

18 & 19 JAN 2024

OUR LEARNING FUTURES

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SINGAPORE



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Future-Forward Digitalisation: A Collaboration Uniting between SUSS, Hawkers and IMDA for Tomorrow's Innovation

Take out your phone

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Go to

www.menti.com

Enter the code

7240 2959



Now, continue to hold on to your phone

Join at menti.com and key in **8452 4592**

What is your impression of hawkers in Singapore?

- You may key in more than one word, more than one time*

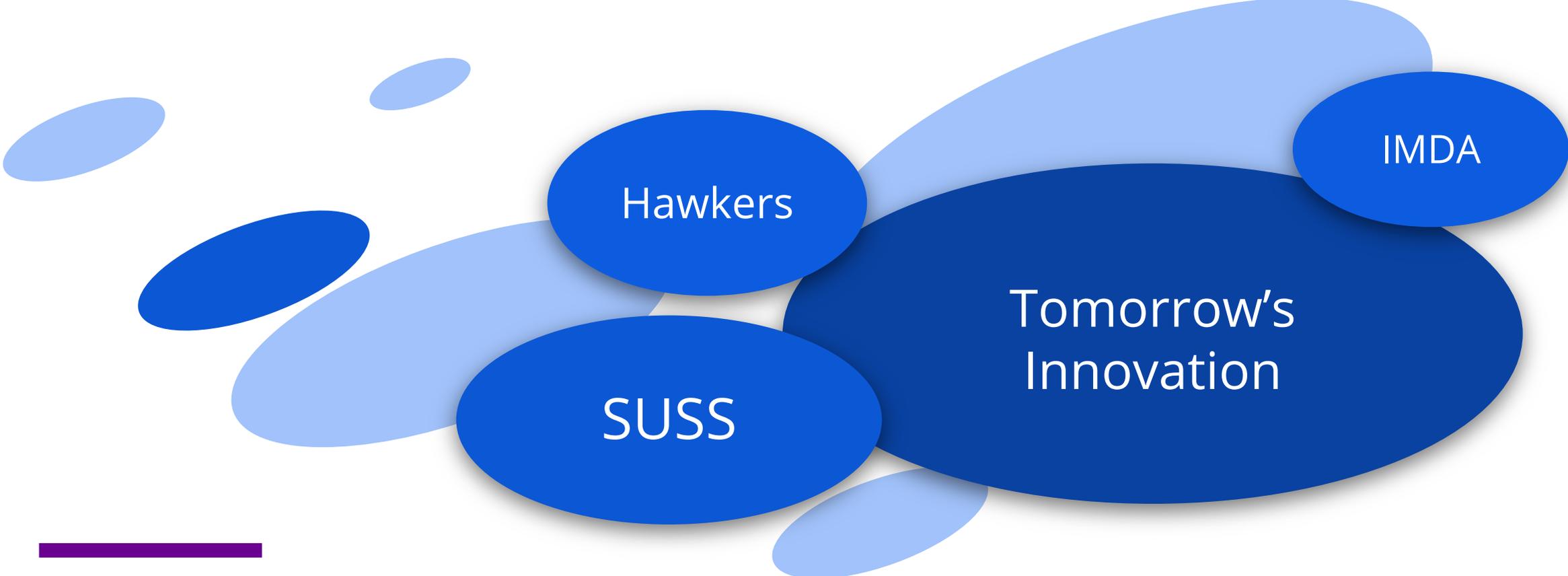
Hello, everyone!



Lye Zi Yin
Year 4 Social Work



Nuratina Julia Zahari
Year 2 Human Resource Management



Hawkers

IMDA

SUSS

Tomorrow's
Innovation

Background

Project Overview



SUSS x IMDA

In Oct 2021, SUSS collaborated with IMDA in the SG Together Alliance for Action (AfA), supporting the nationwide effort to educate hawkers on digitalisation skills.



Start of the year-long project with three hawker centres

1. 20 Ghim Moh Road Food Market & Food Centre
2. Clementi 448 Market & Food Centre
3. Boon Lay Place Market and Food Village.



SUSS x Ayer Rajah Food Centre and Market

1. Training support for Ayer Rajah Food Centre and Market team to build up the content of their existing FB page.
2. The official launch of the digital support group with the help from SUSS students for Ayer Rajah Food Centre & Market on 24 September 2022.



SUSS x Adam Food Centre

On June 2023, SUSS team has successfully completed yet another project in enhancing the hawker centres' digital presence through content creation, menu curation, photography and social media techniques.

