

01

THE INVISIBLE HEROES

The Big Picture Challenge
Migrant Workers in Singapore

TEAM 05





Agenda

- Current Situation
- Problem
- Solution
- Initiatives
- Appendix





Current Situation

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Large industrial estates in the corners of Singapore have housed armies of unskilled laborers for decades, powering the growth of Singapore's rapid ascent into one of Asia's four tigers.

- Increasing labor shortages in the employment of migrant domestic workers.
- Unskilled migrant workers fill a very important gap.





About a third of Singapore's three-million-strong labour force is non-resident with almost 90% of this comprising of low-wage temporary migrant workers holding work permits or S-passes.

Industrial sectors

construction, shipbuilding and repair, and conservancy and household work

Coming from countries

Philippines, Indonesia, China, Bangladesh, India, Myanmar, Sri Lanka, Thailand, Cambodia, and Malaysia



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Problem

Different treatment

- Lower wages and do not receive the same benefits as other workers
- Not have the same work conditions
- Excessive overtime
- Withholding passports
- Not be able to join a union



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Problem

Negative attitudes from public

- Low-skilled
- Illegal
- Drain on the economy
- Commit crimes
- Threaten the country's culture and heritage
- Have poor work ethics, not trustful



The Solution

Project Invisible Heroes

Goal: Create acceptance and build public literacy on workers' contribution to Singaporean economy.

Who: Migrant Workers working in construction sites in Singapore.





Initiative 1

Social Media Campaign

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Objective

- Create compassion and empathy through showcasing workers' stories and facts.

Target Audience

Local communities & Singaporean citizens

Content Type

- #heromoment Workers' Life Story
- Myth-busting Statistics & Facts
- Celebratory posts #thankyoufor
- Workers' Facebook Group

KPI

- Engagement rates (likes, comment, shares)



Campaign Tactics

Tone & Narrative:

- Positive language
- Narrate the story in a way that tells workers are 'people like us'.

Post Frequency:

- 3 posts per week
- 1 story video/week





Initiative 2

Culture Exchange Event

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Objective

- Promote inclusion, social interaction, and community engagement
- Change the mindset: migrant workers are not only laborers; they are writers, singers, musicians, etc.

Target Audience

Local communities, cultural and art centers, the locals

KPI

- Performance of live show and activities
- Engagement rate of social media
- Participation rate of events



Tactics



Offline: performance or concert



Online: live streaming on social media

Relax

Play music

Write poems

Share ideas

Exchange views

Express literature and culture





Initiative 3

Communication Programs

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Objectives

- Creating acceptance among peer employees
- Amplifying the outcome of interactions among the migrant community

Target Audience

- Employer Organisations
- Agencies recruiting migrant workers
- Migrant Workers themselves



Erecting the Interface



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AGENCIES

Don't Pay to Earn

Establishing a communication line between agencies and employer construction companies

