

ASSA Recognition Award

- 1.1 The ASSA Recognition was first introduced by the Employees Provident Fund (EPF) of Malaysia in 2015. The purpose of the Award is to recognize ASSA member-institutions' achievements.
- 1.2 Following the approval of EPF's proposal on the ASSA Sustainability Pledge at the 41st ASSA Board Meeting in Manila, Philippines in November 2024, and the signing of the Pledge by member-institutions in Palawan, Philippines in March 2025, **the Government Service Insurance System (GSIS) of the Philippines, introduces a new award category on Sustainability - recognizing programs and initiatives that address climate risks, environmental stewardship, sustainable development, and long-term resilience.**
- 1.3 The new criteria and categories for the ASSA Recognition Award are as follows.

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 organisation.
3.	Customer Service Recognition Award	Organisations 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	Organisations 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	Organisations 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	Organisations that run their business using effective and reliable technologies that are essential to drive efficiency and productivity, and improve organisational 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	Organisations that have introduced and provide advisory services on financial literacy and retirement planning to address issues on adequacy of members' savings for retirement.
9.	Investment Governance Recognition Award	Organisations that have reflected specific issues relating to the management of funds of social security institutions' objectives, ranging from the investment of benefits provided and also addressing issues on the adequacy of the fund.
10.	Sustainability Recognition Award	Initiatives that promote environmental protection and stewardship, sustainable development, climate resilience, green transformation in social security operations, programs, value-chains, and resource allocation and deployment.

1.4 The write-up should include the following:

WRITE UP TEMPLATE

CATEGORY	:	Strategic Communication Recognition Award
ORGANISATION	:	Central Provident Fund Board
CONTACT PERSON	:	Nicole Lee Nicole_Xt_LEE@cpf.gov.sg
NAME OF PROJECT	:	CPF Volunteering Mobile App
OBJECTIVE AND NATURE OF PROJECT	:	Building community champions through gamified volunteering
WHY IT SHOULD BE RECOGNISED	:	The traditional engagement strategies are no longer as effective due to changing demographics, increasing complexity, and evolving public expectations. To address these challenges and shape citizens' perception of CPF, the Community Paying it Forward movement was launched in April 2021. This initiative empowers volunteers to share CPF information, participate in focus groups, and engage in user testing for CPF's new services. This not only fosters a greater sense of ownership and affinity with CPF among volunteers but also enables CPF to strengthen its services through co-creation with citizens. To keep volunteers engaged, a dedicated mobile app was launched in 2021, providing learning resources and quizzes. However, the off-the-shelf app lacked customization and user-retention factors, leading to a lack of event registration capabilities and an inability to capture registration and attendance within the app. To enhance volunteers' experience with us, CPF revamped the volunteering mobile app on 14 July 2023 with improved features aimed at celebrating volunteers' motivations and progress in the volunteering journey. Since then, the mobile app has introduced new features, with the latest one in April 2025 that enables redemption of physical rewards with earned points via the in-app store. The team envisioned a mobile application that is not only functional but filled with captivating elements so as to sustain interest, foster engagement, encourage participation and build a committed and highly motivated volunteering movement. Here are the key elements the team incorporated within the revamped app which contributed to an enhanced volunteering experience:

1) **Thoughtful design:** From user feedback on the initial Minimal Viable Product (MVP) app 1.0, it became evident that the interface was visually unappealing and had significant usability challenge. Understanding its importance, the team designed a far superior user interface for 2.0 app. The overhaul was not just cosmetic but deeply rooted in enhancing usability. We revolutionised the navigation experience by transitioning from a horizontal to a vertical scroll, aligning with intuitive user behaviours, contemporary design trends and extending to fine details such as the date of birth picker which was strategically defaulted to exclude individuals under 16, aligning with the understanding that most volunteers are above this age. This small adjustment, amongst others, sped up the onboarding process for volunteers.

2) **Personalisation:** To make volunteers feel valued and understood, a quiz was incorporated as part of the onboarding process to suss out volunteers' motivation for joining, areas of interests and level of knowledge. The app then intelligently assigns volunteers to one of the three personas, allowing categorisation of volunteers into distinct groups based on shared characteristics and enabling the matching of volunteers with content that align with their passions and capabilities.



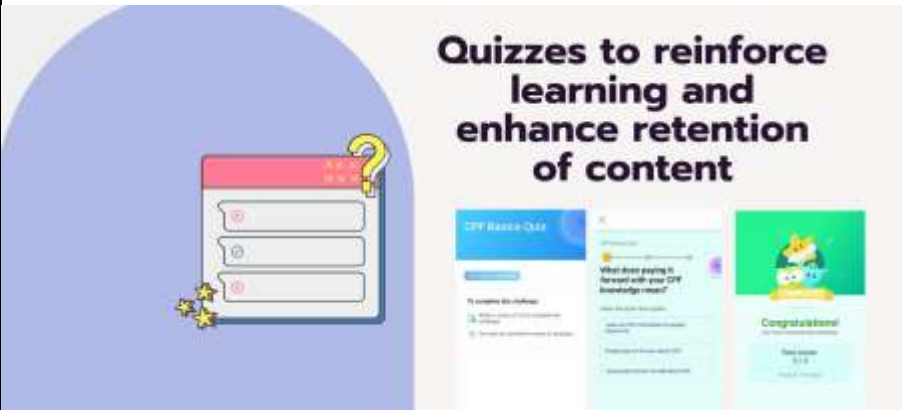
3) **Gamification and recognition:** CPF is no longer a boring topic. These game elements were incorporated to enhance volunteer engagement, motivation and participation:

