



# YOUTH ACTION CHALLENGE SEASON 6 FACTSHEET

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# ABOUT YOUTH ACTION CHALLENGE



The Youth Action Challenge (YAC) is a key thrust of the SG Youth Action Plan (SG YAP), organised in partnership with Citi Foundation and the United Nations Development Programme (UNDP) through their Youth Co:Lab initiative.

It empowers youth to champion ground-up initiatives in partnership with the government, businesses and community organisations, to achieve youth's vision for Singapore in 2025.

The YAC provides the opportunity for youth to turn their ideas into reality through curated workshops, mentorship and guidance from experienced industry professionals.



## ELIGIBILITY CRITERIA

- Singaporean and Singapore Permanent Resident (PR)\*
- Youth aged 15 to 35 years old
- Individuals / informal ground-up groups / young non-profit or social enterprises (< 2 years from incorporation as a registered entity)
- Priority will be given to first-time YAC applicants
- Past YAC participants who have not completed their past YAC project will not be eligible to take part in this YAC Season 6

\*Foreigners are welcome to join, but participating teams should comprise a majority of Singaporean or Singapore PR youth.

CHALLENGE

# THEMES & SUB-THEMES

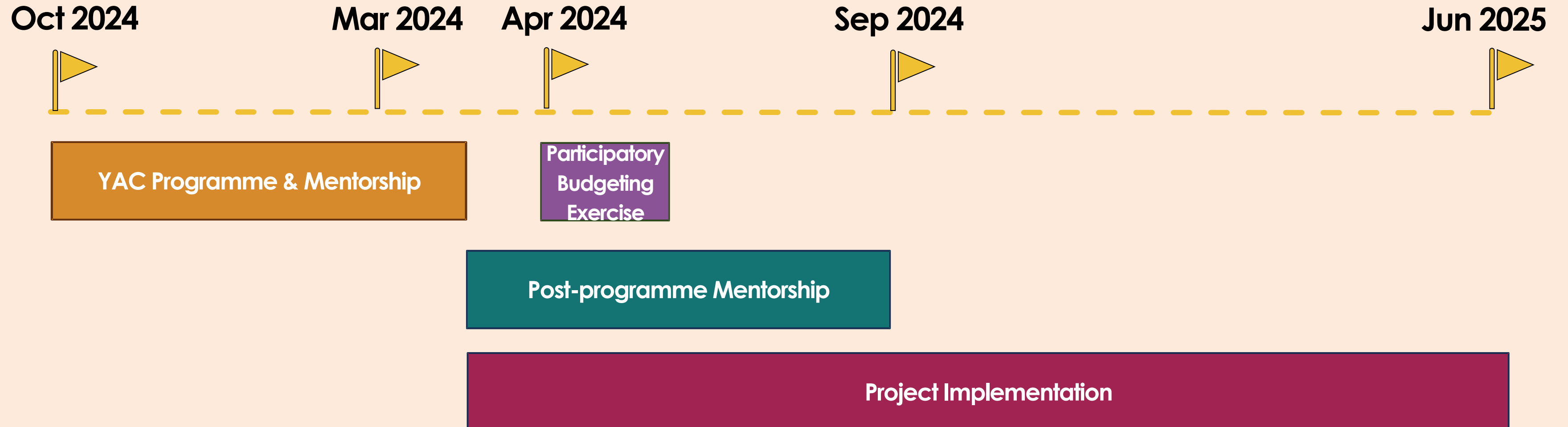
The 6th season of YAC will focus on the following four themes and sub-themes:

Theme	Sub-Theme
Navigating Careers	Supporting youths in defining their careers
	Supporting youths in making progress in their careers
Society for Everyone	Strengthening multiculturalism
	Enabling sustained progress for lower-income families
	Building an inclusive society for persons with disabilities
Environment & Sustainability	Improving public hygiene in public spaces
Balance in Life	Building a culture of healthy and balanced lifestyle
	Forming meaningful relationships with family and friends

# THE JOURNEY

Participants will go through a 6-month journey from October 2024 to March 2025 (key programme dates in table on subsequent pages).