KPI: Rate of successful agreements



RECIPROCAL MENTORING

Exchange Competencies

Putting workers into dyads for knowledge and experience sharing

KPI: Rating from the dyads, Level of satisfaction



EMPLOYEE AWARENESS PROGRAMS

Relative Engagement

Gradually building a more acceptive and engaging environment

KPI: Rate of engagement, individual feedback reports



Team 5

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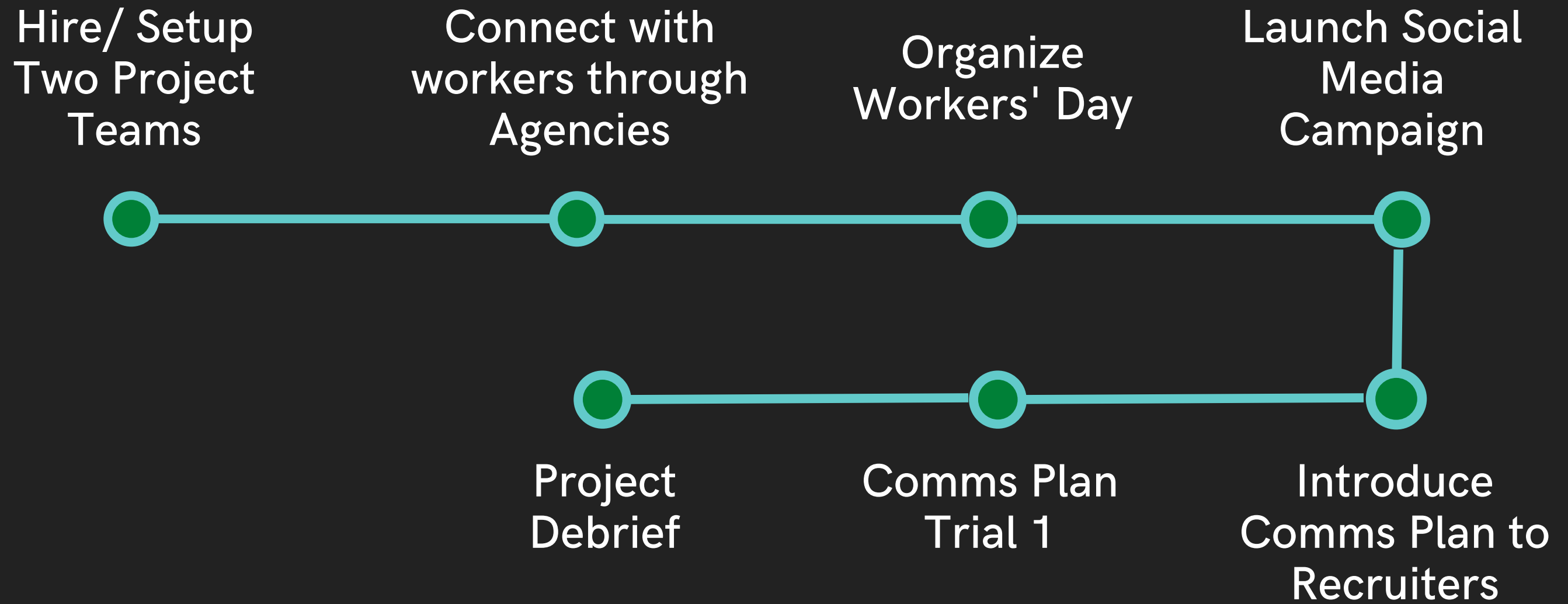
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APPENDIX



