

PEOPLE'S ASSOCIATION  
media release



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**Embargoed until 25 November 2023, 6.00pm**

23 November 2023

**PAYM'S FUTUREYOUTH CAMPAIGN SEEKS 100,000 VOICES TO UNDERSTAND YOUTH ASPIRATIONS, AND INVITE YOUTHS TO CO-CREATE SINGAPORE'S FUTURE**

*Empowering youths to lead initiatives on Mental Health, Racial and Religious Harmony, and Sustainability and Environment; and chart the future of Singapore together*

The People's Association Youth Movement (PAYM) is launching the FutureYOUth campaign which aims to gather 100,000 voices to hear views from youths on causes that matters to them. Over the next eight months, PAYM will be engaging youths via focus groups, roadshows and digital platforms, to capture their aspirations and seed ground-up projects with like-minded partners to benefit the community.

2. The FutureYOUth campaign will be launched at the FutureYOUth Marketplace on Saturday, 25 November 2023 at Singapore Management University T-Junction. The launch will be officiated by:

- i. Mr Edwin Tong**  
Minister for Culture, Community and Youth  
Second Minister for Law  
Deputy Chairman of PA;
- ii. Dr Janil Puthucheary**  
Chairman, Panel of Advisers for PAYM Council  
Senior Minister of State, Ministry of Communications and Information & Ministry of Health;

**iii. Mr Edward Chia**

Member, Panel of Advisers for PAYM Council; and

**iv. Mr Xie Yao Quan**

Member, Panel of Advisers for PAYM Council

3. As the Youth Parallel of ForwardSG, FutureYOUth campaign aims to widen outreach and deepen engagement with youths and network of partners, to refresh youth social compact with the Government and the changing aspirations of youth today. The ground-up initiative is led by youth for youth to envision a caring, inclusive and embracing society for their generation.

4. The FutureYOUth campaign will anchor on three themes: **Mental Health** – relationship with oneself; **Racial and Religious Harmony** – relationship with others; and **Sustainability and Environment** – relationship with the environment. The three themes were selected in discussion with the youths as their top-of-mind concerns. In the collection of 100,000 youth voices across the three themes, with the heavy usage and impact of digital platforms and social media among youths, the campaign will also cross-examine and discuss topics such as cancel culture and digital harassment as the part of the conversations.

5. More than 300 youths from the Youth Networks, cause-based groups and youth-based organisations are expected to attend the FutureYOUth Marketplace, a youth-only marketplace for youth to support causes, network and trade ideas for the future of Youth. PA's Youth Networks will be setting up booths to share their causes that they are passionate on and rally like-minded youths to join them. Partners attending could also explore possible collaborations with the youth networks around. A causal setting speakers' corner would be set up for Youth Networks and Partners to share awareness and initiatives that youths could be involved.

6. Your journalist and photographers / videographers are cordially invited to attend the **PAYM FUTUREYOUTH MARKETPLACE**, on **Saturday, 25 November 2023 at 2.45pm at Singapore Management University T-Junction**,

**70 Stamford Road Singapore 178901.** Please see Annex A for the programme and Annex B for campaign factsheet. Interviews and photo opportunities can be arranged upon request. **Please RSVP your attendance to the contact persons below by Friday, 24 November 2023, 5.00pm.**

Contact person/s : Keegan Lim  
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People's Association

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### **About People's Association**

The [People's Association](#) (PA) is a statutory board established on 1 July 1960 to promote racial harmony and social cohesion, and to act as a bridge between the Government and the people. We offer a wide range of community [programmes](#) and volunteering opportunities for Singaporeans from all walks of life. Our network includes close to 2,000 [Grassroots Organisations](#) (GROs), over 100 Community Clubs, five Community Development Councils, National Community Leadership Institute and PAssion WaVe. More information at [www.pa.gov.sg](http://www.pa.gov.sg).

### **About People's Association Youth Movement (PAYM)**

The [PAYM](#) was set up in 1971 as a core youth movement in Singapore to engage youth in meaningful pursuits and support the Government in nation building. Through our strategy of 'Youth for Youth, Youth for Community', PAYM provides diverse and holistic activities for our youths to develop into responsible and active citizens. Involving 95 Youth Networks, PAYM's various programs and activities create a common space for youth to bond and contribute to their local communities regardless of race, religion and educational backgrounds. Over at PAYM, we proactively create opportunities for our youth to unleash their potentials and fulfil their aspirations.

**FUTUREYOUTH MARKETPLACE  
SATURDAY, 25 NOVEMBER 2023,  
SINGAPORE MANAGEMENT UNIVERSITY T-JUNCTION,  
70 STAMFORD ROAD, S(178901)**

**PROGRAMME**

<b>Time</b>	<b>Details</b>
2.30pm	<b>Opening Speech</b>  Mr Jeffrey Lee Chairman of 24 <sup>th</sup> Term PAYM Council
2.35pm	<b>Appreciation Montage for 23rd Term PAYM Council</b>
2.45pm	<b>Arrival of Media</b>
	<b>Commencement of FutureYOUth Marketplace</b>
3.45pm	<b>Launch of FutureYOUth Campaign</b>  Minister Edwin Tong will officiate the launch of the FutureYOUth campaign, along with Dr Janil Puthuchear, Mr Edward Chia and Mr Xie Yao Quan.
4.00pm	<b>24<sup>th</sup> Term PAYM Council Installation</b>  The 24 <sup>th</sup> Term PAYM Council Members will be presented with a Certificate of Membership at the installation ceremony.
4.15pm	<b>Tea Reception</b>  Continuation of FutureYOUth Marketplace and 'Speakers Corner' for networking.
6.00pm	<b>End of Programme</b>

**FACTSHEET FOR FUTUREYOUTH CAMPAIGN AND  
FUTUREYOUTH MARKETPLACE**

<b>Name of Initiative</b>	FutureYOUth Campaign
<b>About “FutureYOUth Campaign” (Its Purpose)</b>	<p>FutureYOUth is a nation-wide movement campaign by the People’s Association Youth Movement (PAYM) to engage a wide spectrum of youth to understand sentiments, aspirations and views on issues that matter to the youth.</p> <p>The three themes are:</p> <ol style="list-style-type: none"> <li>1) Mental Health (relationship with self);</li> <li>2) Racial and Religious Harmony (relationship with others);</li> <li>3) Sustainability &amp; Environment (relationship with the environment)</li> </ol> <p>PAYM pledges to gather 100,000 youth voices from all walks of life through various platforms and channels. PAYM wants to hear youth views and aspirations on causes that they care deeply about, to build consensus, fulfil their aspirations and seed ground-up projects with like-minded partners to benefit the community.</p>
<b>Name of Initiative</b>	FutureYOUth Marketplace
<b>About “FutureYOUth Marketplace” (Its Purpose)</b>	<p>A networking platform to provide awareness of the current initiatives led by PAYM Youth Networks and sharing of volunteering opportunities available, youth participants may support the initiatives and partners attending are encouraged to collaborate with various Youths on projects.</p> <p>The FutureYOUth Marketplace is a youth only Marketplace for youth to support causes, network and trade ideas for the future of Youth, anchoring on the following topics: Mental Health, Racial and Religious Harmony and Environment &amp; Sustainability.</p> <p>More than 300 youths from the Youth Networks, cause-based groups and youth-based organisations are expected to attend.</p>

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