They will get to (i) learn about the landscape, policy context and gaps for the respective themes, (ii) pick up useful tools and frameworks to help them ideate and evaluate potential ideas, and (iii) be provided resources such as mentors (for a one-year period) and expert consultants to refine their ideas. Participants also stand to be awarded up to \$50,000 in grants if their pitches have been assessed to be feasible, innovative and impactful.



# THE JOURNEY

Programme	What to Expect	Date & Time	Modality
*Context Setting	Understand the issue, policies and gaps on the themes from the 3P sector	5 October 2024, 10am – 1pm <ul style="list-style-type: none"> <li>• Navigating Careers</li> <li>• Society for Everyone</li> </ul> 5 October 2024, 3pm – 6pm <ul style="list-style-type: none"> <li>• Environment &amp; Sustainability</li> <li>• Balance in Life</li> </ul>	In-person Session
Networking & Team Formation (Part 1)	A networking session to get to know other participants and form teams or get new members	12 October 2024, 10am – 5pm	In-person Session
Networking & Team Formation (Part 2)	Another chance to network with other participants and form teams or get new members	15 October 2024, 7.30pm – 9.30pm	In-person Session
*Design Thinking & Prototyping Workshop Part 1	Learn the principles of design thinking to kickstart your project and get familiarised with the different ways to realise your solutions	19 October 2024, 10am – 5pm	In-person Session
*Team Coaching Part 1	Enhance team performance, continuity, and cohesion by understanding how team dynamics play a crucial role in strengthening teamwork and resolving conflicts	26 October 2024, 10am – 1pm	In-person Session

\*Mandatory Session

# THE JOURNEY

Programme	What to Expect	Date & Time	Modality
*Logic Model Workshop	Learn how to build a logic model to guide your project outcomes and evaluation	2 November 2024, 10am – 1pm	In-person Session
Introduction to Social Entrepreneurship	Learn how to create positive change while building a sustainable business	14 November 2024, 7.30pm – 9.30pm	Virtual Session
*Prototyping Workshop Part 2	Try your hands at developing your prototype	16 November 2024, 10am – 1pm	In-person Session
*Consult Clinic	Get feedback and advice from industry professionals	30 November 2024, 10am – 1pm	Virtual Session
Consult Clinic with Agencies	Get feedback and advice from public sector partners	4 December 2024, 7.30pm – 9.30pm	Virtual Session
*Pitch Workshop	Learn how to craft a compelling pitch for resource sponsorship (e.g. funding, venues)	7 December 2024, 10am – 1pm	In-person Session
1-1 Pitch Coaching Sessions	Refine your pitch deck with personalised coaching	9 December 2024 to 28 February 2025	At team's preferred time slot

\*Mandatory Session



# THE JOURNEY

Programme	What to Expect	Date & Time	Modality
*Mid-point Sharing	Mid-point progress check-in for all teams to learn from each other, showcase your prototypes and discover collaboration opportunities	11 January 2025, 10am – 1pm <ul style="list-style-type: none"> <li>Navigating Careers</li> <li>Society for Everyone</li> </ul> 11 January 2025, 3pm – 6pm <ul style="list-style-type: none"> <li>Environment &amp; Sustainability</li> <li>Balance in Life</li> </ul>	In-person Session
*Admin Briefing & Team Coaching Part 2	Enhance team performance, continuity, and cohesion by understanding how team dynamics play a crucial role in strengthening teamwork and resolving conflicts	15 February 2025, 10am – 1pm	In-person Session
*Final Open Mic	Pitch your ideas for funding	15 / 16 March 2025, Time TBC	In-person Session
Facilitated Participatory Budgeting Exercise & YAC After Party	Teams that are provisionally allocated a ^grant at the Final Open Mic and require additional funding will take part in a Participatory Budgeting exercise to stand a chance at receiving additional funding	5 April 2025	In-person Session
Online Participatory Budgeting Exercise		5 April – 19 April 2025	Online Exercise

