



*Ms Clarisse Liew
Bachelor of Science in Finance*

EXTENDING IMPACT GLOBALLY

In 2025, SUSS opened new pathways for students to learn, collaborate, and create impact beyond Singapore. Through cross-border programmes and global partnerships, students gained international exposure and applied their knowledge to real-world challenges across different communities and cultures.

SHAPING HOW THE WORLD UNDERSTANDS AGEING

As populations age around the world, greater attention is being placed on how healthcare, social support, and community systems can work more closely together to support older adults. Through the Intercontinental Alliance for Integrated Care (IAIC), SUSS has been bringing together researchers, practitioners, community organisations, and educators to explore more connected and people-centred approaches to ageing and care.

In 2025, the IAIC moved beyond alliance-building into more applied research and community engagement with the launch of its inaugural multi-region study, *A Study on Perceptions of Ageing and Ageing Well: Exploring Older Adults' Experiences and Coping Strategies Across Regions*. Drawing insights from older adults across Singapore, Canada, China, Hong Kong SAR, and the United Kingdom, the study explored how people from different social and cultural backgrounds understand what it means to age well.

The alliance also continued to grow internationally, with seven institutions from Asia and Europe joining in 2025. Alongside these partnerships, the IAIC worked closely with community organisations in Singapore to connect broader conversations on ageing with lived experiences on the ground.

One such collaboration brought seniors from Lions Befrienders together with student designers from the Nanyang Academy of Fine Arts and University of the Arts Singapore for an intergenerational fashion runway showcase. More than a fashion event, the project created opportunities for connection, creativity, and self-expression, while challenging common assumptions about ageing. In doing so, it reflected the IAIC's emphasis on dignity, participation, and agency in later life.

The launch of the study and its related activities also contributed to wider public conversations around ageing and integrated care.

GROWING AGEING INNOVATION ACROSS ASIA

The challenge of ageing is no longer just about care. Across Asia, there is growing demand for innovative solutions that can be implemented, tested, and sustained within real community settings. The SUSS Geropreneurship Innovation Festival (GIF) 2025 focused on closing this gap by connecting start-ups directly with community partners, practitioners, and ecosystem enablers working in ageing and care.

Organised under the Ngee Ann Kongsi Social Impact Hub, GIF 2025 reflected SUSS' growing focus on ageing innovation through partnerships, applied entrepreneurship, and community collaboration. Previously part of the World Ageing Festival, GIF 2025 marked the first standalone event, drawing more than 700 attendees and championing new possibilities in geropreneurship.

A key feature of the festival was Pitch for Good, a regional entrepreneurship competition focused on ageing-related challenges. The 2025 edition attracted more than 80 applications from nine countries,

including Singapore, China, India, Thailand, Vietnam, Malaysia, Indonesia, the Philippines, and Sri Lanka, extending SUSS' reach across the region.

Beyond pitching ideas, selected start-ups were connected to Active Ageing Centres and community partners in Singapore to test and refine their solutions in real-world settings. The launch of the Tzu Chi GLOW Award strengthened this pathway further, with one start-up selected each year over three years to receive \$10,000 in funding and a one-year test-bedding opportunity.

Following GIF 2025, Tzu Chi invited SUSS-incubated start-ups such as Boost VitalTEA to showcase and testbed their solutions within its Active Ageing Centres. Winning start-up Marymount Labs also entered a Memorandum of Understanding with Tzu Chi, extending the collaboration beyond the festival and creating opportunities for continued collaboration and community impact.



SCALING COGNITIVE HEALTH ACROSS THE REGION

A familiar story, photograph, or shared memory can spark connection and bring people together. Building on the power of these everyday moments, SUSS and DBS Foundation launched a regional community programme in 2025 to support cognitive health, emotional wellbeing, and social connection among older adults across Asia, while helping to prevent or slow cognitive decline.

Known as the DBS Foundation X SUSS Memory & Cognitive Health Community Programme, the four-year initiative spans Singapore, Hong Kong, Taiwan, China, Indonesia, and India, with the aim of reaching 11,500 seniors. Through guided activities centred on recalling and sharing personal memories, the programme combines community practice with research, enabling partners to strengthen the evidence base for reminiscence-based interventions that support cognitive health across diverse care settings and populations.

