



## Civil Service College, Singapore

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### Companies market their innovations. Why can't countries?

**Creating the Singapore Learning Exchange.** Singapore is a small island that thinks big. The progressive nation has evolved dramatically over the past decade, driven by one of the fastest-growing economies in the world.

Providing world-class public service to its rapidly changing population is a complex job. But through an innovative joint venture with Accenture, the Singapore government has not only answered the challenge, it has created a dynamic education platform that it can market to other countries: the Singapore Learning Exchange.

Launched in August 2001, the Singapore Learning Exchange is an "online marketplace" for delivering Internet-based and traditional education and training programs to the country's 60,000 civil servants and 4.3 million citizens. Featuring an anywhere-anytime curriculum of premier life-long learning programs, the Learning Exchange will enable the country's civil servants to continuously

improve their skills, expand their careers and deliver better government service.

The Learning Exchange grew out of an earlier collaboration between Singapore and Accenture that saved the government S\$15.8 million (US\$8.9 million) in 2000 alone. To create even greater benefits, it will also be marketed to other countries and to corporations, potentially providing a long-term source of income for the island nation.

"The Learning Exchange is a new model for public- and private-sector collaboration," said Jung Wei Foo, Accenture client partner. "For the government, it is an innovative way to multiply the value of its assets. For us, it represents a first step toward a significant e-learning and training business around the world."