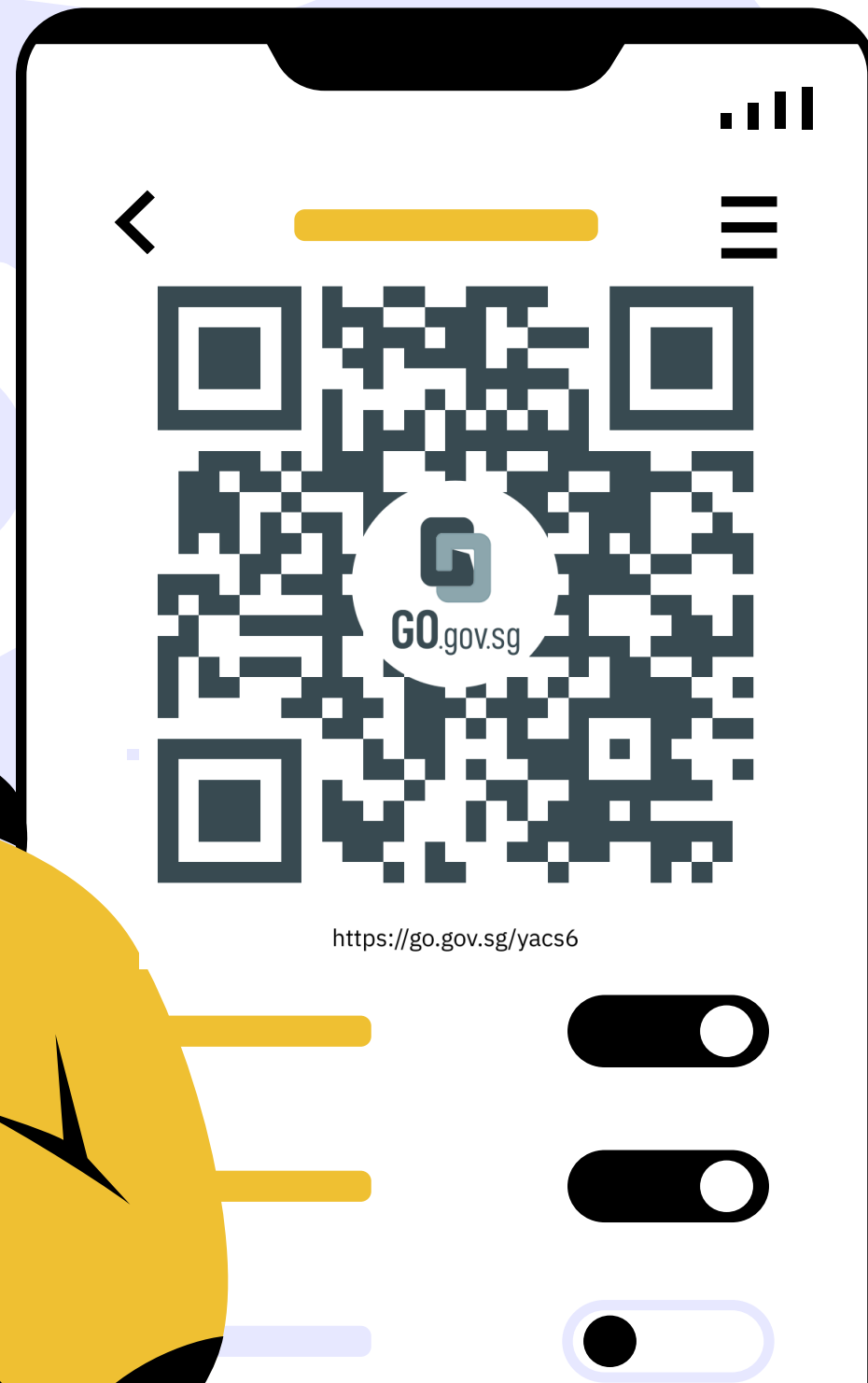
\*Mandatory Session

^The eventual award of the grant is subject to teams fulfilling certain conditions which will be shared in further detail after the Final Open Mic. Funding is only confirmed when NYC issues a Letter of Award to teams and they accept the Letter of Award. For further details on the allocation of the grant amount, please refer to Q15-Q19 below.

