

# Supporting Singapore's design sector through COVID-19

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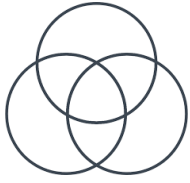
We are Singapore's national agency for design and part of the Singapore Economic Development Board, a statutory board of the Ministry of Trade and Industry.

## Design 2025 Masterplan

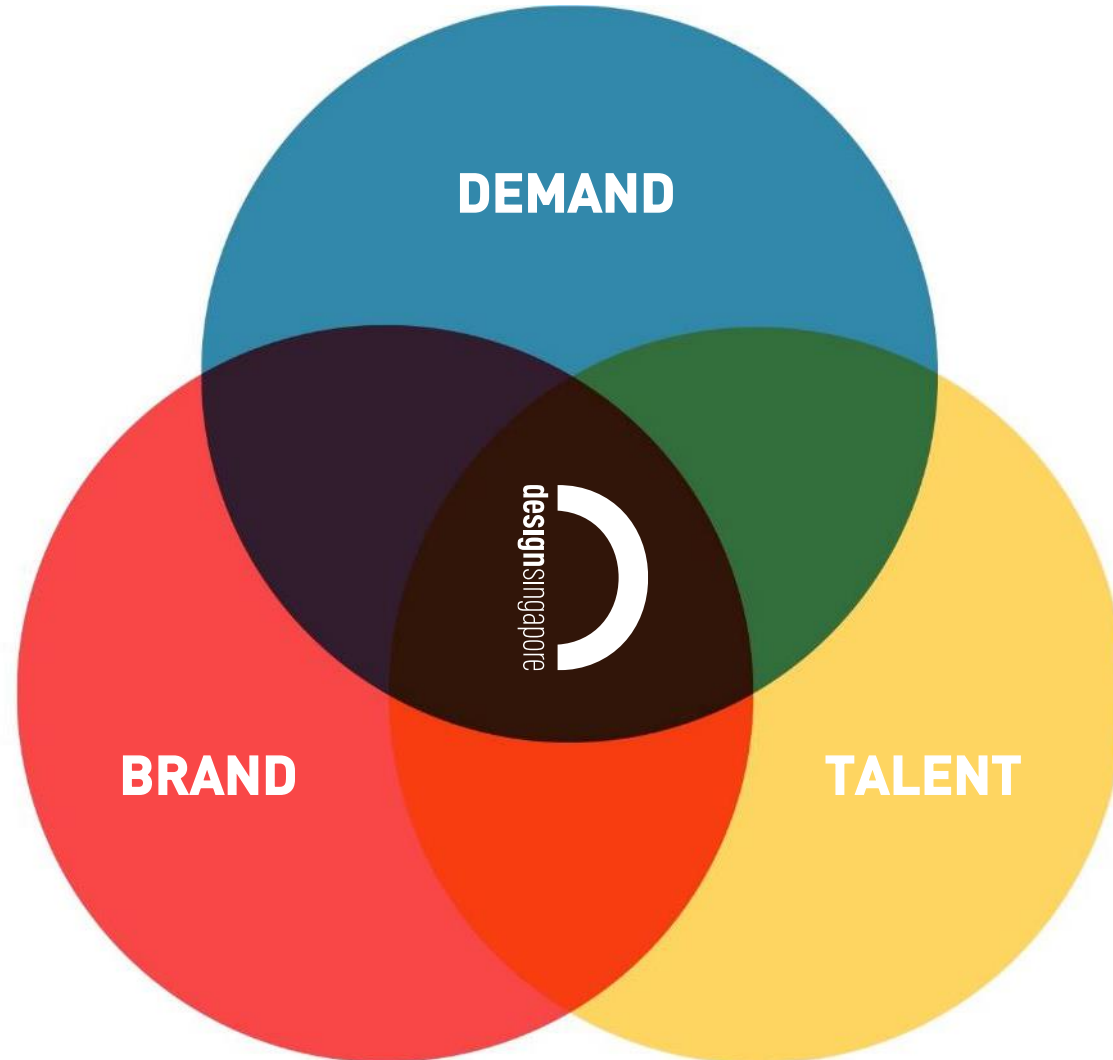
Our vision is for Singapore to be an innovation-driven economy and a loveable city by Design by 2025

### Our mission is to:

- Develop the design sector
- Help Singapore use design for innovation & growth
- Make life better through design



# SUPPORTING A ROBUST DESIGN ECOSYSTEM



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Develop Singapore Design brand; make emotional connections locally and globally

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Promote demand for design as strategy for business growth and effective approach for solving societal problems

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Nurture industry-ready transdisciplinary design talents; introduce design sensibilities to every Singaporean



Government support measures for SMEs

## DEALING WITH IMMEDIATE CHALLENGES

### Managing cashflow issues



**Tax and rent relief:** 3-month deferment of corporate income tax, 2-month rental waivers for tenants in govt properties, and compulsory waivers of base rent for other properties.