Roadmap

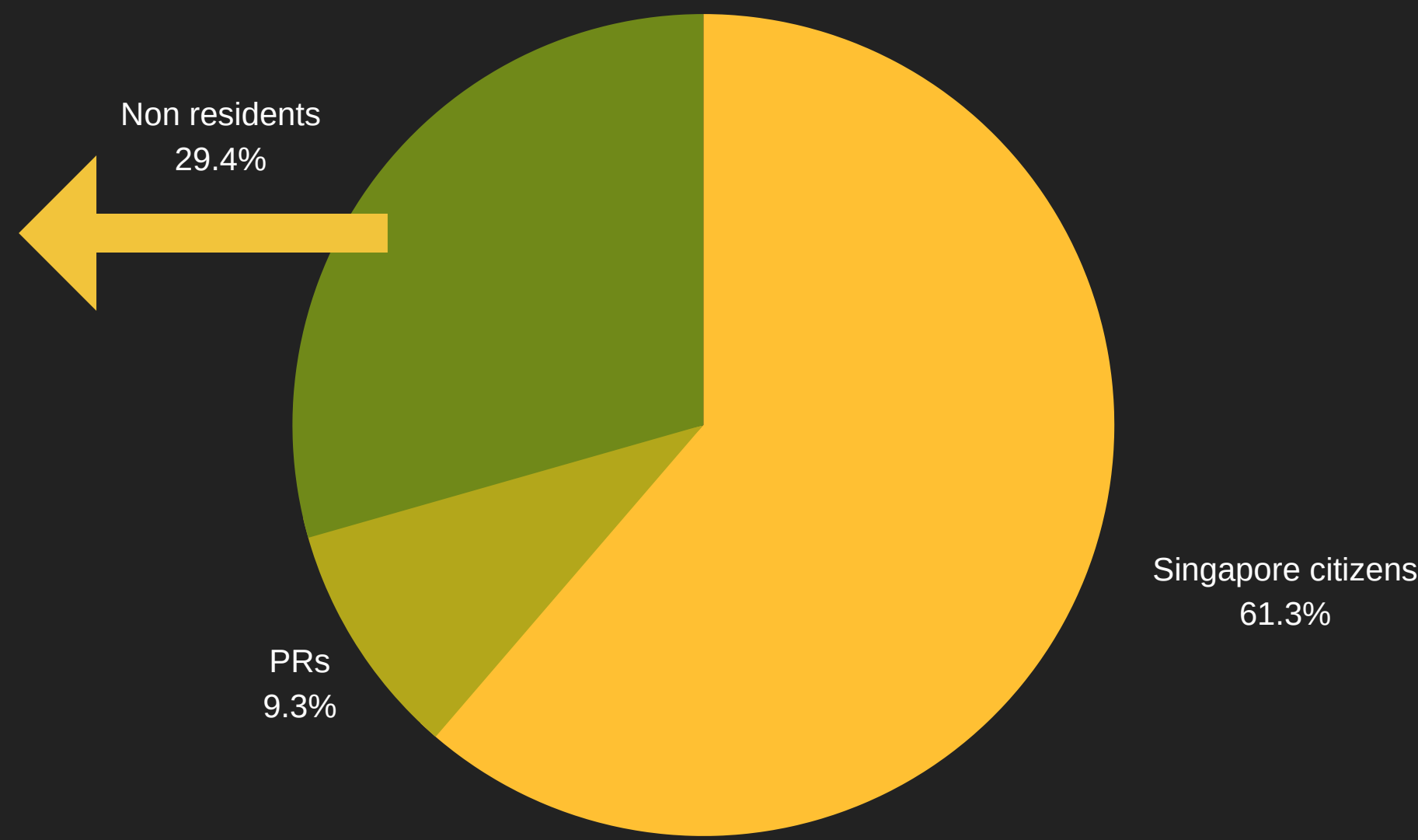
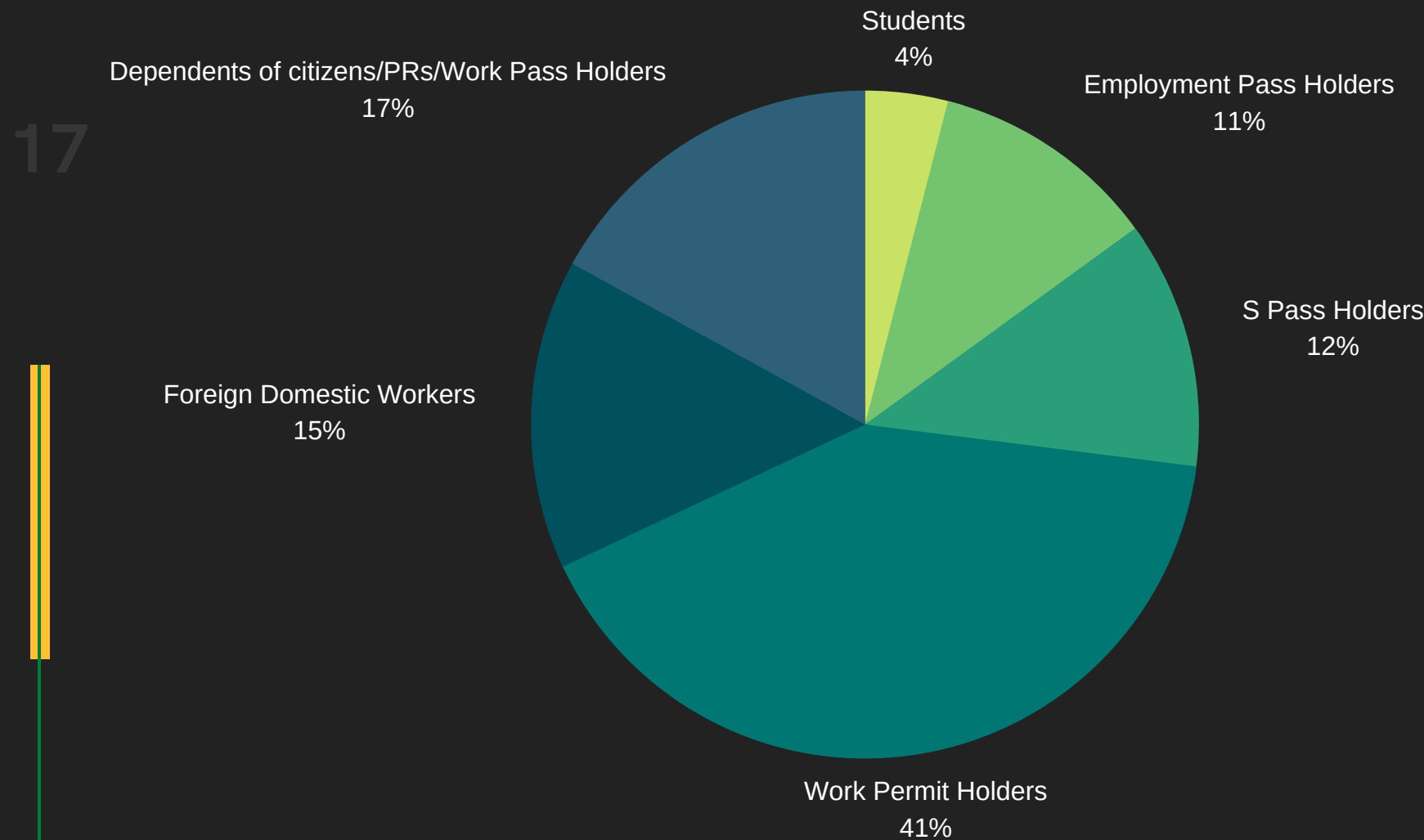