# THE JOURNEY

Programme	What to Expect	Date & Time	Modality
*KPI & Budget Coaching Session	Coaching session to help teams that are awarded a provisional grant at the Final Open Mic to scope their KPIs and budget for the one-year implementation period	10 May 2025	In-person Session
Mentorship	Up to 12-month mentorship for teams that require guidance during planning and project implementation phase	October 2023 – September 2024	At team's preferred time slot

# REGISTRATION



Registration commenced on 2 August 2024 and will close on 11 September 2024, 11.59pm.

You are welcome to sign up with or without a group. If you are signing up with your group, do note that all group members are expected to fill up the registration form.

Scan the QR code to [sign-up](#) today! Do register early to secure a spot!



# FAQS

- PARTICIPATION
- PROGRAMME
- EVALUATION
- EXECUTION
- YOUTH CO:LAB



# PARTICIPATION

## **Q1: Who may participate in the Youth Action Challenge?**

The Youth Action Challenge (YAC) is open to Singaporean and Singapore Permanent Resident (PR) youth aged 15 to 35 years old. Foreigners are welcome to join, but participating teams should comprise a majority of Singaporean or Singapore PR youth. Priority will be given to first-time YAC applicants and past YAC participants who have not completed their past YAC project will not be eligible to take part in YAC Season 6.

The YAC is designed for informal ground-up groups and young non-profit/social enterprises (less than two years from incorporation as a registered entity). Mature organisations that have been established for more than two years may instead contact the National Youth Council (NYC) at [Partnership\\_Enquiries@nyc.gov.sg](mailto:Partnership_Enquiries@nyc.gov.sg) for support outside of the YAC.

## **Q2: I was a past participant of the Youth Action Challenge. Can I still join YAC Season 6?**

As YAC is a developmental programme, priority will be given to first-time YAC applicants. This is to equip as many youths as possible with the relevant skills that you have also gotten from your time at YAC. However, if you have a burning idea for this year's theme, we welcome past participants who have already completed their YAC projects to apply.

# PARTICIPATION

## **Q3: Can I sign up for more than one theme?**

No, you should only register for one theme and be part of only one team eventually. This is to ensure that you can commit to being with your team during the course of the programme, and contribute meaningfully to team discussions during each session. However, should you be keen to find out the issues, policies and gaps of other themes, you will be able to watch content from other Context Setting sessions online.

## **Q4: Must I already have a team in order to join?**

No, you do not need to form a team before registering. There will be sessions facilitating team formations and networking with other participants after the programme commences.

## **Q5: Can I sign up as a team if I already have one?**

Definitely! Please get everyone in your team to register individually so that we have everyone's details.

# PROGRAMME

## **Q6: What can I look forward to in YAC Season 6?**

You can look forward to a 6-month developmental programme. This programme includes interactive context setting session on the existing landscape, consult clinics with industry professionals from the people, public and private (3P) sectors, mentorship to further strengthen your project, pitch workshop to learn how to deliver an effective pitch through creative storytelling, and many more. More details can be found in the programme schedule on page 7. You can also stand to be awarded up to \$50,000 in grants if your pitch has been assessed to be feasible, innovative, and impactful.

## **Q7: Do I have to attend the Networking and Team Formation sessions if I already have a team?**

While you may not need to recruit new members, you and your team are still encouraged to attend the session. The purpose of this session is for participants to get to know others outside of their teams and exchange ideas or expertise. We have seen beautiful friendships and collaborations blossoming from networking sessions in past seasons. Do consider joining.

# PROGRAMME

## **Q8: Who and where are the industry professionals from?**

They come from the people, public and private (3P) sectors and bring with them varied expertise ranging from business development, marketing, IT, policy and on-the-ground community experience, among others. These professionals are carefully selected based on their professional and volunteer/community experience and are mainly in mid to senior level management positions. Past consultants and mentors who have participated in previous seasons of the YAC include Richard Koh (Chief Technology Officer, Microsoft Singapore) and Alin Dobrea (Head of Marketing Strategy, Marketing Solutions and Partnerships, Zalora).



# PROGRAMME

## **Q9: If I am unable to attend some of the sessions, can I still participate?**

You are required to attend all the mandatory sessions listed in the programme schedule on page 7.

