



Cambodian farmer
Kim Un and his family

World Toilet Organisation

Singapore's Social Sector Initiatives Help Change the World

A BETTER FUTURE

Kim Un is a pig farmer who lives with his wife and four daughters in Kampung Chhang, Cambodia. Until recently, they had to use unsanitary toilets. But thanks to SaniShop, an innovative, community-led social initiative, they no longer have to suffer using unhygienic and unsafe toilets. This leads to better health outcomes and improved self-esteem for them and members of their community, which in turn means a better chance at improving their economic lot.

More than two billion people in the world today do not have access to clean and safe toilets. Last year, the United Nations designated November 19th as World Toilet Day, to raise awareness and make safe sanitation a global priority. The Singapore-based World Toilet Organisation (affectionately referred to as 'the other WTO'), a global non-profit, collaborates with multinational corporations, academic institutions and other philanthropic organisations to address this critical global issue. A recent collaboration is SaniShop, a social enterprise with a novel franchisee model that makes toilets affordable in remote and impoverished parts of the world.

HUB FOR SOCIAL CHANGE

SaniShop is but one example that illustrates how Singapore is taking the lead in social sector initiatives that improve the lives of millions around the world. Situated in the heart of Asia, with a thriving business environment and burgeoning philanthropic movement, Singapore is a natural choice for international organisations to access and cultivate their Asian donor base, structure social finance projects, launch thought-leadership events and platforms, and activate international expertise and corporate partners to create new ideas for social change.

AN ESTABLISHED NETWORK

Singapore's established ecosystem for the social sector offers organisations a ready base for developing innovative solutions. It is home to over 150 international non-profits and 7,000 multinational corporations executing key regional functions and programmes.

Non-profits have established strong relationships with companies, agencies and industry associations to drive sustainability initiatives

using Singapore as a base. A collaboration between the Kuehne Foundation (KF) and the National University of Singapore (NUS) resulted in the KF-NUS Humanitarian Logistics-Asia Pacific Education Centre, building on Singapore's logistics strength to train disaster relief providers from humanitarian organisations such as World Vision and Save the Children.

"Since starting here we have steadily developed relationships with important Singapore-based academic institutions, such as the National University of Singapore, and other NGOs with regional bases here."

Mike Novell, South & Central Asia Regional Director, Save the Children

In addition, five of the world's top environmental conservation NGOs—Worldwide Fund for Nature, Conservation International, Wildlife Conservation Society, Birdlife International and Fauna & Flora International, have their regional headquarters in Singapore, conducting strategy, management and corporate functions as well as partnership and research development.

"Singapore's ability to position itself as a one-stop regional business hub has attracted significant multinational corporations whom WWF is keen to work with."

Elaine Tan, CEO, Worldwide Fund for Nature (WWF) Singapore

Earth Hour, one of the world's largest sustainability campaign brands, relocated its Global Headquarters from Sydney to Singapore, and is looking to grow "beyond the Hour" by harnessing the power of social and digital media to inspire and instigate behavioural change.

"Singapore's desire to be at the forefront of innovation and business globally, the fact that it has been chosen as a hub for many of the world's biggest brands, and the opportunity for companies and non profits to build relationships and forge partnerships here, have all been key reasons for Earth Hour Global's move."

Andy Ridley, CEO & Co-founder, Earth Hour Global

Leveraging Singapore's position as a financial centre, a strong base of philanthropy and social finance players based in Singapore

support non-profits interested to innovate sustainable operations and financing for the region. There is a growing cluster of private banks including UBS, RBS Coutts, Standard Chartered and Credit Suisse's SymAsia Foundation providing philanthropy services. Social finance intermediaries who have set up base in Singapore include Bamboo Finance, Asian Venture Philanthropy Network (AVPN), as well as the Impact Investment Exchange Asia (IIX) and its sister organisation, IIX Shujog.

Numerous large-scale development efforts have also been coordinated out of Singapore such as the World Bank's Centre of Excellence on Infrastructure Finance and the International Union Against Tuberculosis and Lung Disease's (The Union) Asia Pacific Office which manages technical assistance, research and training programmes throughout the region.

SINGAPORE IS THE IDEAL PLATFORM

This is the place where innovative social sector initiatives are happening right now. A mature and comprehensive ecosystem that connects people, aids collaboration, gives access to resources and drives transformation is growing from strength to strength. Many landmark events are in the pipeline that will facilitate these initiatives and bring about important humanitarian and development improvement for Asia and beyond.

Singapore is the ideal hub to effect change to match the impactful work of international organisations and thought leadership meetings. The city provides the perfect mix of work and play with a melting pot of cultures from across Asia. Singapore's lifestyle havens and cultural diversity make her an exciting and inclusive city, and the ideal ground for discovery and enriching exchanges.

For any organisation interested in creating meaningful impact, Singapore is the place to be.

About International Organisations Programme Office (IOPO)

Housed in the Singapore Economic Development Board (EDB), IOPO is a multi-agency initiative and a one-stop shop for international NGOs, foundations and philanthropic organisations, industry and professional associations and inter-governmental organisations interested in establishing a presence in Singapore. IOPO works with other government agencies to develop an enabling environment by improving the policy and regulatory space, securing infrastructure resources and engaging professional service providers.

About Singapore Exhibition & Convention Bureau™

The Singapore Exhibition & Convention Bureau™ (SECB), a group of the Singapore Tourism Board, has a mission to champion business travel and business events as key drivers of the tourism sector and enablers for industry growth in Singapore. It aims to establish Singapore as a dynamic business events destination where people, technology and ideas converge to create great value for customers. As the leading government agency for the business events sector in Singapore, the Bureau works with stakeholders to create, attract, and grow business events, as well as ensuring exceptional experiences in the delivery of these events. The Bureau also develops partnerships with international organisations and alliances.



Connect for change

Singapore is fast becoming one of the global focal points for impact investors, philanthropy practitioners, social entrepreneurs, network intermediaries and thought leaders to convene and exchange ideas on deepening and accelerating social impact.

**Asian Venture Philanthropy Network Annual Conference
Social Investing in Asia: What has worked?
14-15 May 2014**

www.avpn2014.com

The second AVPN Annual Conference this May brings together an expected 300 delegates from more than 20 countries comprising venture philanthropy organisations, impact investors, private equity and wealth management organisations, academics and grant-making institutions.

**Impact Forum
From Niche to Mass
12-13 June 2014**

www.impactforum.asia

The Impact Forum, hosted by IIX and Shujog, is the premier Asian gathering of global stakeholders in social finance. Over 650 impact investors, entrepreneurs, and intermediaries from around the world will come together to exchange ideas about how to deepen and accelerate social finance going from niche to mass.



Andrew J.K. Tan

**BoP World Convention & Expo
A Brave New Marketplace: Unleashing Opportunities at the
Base of the Pyramid
28-30 August 2014**

www.bopworldconvention.com

The inaugural BoP World Convention & Expo will be the first global gathering of like-minded individuals from all walks of life interested to tap into a blue ocean opportunity of more than US\$5 trillion to improve the lives of four billion people from the developing world.

**Philanthropy in Asia Summit
20-21 October 2014**

www.piasummit.org

Philanthropy in Asia Summit is the first-ever Asian-themed philanthropy event organised solely by the non-profit community. This biennial exclusive by-invitation-only regional event aims to bring together the philanthropic community to take ownership, find solutions and make an impactful difference to how philanthropy is done in Asia.

For more information, please contact the Singapore Exhibition & Convention Bureau™ at secb@stb.gov.sg.