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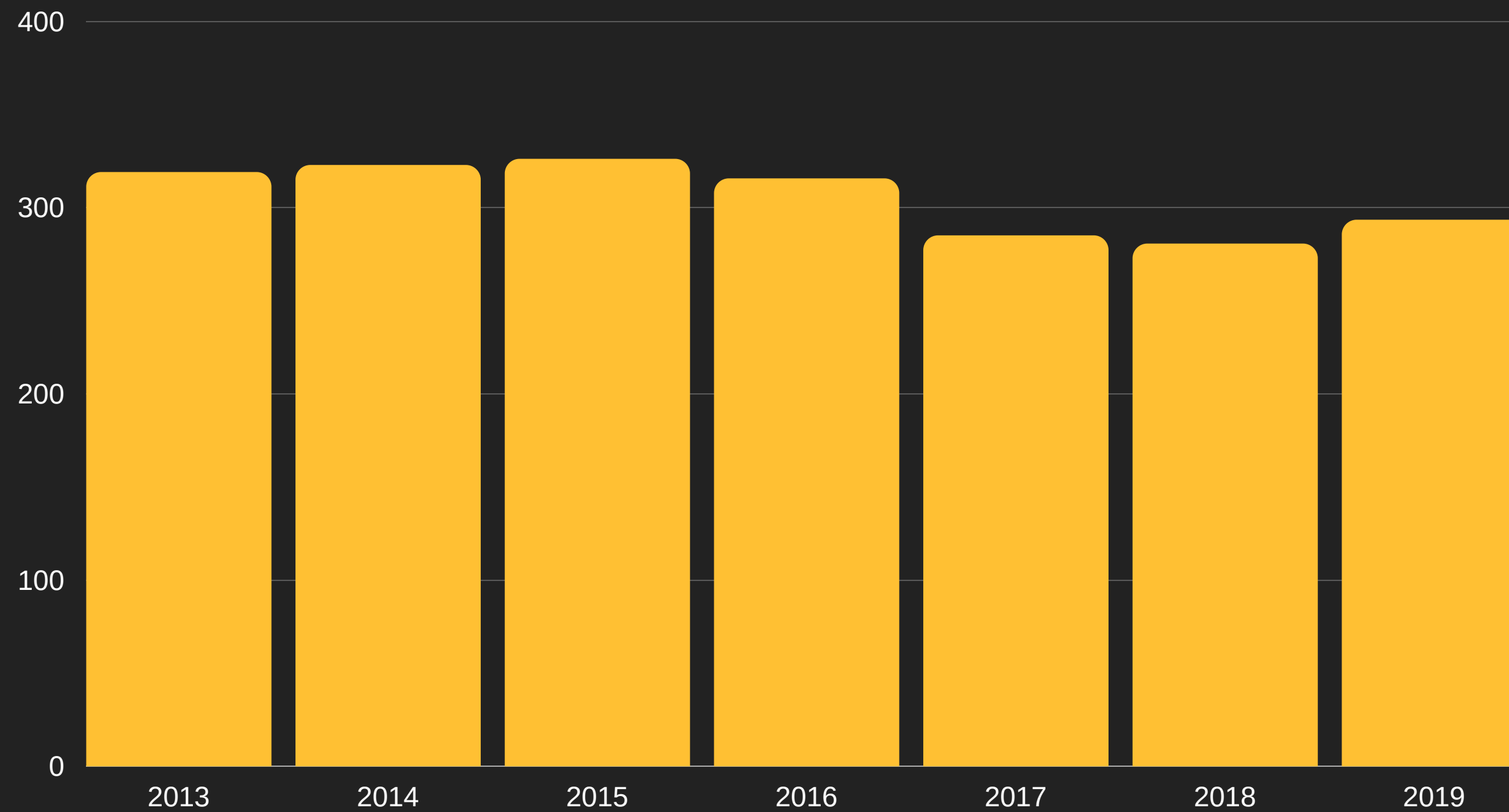
THE INVISIBLE HEROES