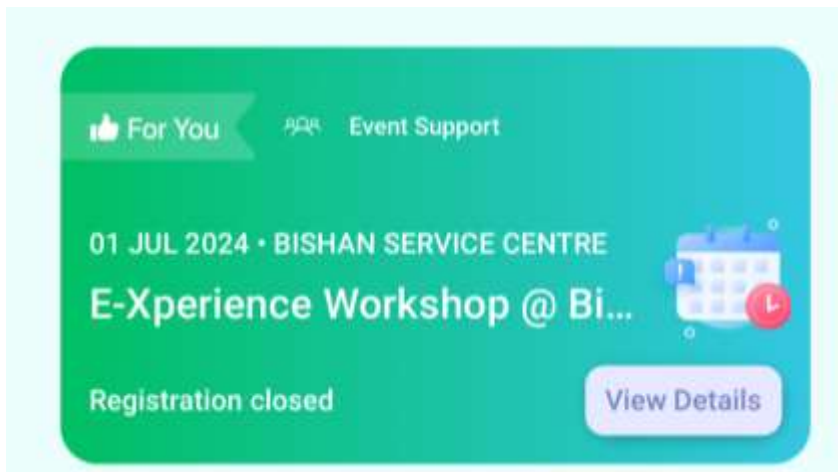
- a. mission-structure format. Each mission is accompanied with clear objectives, providing volunteers with a sense of purpose and accomplishment as they unlock more challenging missions. Deep linking was employed to direct volunteers to the respective tasks without having to navigate through various screens. This further streamlines the user experience and improves user retention.

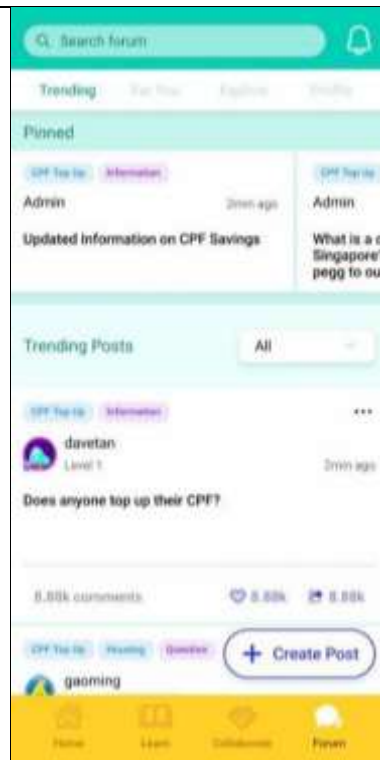
- b. leaderboards that showcase the top-performing volunteers for each persona. This not only recognises individual efforts but also fosters a healthy sense of competition.
- c. points system to reward volunteers for their efforts. Volunteers will earn points for every completed mission task and event attended. These points can then be redeemed for virtual and physical rewards via the in-app store.
- d. virtual titles and badges were given to acknowledge the commitment of volunteers. Whether starting as a “Budding Guide” or achieving the title of “Top Advocate”, these add a personalised touch to the individual’s growth and volunteering experience.
- e. in-app dashboard to reinforce the positive impact volunteers have made by showcasing the number of members they have helped, challenges completed, and events attended.



- f. interactive quizzes to enhance retention of information and enable volunteers to receive immediate feedback in an engaging manner

	 More than 20 exclusive learning content Bite-size content that captures volunteers' attention more effectively  Quizzes to reinforce learning and enhance retention of content 4) Artificial Intelligence (AI): We tapped on AI to monitor in-app forum posts and provide proactive responses to community needs. Inappropriate content are automatically detected and disallowed from posting, ensuring that the forum remains a safe and respectful space for all users. 5) Guest mode: We extend the value of our reach by having a guest mode and share feature on the app so that crucial information about CPF schemes can reach a wider audience to non-volunteers more easily, fostering greater public awareness to overcome the risk of lower citizen engagement and trust in the CPF system. Our engagement strategy has proven successful, resulting in a sevenfold increase in active volunteers from 200 to 1,500 by end 2024, and a doubling of our volunteer pool from 5,000 in Apr 2023 (app launch) to >14,000 by Dec 2024. Volunteer engagement also improved, as evidenced by: 1) >59,600 mission completions 2) >131,800 instances of accessing learning content 3) >38,900 attempts on in-app quizzes
SUMMARY OF THE PROJECT	: A good volunteering mobile app is the cornerstone of our volunteering initiative. Through the app, we can better engage volunteers, making it easier for them to participate in meaningful activities and discussions. Volunteers are also one of the first to receive latest updates on CPF info and announcements by tapping on the push notification feature. With highly motivated and engaged volunteers, they are more likely to help

	us amplify our changes with enthusiasm, spreading awareness and driving community support for our initiatives.
PHOTOS/ IMAGES OF THE PROJECT, WHEN POSSIBLE	: The app utilises data-driven recommendations to match volunteers with opportunities and provides a dashboard to measure volunteers' community impact. This approach keeps volunteers motivated to contribute meaningfully, recognising their pivotal role as the primary drivers of this movement's success. 1) "For You" tag based on volunteers' interest and motivation:  2) Dashboard which summarises volunteers' contributions so as to spur them forward  The Forum feature allows volunteers to exchange questions and discussions on CPF topics, creating a dynamic learning environment where they can share experiences, clarify doubts, and leverage collective wisdom to better serve members.



To facilitate effective utilisation of the point system and improve app usage, users can trade points for virtual and physical rewards via the in-app store.