For the non-mandatory sessions, at least 50% of the team should be present.

A \$150 Grab voucher / NETS FlashPay card will be given to participants who attend all<sup>1</sup> mandatory sessions to cover the costs incurred because of your participation in the programme (e.g. transport and meals for team meetings, research costs).

As the YAC is intended to support youth to take action and realise their ideas, we expect all participating teams to not only commit to attending the sessions, but also implementing the projects subsequently after the final pitch in March 2025.

*<sup>1</sup>You must attend at least 80% of each mandatory session to qualify (e.g. if the session is scheduled for 2 hours, you have to attend at least 1h 40 minutes).*

# PROGRAMME

## **Q10: How big should each team be?**

Each team should comprise 3 to 5 members.

## **Q11: Can I work on my project alone?**

Each team should have a minimum of 3 members. If you are unsuccessful in forming a team after the Team Formation sessions, you are encouraged to join other teams or invite your friends to join you by getting them to register for the YAC by 17 October 2024. Please note that they will need to be able to attend the mandatory sessions and commit to implementing the project. Please inform NYC if you have friends joining your team after the Team Formation sessions. The list of team members must be finalised by 17 October 2024.

## **Q12: Can I change my team halfway?**

Any change to the team members should be done before 17 October 2024.

## **Q13: Can I change themes halfway?**

Yes, you may do so before 17 October 2024. Thereafter, you should stay committed to ideating and pitching for an idea in your chosen theme.

# EVALUATION

## **Q14: What are the criteria by which the project proposals will be assessed?**

The ideas will be assessed based on the extent to which the team has validated the identified problem and idea (30%), feasibility (30%) and potential impact of the idea (25%), as well as how innovative the solution is (15%).

Teams that are gunning to be selected as the Youth Co:Lab Champion will additionally be assessed on their financial viability and sustainability plan. This has no bearing on the YAC grant amount, but will be considered in the selection of the Youth Co:Lab champion, who will be nominated to represent Singapore in the annual Youth Co:Lab Regional Summit.

## **Q15: How is the grant amount determined?**

All teams will pitch their ideas at the Final Open Mic on 15/16 March 2025 to a panel of judges, who will decide the initial grant amount to be provisionally allocated to each team. The provisional grant amount allocated will be based on the four criteria set out in Q14. Judges will also consider the requested budget for each team in assessing the grant amount to be provisionally allocated. Teams stand to receive \$5,000, \$20,000 and \$50,000 in provisional grants at the Final Open Mic, depending on the merits of the project. As the YAC is not a competition, there is no limit to the number of teams that can be awarded at each grant tier.

# EVALUATION

## **Q16: If we do not get our requested budget, will we be able to ask for more funding?**

Teams that are provisionally allocated a grant at the Final Open Mic that does not meet their requested budget will have the option to take part in a <sup>2</sup>Participatory Budgeting exercise and stand a chance to receive additional funding allocated by the attendees. The total combined provisional funding allocated from the Final Open Mic and Participatory Budgeting exercise will be no more than \$70,000.

*<sup>2</sup>Participatory budgeting is a civic engagement tool that directly involves citizens in deciding how to spend a defined sum of public money. PB allows citizens to identify, discuss and prioritise public spending projects, and gives them the power to make real decisions on how money is spent. Participatory Budgeting exercise is only available for teams who were not allocated the amount they had requested from the panel of judges at the Final Open Mic. The Participatory Budgeting exercise will be done in two parts – (i) a Facilitated Participated Budgeting exercise which will involve pitching your project to a group of Youth Panel, and (ii) an Online Participatory Budgeting exercise targeted at the general youth population. More details will be shared in due time.*

# EXECUTION

## **Q17: When and how will the provisional allocation of the grant amount be confirmed?**

NYC will reach out post-Participatory Budgeting exercise to inform teams of the grant amount provisionally allocated by the judges at the Final Open Mic. The grant will only be awarded when NYC has issued a Letter of Award to the team, and the team accepts. Whether NYC issues a Letter of Award to a team is contingent on the team fulfilling certain conditions, such as submitting a satisfactory set of KPIs and budget breakdowns to NYC. Until the Letter of Award is issued by NYC, the grant amount allocated is only provisional for teams' budgeting and planning purposes. NYC shall have the right to withdraw projects that deviate from what was originally pitched at the Final Open Mic or which NYC, in its sole discretion, deems to be unsuitable for implementation.

