts to:

- i. Research and conserve Singapore's maritime heritage;
- ii. Develop a design collection;
- iii. Expand Singapore's representation on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity;
- iv. Promote and care for our archaeological treasures;



- v. Enhance the National Museum of Singapore's Collecting Contemporary Singapore initiative; and
- vi. Drive the development of the Founders' Memorial and its public engagement.

- **Community**

*Our SG Heritage Plan 2.0* will nurture a connected people anchored in our shared heritage and invested in telling our collective story. Singaporeans will be empowered to create heritage-related content and projects, and have greater ownership in promoting and celebrating our stories. Key initiatives include efforts to:

- i. Establish Heritage Activation Nodes with the community to enliven our heartlands and increase access to heritage;
- ii. Deepen engagement with youth to encourage them to participate in and advocate for heritage;
- iii. Pioneer heritage-based interventions for health and well-being;
- iv. Promote and boost volunteerism; and
- v. Strengthen community capabilities in heritage.

- **Industry**

*Our SG Heritage Plan 2.0* will cultivate a vibrant heritage ecosystem that values people, connects with industry and creates opportunities for Singaporeans. The plan aims to create new avenues for heritage to benefit different sectors and groups, and to bolster the sustainability of heritage businesses and careers. Key initiatives include efforts to:

- i. Support the sustainability of heritage businesses and the transmission of traditional skills;
- ii. Transform Armenian Street into a precinct for craft and creativity;
- iii. Showcase our collections and stories overseas to enhance the Singapore brand; and
- iv. Strengthen the capabilities of heritage professionals within the heritage and museum sector.

- **Innovation**

*Our SG Heritage Plan 2.0* aims to raise a future-ready heritage sector powered by innovation and creativity, to keep heritage relevant and accessible. By harnessing technology, the reach of heritage spaces and offerings can be expanded, and more exciting and immersive experiences can be offered both online and offline. Key initiatives include efforts to:

- i. Enhance heritage interactions through cutting-edge technology;
- ii. Use smart robotics and AI to support museum functions and enrich visitor experiences;
- iii. Deepen engagement with heritage through delivering personalised content and recommendations;
- iv. Foster a sustainability-minded heritage and museum sector for a climate-resilient future; and
- v. Drive new research in conservation science and collection care at the Heritage Conservation Centre.