Total Population in Singapore

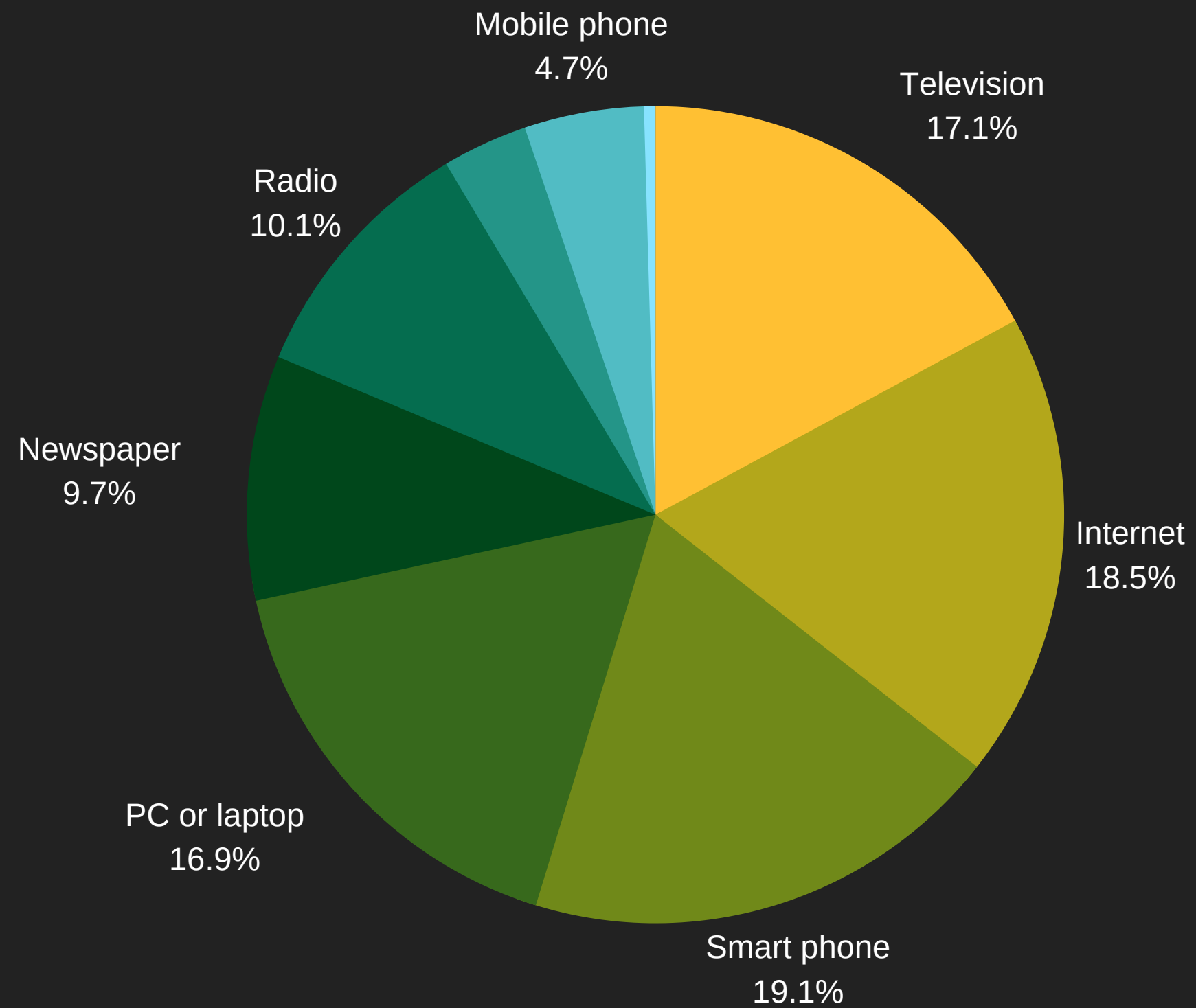




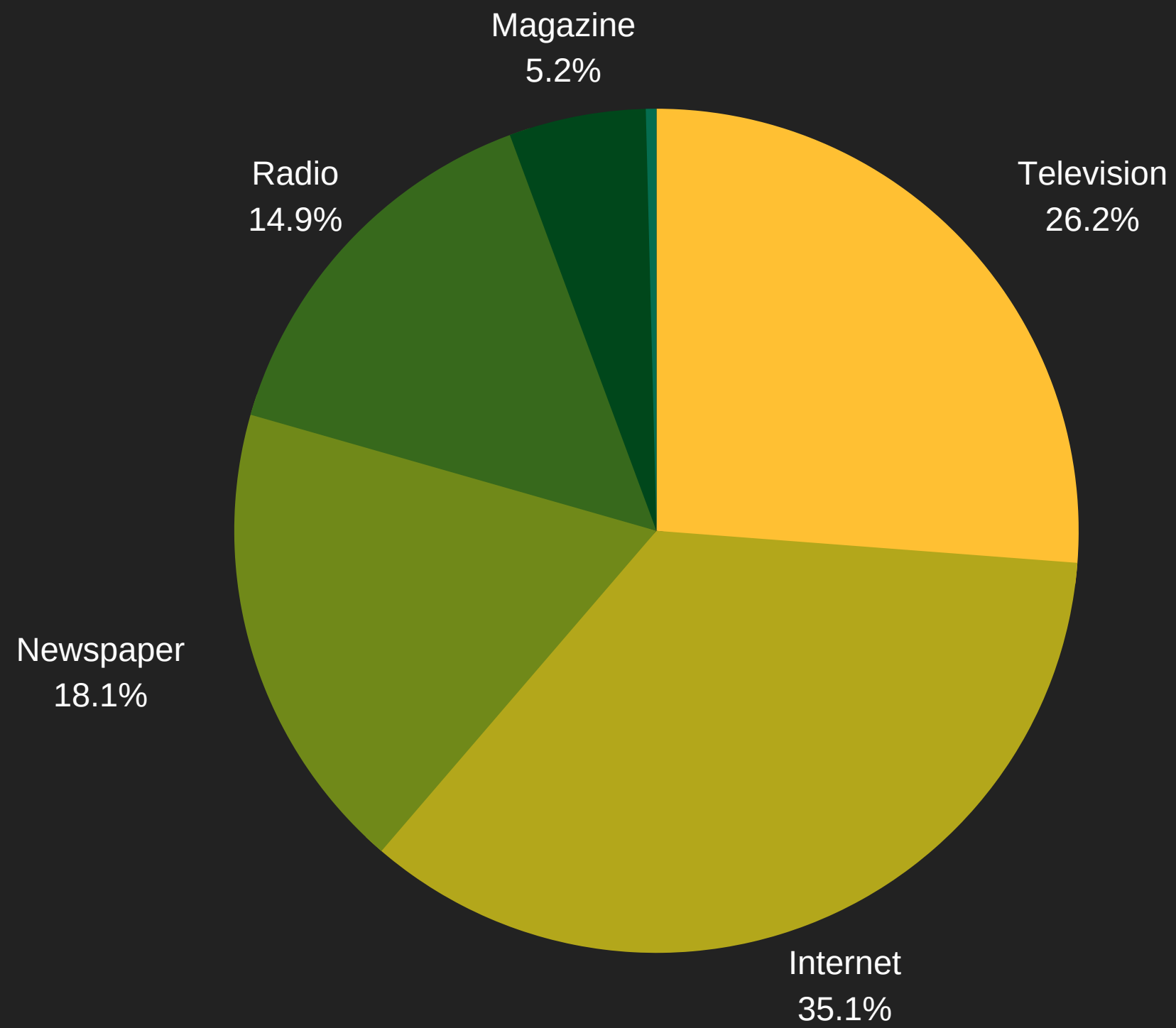
Number of foreign construction workers employed in Singapore from 2013 to 2019 (in 1,000s)