Alongside the delivery of reminiscence activities, the programme supports the development of the Asia Reminiscence Hub. The Hub advances capacity-building, knowledge exchange, and research to strengthen the long-term sustainability of

reminiscence practice across the region, while enhancing the capabilities of practitioners and organisations within their communities. Funded by an \$8.95 million commitment from DBS Foundation, the programme aims to train more than 1,000 Reminiscence Facilitators over four years to benefit more than 11,500 seniors. In the past year alone, more than 130 facilitators across Singapore, Taiwan, and Hong Kong completed training.

Several milestones also marked the programme's first year. On 2 October 2025, the inaugural Asia Reminiscence Forum brought together more than 180 practitioners, academics, and community partners to exchange perspectives and share practices from across the region.

Another highlight was the launch of My Home, My Singapore, a co-created reminiscence resource kit developed with Taipei Medical University, community facilitators, and seniors. The resource kit was presented to Senior Minister Lee Hsien Loong during the programme launch at Ang Mo Kio Community Centre on 30 November 2025, reflecting the collaborative and community-centred spirit behind the initiative. In its first year, the community programme also expanded its reach through partnerships with 15 implementation partners across the region.

TAKING START-UPS BEYOND SINGAPORE

Growing a start-up is already challenging. Expanding into a new market – with different business environments, networks, and customer needs – can be even harder. Through the Market Access Programme (MAP), SUSS has been helping impact ventures take that next step into Southeast Asia with greater confidence and support.

MAP builds on the social entrepreneurship ecosystem developed by SUSS under the Research, Innovation and Enterprise 2025 Plan. Beyond market expansion, the programme helps impact ventures better understand regional contexts, build partnerships, and explore how their solutions can respond to local needs outside Singapore.

In 2025, SUSS piloted its first regional MAP in Bangkok, Thailand, focusing on ventures developing ageing and care-related solutions in areas such as eldercare, health technology, and geriatric medicine. Through workshops, market visits, and stakeholder engagement sessions, start-up founders gained firsthand exposure to the Thai business landscape and opportunities for regional collaboration.

Participants met with Thai ecosystem partners, industry players, and public agencies through site visits, discussions, and fireside chats that encouraged open sharing and exchange. The programme also drew on the networks of SUSS Success Academy in Bangkok to support continued relationship-building and follow-up conversations beyond the pilot itself.

During the Bangkok programme, participating start-ups initiated more than 20 potential strategic partnership follow-ups. In July 2025, SUSS also formalised its collaboration with Thailand's National Innovation Agency (NIA) through a Memorandum of Understanding signed at Start-up x Innovation Thailand Expo (SITE) 2025, strengthening connections between the Singapore and Thailand start-up ecosystems.

For many participants, the experience provided more than just market exposure. It offered opportunities to build relationships, test ideas in unfamiliar environments, and better understand what it takes to grow across borders. Some founders even described the programme as a “gamechanger” in helping them accelerate their regional expansion journey.



EQUIPPING EDUCATORS TO FURTHER LEARNING IN INDONESIA



Every child benefits when teachers are given the support and opportunities to grow.

Since 2019, SUSS has partnered the Indonesian Kindergarten Teachers' Association (IGTKI) West Java to support early childhood educators through professional development and shared learning. Led by the SUSS Early Childhood Education programme, the collaboration brought together educators from Singapore and Indonesia around a shared commitment to helping young children thrive.

Through workshops, symposiums, and exchanges over the years, participants explored practical approaches to strengthening teacher-child

interactions, creating effective learning environments, and building stronger school-family partnerships. The initiative concluded in 2025 with a study visit to Singapore, alongside a symposium and closing ceremony involving educators and stakeholders from both countries.

For many participants, the programme provided practical ideas and fresh perspectives that could be applied directly in their classrooms.

Through partnerships like these, SUSS continues to contribute its expertise in early childhood education while supporting meaningful learning and collaboration beyond Singapore.