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PRESS RELEASE

18 FEBRUARY 2022

EMBARGOED UNTIL OFFICIAL LAUNCH CEREMONY OF MSSALC

RSVP SINGAPORE, SINGAPORE POOLS AND CAPITALAND HOPE FOUNDATION LAUNCH FUTURE-READY APPLIED LEARNING COMMUNITY SPACE FOR SENIORS AT THE MAJESTIC

Singapore, 18 February 2022 – President Halimah Yacob today officially launched the Majestic Smart Seniors Applied Learning Centre (MSSALC) in Chinatown. This project by RSVP Singapore, in partnership with Singapore Pools and CapitaLand Hope Foundation, the philanthropic arm of CapitaLand Group, seeks to provide a safe space for seniors to discover and build their confidence to use the latest in digital technology so that these will be part of their daily lifestyle. With the support from CapitaLand Hope Foundation and Infocomm Media Development Authority (IMDA), the centre will adopt a unique SMART (Specific, Motivation, Adaptive, Relevant, Talent) concept to help seniors cope with an increasing digitalisation of day-to-day life.

The design of the MSSALC was developed with feedback collated from over 400 responses from RSVP senior volunteers, non-profit organisations in the Chinatown area and grassroots leaders from Kreta Ayer-Kim Seng, reflecting the needs of seniors based on a community-driven engagement design process.

MSSALC has three flexible zones, each with specific purposes (refer to Annex B for the centre layout):

- **Social Zone:** The journey of the centre begins here, with a dedicated space for informal learning and socialising. Nostalgic elements of the old Majestic building and the Chinatown area are incorporated to create a sense of familiarity for the seniors.
- **Learning Zone:** Moving on to the Learning Zone, seniors can learn with fellow seniors in a welcoming and open environment.
- **Innovation Zone:** This zone is a flexible event space where talks, activities and innovative senior-related initiatives can be piloted.

In this partnership, Singapore Pools availed the community space at The Majestic to RSVP Singapore on a rent-free basis, and CapitaLand Hope Foundation funded the renovation of the centre as well as provided advice on centre design and project development, to co-create an inclusive space for learning programmes. Both Singapore Pools and CapitaLand Hope Foundation will explore volunteering opportunities for their staff to guide seniors in their digital journey, bridging the inter-generational and digital gaps.

The MSSALC is a project by the community, for the community and supported by the Digital for Life Fund. This project is in support of Digital for Life – a national movement which aims to galvanise the community to help Singaporeans embrace digital, and to enrich their lives through digital. Other supporting partners who are co-curating programmes with RSVP Singapore are: DBS Bank, foodpanda, Gojek, Google, Lazada and FairPrice.

RSVP Singapore also presented their second cookbook titled “The RSVP Cook Book 2 – The Gift of Heritage Cooking... With Love” to President Halimah. The cookbook is a collection of heritage cuisines from RSVP senior volunteers and guest contributors who come from the major ethnic groups in Singapore.

Mr Koh Juay Meng, PBM, Chairman of RSVP Singapore shared, “We are very excited to start this new concept and provide a dynamic community space for seniors to learn and apply technological skills. We extend our appreciation to the seniors from RSVP Singapore, the non-profit organisations in the Chinatown area and grassroots leaders from Kreta Ayer-Kim Seng for their participation in the community-driven engagement design process. Their valuable inputs went towards making the Majestic Smart Seniors Applied Learning Centre a cohesive and inclusive space for seniors.”

Mr Lam Chee Weng, Chief Executive Officer of Singapore Pools shared, "Digital technologies have brought much convenience for many, but we also observe that some senior citizens struggle to keep pace with the constant digital transformation. We believe that achieving digital inclusion takes a whole-of-community effort. Singapore Pools is, therefore, happy to collaborate with RSVP Singapore to co-create the Majestic Smart Seniors Applied Learning Centre. By providing a safe environment for our senior citizens to learn the latest in digital technologies at their own pace, Singapore Pools is committed to bolstering the efforts to improve digital literacy amongst the seniors, and hence, allowing them to ride the waves of digital disruptions with ease."

Mr Tan Seng Chai, Executive Director of CapitaLand Hope Foundation, who is also Chief Corporate and People Officer of CapitaLand Investment, said: “As a socially responsible company, CapitaLand’s giving strategy aligns with the company’s commitment to enrich lives, build communities and grow sustainably. CapitaLand Hope Foundation’s support for Majestic Smart Seniors Applied Learning Centre is part of our ongoing efforts to improve the quality of life for the seniors. Beyond philanthropy, our team at CapitaLand has also volunteered their time to provide expertise on the design of the centre to ensure that it is senior-friendly. We believe that our seniors’ lives will be further enriched when they embrace the use of technology.”

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About RSVP Singapore

RSVP Singapore The Organisation of Senior Volunteers is an Institution of Public Character and the National Centre of Excellence for Senior Volunteerism under the patronage of President Halimah Yacob. The organisation started in 1998 and was launched by then-Prime Minister Mr Goh Chok Tong. RSVP Singapore is a registered society under the Societies Act and a member of the National Council of Social Service (NCSS).

Since its inception, RSVP Singapore has been actively engaging seniors in purpose-driven volunteerism. With over 2,500 volunteers, RSVP Singapore serves more than 200,000 beneficiaries each year including the mentally disadvantaged, at-risk children from low-income families, and socially isolated seniors through its community service programmes.

About Singapore Pools

Singapore Pools was established by the Singapore government on 23 May 1968 to provide safe and trusted betting to counter illegal gambling. As a not-for-profit organisation, all of Singapore Pools' surpluses is channelled to Tote Board to fund a wide range of causes in social service, community development, sports, arts, education and health sectors. Since 2004, over \$5 billion have been channelled to Tote Board. In addition, Singapore Pools also contributes about \$2 billion annually to the Government in the form of taxes and duties. Our responsible gaming practices have been awarded the highest level of certification (Level 4) by the World Lottery Association's Responsible Gaming Framework since 2012.

About CapitaLand Hope Foundation

CapitaLand Hope Foundation, the philanthropic arm of CapitaLand Group, was established in 2005. As a registered charity and grantmaker, the Foundation aims to nurture and inspire the young, improve the quality of life of seniors, and protect the environment for future generations, with a focus on communities where CapitaLand operates. Going beyond donations, the Foundation also advocates volunteerism as an integral part of building a caring and inclusive community.

About Digital for Life

The Digital for Life (DfL) movement which aims to galvanise the community to help Singaporeans embrace digital as a lifelong pursuit, and to enrich their lives through digital, was launched by President Halimah Yacob on 8 February 2021 to help build a digitally inclusive society. The DfL Fund was established to support projects and activities promoting digital inclusion, digital literacy and digital wellness. Learn more about the DfL movement at www.imda.gov.sg/digitalforlife.

Centre Layout