Project Development Phase

2021

2023

Account setup and content building

Skills transfer and co-creation

Training and technical support

Project duration: 6 to 12 months

Hawkers we worked with



Ghim Moh Market & Food Centre



Boon Lay Place Food Village

2021

2022

2023



Clementi 448 Market & Food Centre



Ayer Rajah Food Centre



Adam Road Food Centre

Pre-Training

- Team Formation & Planning
 - Meeting Hawkers & IMDA personnels
 - Brainstorming training objectives
 - Planning proposed timeline & content for training



During Training

- Focused on Facebook & TikTok

- Setting up of page
- Establishing moderators
- Proposing guidelines towards posting

Examples (例子)

Short and concise writeup (简短文字介绍)

Clear and vibrant photos (清楚鲜明照片)

Crayniki Kosta
18 July at 21:43 · 🌐

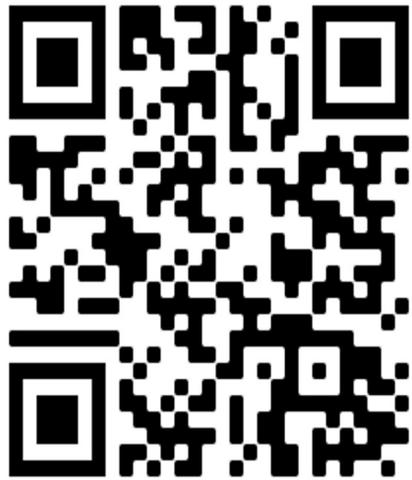
Newly open all day breakfast food stall at Kovan!
Cafe quality food at coffee shop price!

Helmed by ex Taiwanese pastry chef and lead by Head Chef from Qi Xiang who has a combine experience in western cuisine of 20years. ... See more

Bestfoody is at Jia Jia Coffeeshop.
17 July at 00:43 · Singapore · 🌐

Meet Andrew Chong, the 50-Year-Old Food Panda Delivery Man who Is Becoming a Hawker now!
Andrew met a serious accident and fell off his ebike and broke his wrist during a food delivery. He undergo major surgery, rested for months and he no longer can deliver foods. He had lost his income till he met Uncle Jason who taught him how to make food and hand over his stall to him.
Andrew a humble and positive guy who learning hard to improve his Rojak who need support from p... See more

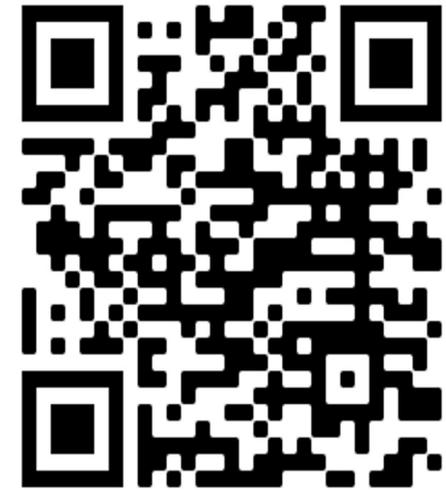
Outcomes (Facebook)



[https://www.facebook.com/
Clementi448](https://www.facebook.com/Clementi448)



[https://www.facebook.com/
adamfoodcentre](https://www.facebook.com/adamfoodcentre)



[https://www.facebook.com
/
boonlayplacefoodvillage](https://www.facebook.com/
boonlayplacefoodvillage)

Outcomes (Facebook)



CLEMENTI 448 MARKET & FOOD CENTRE
新加坡 448 巴利与美食中心



Clementi 448 Market & Food Centre
591 likes • 733 followers

Liked Message Search

Posts About Mentions Reviews Followers Photos More

Outcomes (Facebook)



Outcomes (Facebook)



The image shows a Facebook profile page for 'Boon Lay Place Food Village'. The main header image is a night-time photograph of the entrance to the food village, featuring a large archway with the name 'BOON LAY PLACE VILLAGE' in illuminated letters. The archway is decorated with numerous colorful lanterns in shades of red, orange, yellow, pink, and purple, strung across the scene. Below the main image is a circular profile picture showing a daytime view of the entrance archway. The profile name 'Boon Lay Place Food Village' is displayed in bold black text, with '439 likes • 532 followers' underneath. To the right of the name are three interactive buttons: 'Message' (blue), 'Like' (grey), and 'Search' (grey). Below the profile information is a horizontal menu with tabs for 'Posts', 'About', 'Mentions', 'Reviews', 'Followers', 'Photos', and 'More'. The 'Posts' tab is currently selected and highlighted with a blue underline. The background of the entire page is a dark blue gradient with glowing light trails and starburst effects.