**Government-assisted loans:** >1200 companies have taken up loans totalling more than \$490m. The govt has also increased its risk share of loans from 80% to 90% to increase credit access for firms.

### Retaining talent



**Jobs Support Scheme:** For a period of 10 months, firms can get up to 75% of the first \$4,600 of a local worker's monthly wages subsidised. **Over \$4b** has been paid out to 140,000 employers for ~1.9m local employees

### Sector-specific support



**Support packages for hardest hit sectors** like tourism, aviation, transport, and entertainment

**6-month relief from contractual obligations** like non-residential leases, construction/supply, events, and tourism-related contracts



Government support measures for SMEs

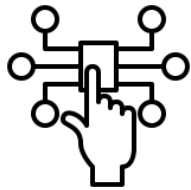
## PREPARING FOR GROWTH



### Deepening capabilities



**E-Commerce Package:** Cost and manpower support for local retailers to work with e-commerce platforms to diversify sales channels and revenue streams



**Start Digital Pack & Digital Resilience Bonus:** Discounted basic digital solutions for new SMEs and SMES new to using digital technology; and up to \$10k adoption payouts for F&B and retail businesses

### Attracting & developing talent



**Enhanced training support:** Up to 90% course fee subsidy for hard-hit sectors, and 90% (up to \$10) of hourly basic salary supported for absentee payroll rate



**SGUnited Jobs and Skills Package:** Scaled up capacity of career conversion programmes in growth sectors; and introduction of 80% co-funded traineeship opportunities for recent and new graduates

### Going further



**Enterprise Development Grant:** Assist companies to upgrade, innovate or venture overseas by funding qualifying project costs such as consultancy fees, software and equipment, and manpower.



Digital programming by DesignSingapore Council

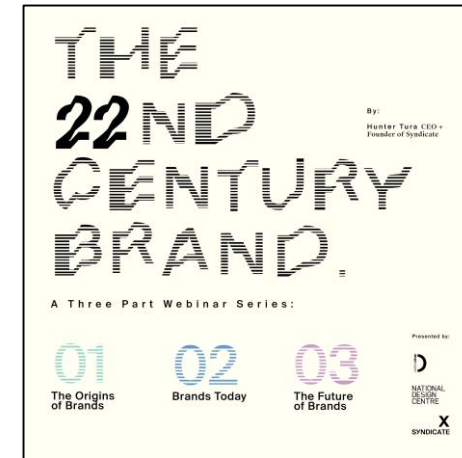
# BUILDING RESILIENCE IN THE INDUSTRY



Digital programmes on brand positioning, storytelling and brand origins presented in June 2020 by the National Design Centre.



Circular economy and sustainability consultant, Sann Carrière of So Now, and brand experience expert, Jean Francois Thery of UltraSuperNew, joins business designer, Romina Choun of strategic design consultancy Chemistry to talk about the do's and don'ts of branding and positioning during times of crisis.



A three-part series with global branding expert Hunter Tura, CEO & Founder, Syndicate, looking at the urgency that branding holds to address contemporary issues.

Industry-oriented digital events produced in partnership with educational institutions, industry associations and design consultancies.



A webinar exploring the interactions between buildings and the city as ecological systems through questions of concept, planning, design, technology, and experience. Organised in collaboration with Future Cities Laboratory, ETH Zurich and the Singapore University of Technology and Design.



A webinar co-presented with design consultant from Curious People Solutions covering the importance of empathy for organisations and tools to deeply understand internal and external customers.

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Initiatives by DesignSingapore Council

# GROWING SECTOR CAPACITY AND CAPABILITY



## For designers



## For design talent



## For SMEs



### Good Design Research

This initiative helps designers and design enterprises in Singapore find their unique value proposition in designing for impact through research and experimentation, and a network of knowledge partners.

### SkillsFuture Study Award for Design

The supports design and non-design professionals in honing the right skillsets in design and competencies to become a highly sought-after talent in the industry. Additionally, on top of courses offered by approved providers, online learning courses are now also eligible for support.

### User Journey Mapping

This introductory scheme gives Small and Medium Enterprises an overview to the practice of improving customer experiences by better understanding how their customers interact with their products, services and processes. [Click for more info](#)





# SINGAPORE




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An innovation-driven economy,  
a loveable city by Design



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