

CATEGORIES OF RECOGNITION

No	Categories of Recognition	Description of the categories
1	INNOVATION RECOGNITION AWARD	Creation of an innovative technology, product or service which has led to improvements in services or products.
2	TRANSFORMATION RECOGNITION AWARD	A practice that has resulted in improvement in the overall effectiveness, efficiency, and success of the organization.
3	CUSTOMER SERVICE RECOGNITION AWARD	Organizations that have implemented successful customer service strategies which are able to meet customers' expectations in terms of delivery and quality of service.
4	CONTINUOUS IMPROVEMENT RECOGNITION AWARD	Organizations that are in a never-ending effort to expose and eliminate root causes of problems. It usually involves many incremental steps towards improvements rather than one overwhelming innovation
5	STRATEGIC COMMUNICATION RECOGNITION AWARD	Organizations that have pushed the boundaries when it comes to their communications strategy in order to ensure they truly engage with their members using various communication channels.
6	INFORMATION TECHNOLOGY RECOGNITION AWARD	Organizations that run their business using effective and reliable technologies that are essential to drive efficiency and productivity, and improve organizational outcomes and performance.
7	INSURANCE COVERAGE RECOGNITION AWARD	Insurance and social security schemes that have developed their proposition with a clear focus on retirement, health and meeting members' needs.
8	FINANCIAL LITERACY RECOGNITION AWARD	Organizations that have introduced and provide advisory services on financial literacy and retirement planning to address issues on adequacy of members' savings for retirement.

WRITE UP TEMPLATE

CATEGORY	:	Transformation Recognition Award
ORGANIZATION	:	Central Provident Fund Board
CONTACT PERSON	:	Name : Jeffrey Png Contact Number : +65 62293181 Name : Ong Chian Fuh Contact Number : +65 62293276
NAME OF PROJECT	:	WorkRight
OBJECTIVE AND NATURE OF PROJECT	:	National employment rights protection campaign which aims to raise and sustain awareness of employment rights amongst low-wage workers and to better ensure retirement security for them.
WHY IT SHOULD BE RECOGNISED	:	The WorkRight initiative is unique in a few regards: a) Educating non-English educated, low-wage workers about employment rights through “getai” (boisterous live stage performance in Chinese dialects) in the heartlands. “WorkRight” jingles in Singlish (an English-based creole language spoken in Singapore) also helped the local community to enhance recall of the important employment terms and conditions. This helps low-wage workers understand their employment entitlements and allow them to whistle-blow non-compliance when employers short-change them. b) Institutionalising a whistle-blowing framework that gives vulnerable workers a voice is a creative and credible enabler. It is now easy for low-wage workers with low education level to call a toll-free number and have their complaints registered with the authorities. These vulnerable workers need not be afraid of coming forward with a complaint about their employers not giving them employment rights. c) Harnessing the strengths of public, private and people sectors to improve the employment and living standards of low-wage workers is a first whole-of-Singapore joint compliance effort. The public sector contributed the strategies and resources to jump start the initiative; the private sector (such as industry associations, employers’ federation) played a key role in educating employers how to be compliant with the employment laws; the people sector provided the touch points for the government to effectively reach out to the low-wage workers. In recognition, the WorkRight initiative was a first place winner in the United Nations Public Service Award 2015 in the Asia-Pacific region, for the category of promoting whole-of-government approaches in the information age.

SUMMARY OF THE PROJECT	: The WorkRight initiative is national employment rights protection campaign which aims to uplift low-wage Singaporeans through ensuring good employment standards and retirement adequacy (through the Central Provident Fund, a key component of the social security system in Singapore) To achieve these outcomes, the WorkRight initiative raises awareness of workers to their employment rights and ensures employers fulfill their obligations under Singapore's employment laws. The WorkRight initiative also targets at improving compliance levels in the low-wage sectors such as retail, F&B (food & beverage), cleaning and security services. Public education efforts under WorkRight leveraged a mix of communication channels to raise awareness of the employment rights messages to the target audience. This includes traditional outreach channels, such as print, broadcast, social and digital media, and creative engagement platforms, such as a flash mob performance of a live musical performance which weaved employment rights message into a colloquial song and dance. WorkRight also produced educational materials targeted at both employees and employers. Beyond public education, the Ministry of Manpower (MOM) and CPF Board have also stepped up joint inspections to 5,000 per year with the help of an auxiliary enforcement agency. To date, over 11,000 inspections were conducted to check employers' compliance with employment laws. The scaled-up enforcement efforts helped more than 42,000 Singaporeans (over half of them in the low-wage bracket). In 2014, the CPF Board recovered about S\$378.2 million in CPF arrears, benefitting over 288,000 employees. The CPF arrears recovered were from underpayment, non-payment and late payment of CPF contributions by employers. Of the S\$378.2 million, S\$14 million were for cases of underpayment or non-payment which the Board had recovered from close to 2,000 employers in industries such as security, cleaning and food & beverage. This benefitted more than 9,300 employees.
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