Boon Lay Place Food Village
439 likes • 532 followers

[Message](#) [Like](#) [Search](#)

[Posts](#) [About](#) [Mentions](#) [Reviews](#) [Followers](#) [Photos](#) [More](#)

Outcomes (Facebook)



Ayer Rajah Food Centre & Wet Market at West Coast Drive

226 likes · 255 followers

[Posts](#) [About](#) [Mentions](#) [Reviews](#) [Followers](#) [Photos](#) [More](#) ▾



Adam Food Centre

47 likes · 54 followers

[Message](#) [Liked](#) [Search](#)

[Posts](#) [About](#) [Mentions](#) [Reviews](#) [Followers](#) [Photos](#) [More](#) ▾

Outcomes (Facebook)



Adam Food Centre

47 likes • 54 followers

[Message](#)

[Liked](#)

[Search](#)

- [Posts](#)
- [About](#)
- [Mentions](#)
- [Reviews](#)
- [Followers](#)
- [Photos](#)
- [More](#)



Learning with Communities



Training sessions with Digital Hawker Champions



Team Ayer Rajah Market & Food Centre

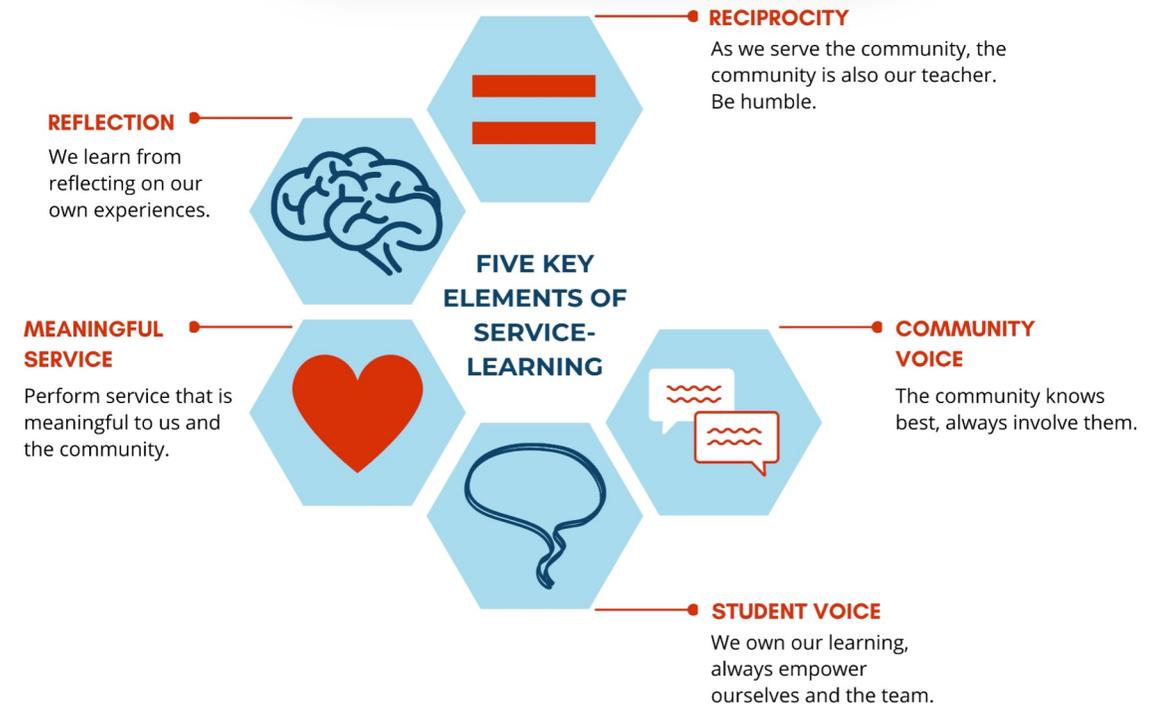
Training sessions with Digital Hawker Champions



Team Boon Lay Village Food Centre

Reflection as a Trainer

- Five key elements of Service-Learning
 - Community voice: Hear them out
 - Student voice: empowerment
 - Reciprocity: build rapport
 - Reflection: hold judgement
 - Meaningful service



Reflection as a Trainer

- Fulfilling
- Enriching
- Encouraging



Team Adam Food Centre with DHC Rita

Let's continue to support our hawkers & preserve the hawker heritage



Thank you!