## **Q18: When and how will the grant be disbursed?**

The grant will be disbursed on a reimbursement basis upon project completion. For projects awarded with grants of more than \$10,000, the grant will be disbursed in two or more tranches, based on the completion of agreed milestones. A partial upfront disbursement will be given to projects awarded with grants of more than \$10,000.

# EXECUTION

## **Q19: What does the grant cover and not cover?**

If a team is awarded a grant, the grant covers all project-related expenses incurred after the pitch on 15/16 March 2025 except the following:

- Gifts (including goodie bags for project beneficiaries), prizes & tokens of appreciation
- Awards (e.g. trophies, medals, etc.)
- Fixed assets and overhead expenses (e.g. printer, office space, furniture)
- Payment to team members
- Sponsorship or grants given to a third party (e.g. to sponsor a group of beneficiaries to attend a course)
- Organisational-strengthening initiatives

Teams will be required to submit a budget with their projected expenses. NYC will advise accordingly on which expenses can be supported. The grant covers the supported project expenses in full, capped at the approved grant amount.

## **Q20: What is the timeframe for the project?**

All teams will have to implement their projects and utilise the grant by June 2026. You are encouraged to plan for sustainability in the long term, but scope your project and budget based on a one-year timeframe.

# YOUTH CO:LAB

## Q21: What is the Youth Co:Lab?

Youth Co:Lab ([www.youthcolab.org/about](http://www.youthcolab.org/about)) positions young people front and center in order to solve the region's most pressing challenges. Co-created in 2017 by the United Nations Development Programme (UNDP) and the 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. Youth Co:Lab has been implemented in 28 countries and territories across Asia Pacific.

## Q22: How is NYC collaborating with the Youth Co:Lab?

YAC is organised by NYC and MCCY in partnership with Youth Co:Lab, which is co-led by UNDP and Citi Foundation. Youth Co:Lab works together with the NYC and MCCY team and support on programming, expertise, resources and knowledge. The support includes access to mentors, speakers, domain experts and the overall network of social entrepreneurship. All participants of the YAC will also have access to the comprehensive Youth Co:Lab Springboard Programme, an online learning platform that provides ongoing support for young SDG innovators, aiming to scale youth-led social enterprises. Youth Co:Lab will also support aspiring social entrepreneurs by providing ad-hoc mentorship support and access to an extensive regional network of experts, consultants, mentors, investors and accelerator programmes. In addition, one team from YAC Season 5 will be selected as Youth Co:Lab champion, and will have the opportunity to represent Singapore in the Youth Co:Lab Regional Summit in mid-2025.

# YOUTH CO:LAB

## Q23: What is the Social Entrepreneurship (SE) track?

Teams that indicate interest to continue their journey after the YAC as social entrepreneurs will have the opportunity to join the SE track, which is coordinated by the Youth Co:Lab team, if they are selected.

Teams selected for the SE track will have access to the following components, according to the maturity stage and needs of each team:

- One team to be selected as Youth Co:Lab Champion and represent Singapore in the Youth Co:Lab Regional Summit
- Long-term support (up to 1 year) from the UNDP team to build and scale their business idea and achieve financial sustainability
- Nomination to join the Regional Springboard PLUS Programme, a six-months virtual pre-accelerator programme dedicated to enhancing the investment readiness for social entrepreneurs, and addressing their business operations and management challenges when scaling their impact
- Opportunity to be featured regionally and nationally on Youth Co:Lab channels
- Access to exclusive 1-1 Consultation Sessions with high profile industry experts in areas related to marketing, budgeting, business development and technology, among others
- Exclusive access to support from other partners which could include access to co-working spaces, invitation to regional and global entrepreneurial events, access to early-stage investors, nominations to join key programmes to further develop your solution, and more



NYC

NATIONAL YOUTH COUNCIL  
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Thank you!