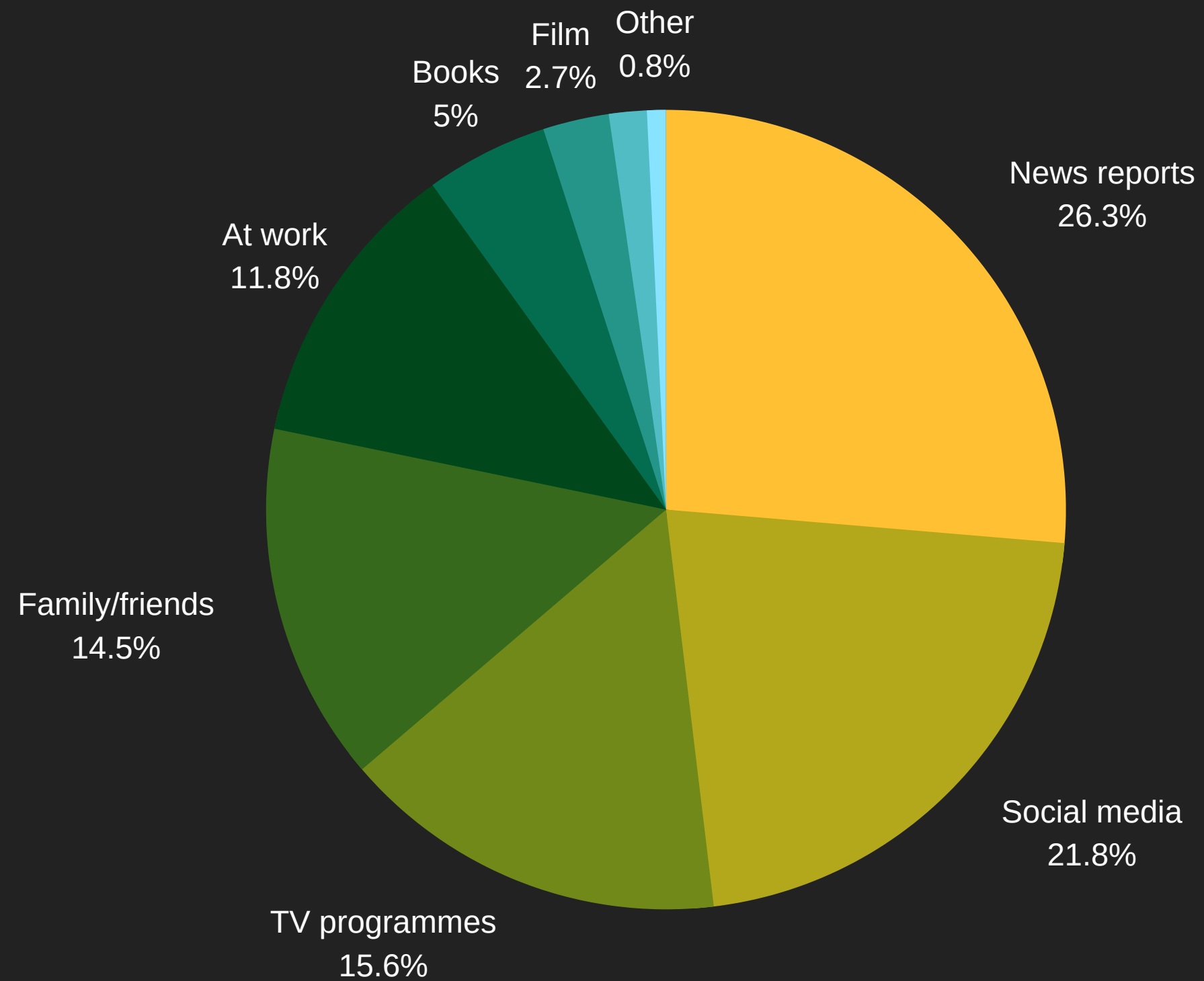
Media & device penetration



Regular use of mass media



Sources of information about migrant workers



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