











A MEMBER OF





IN SUPPORT OF



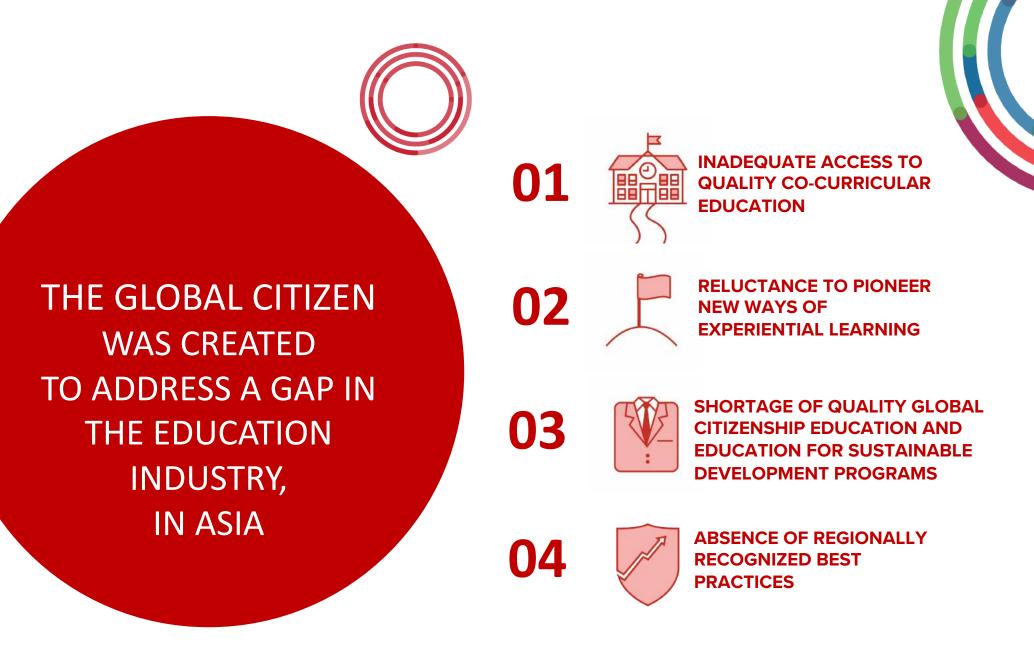












# - VISION AND MISSION -

ESTABLISHED IN 2015, WE ARE A GROUP OF SOCIAL ENTERPRISES AND BRANDS WHOSE VISION IS TO INSPIRE AND EMPOWER THE NEXT GENERATION OF GLOBAL CITIZENS TO CREATE A BETTER TOMORROW, BY EQUIPPING THEM TO





THINK CRITICALLY



WRITE CREATIVELY



SPEAK CONFIDENTLY



WORK COLLABORATIVELY

# - PROGRAMS -

To achieve our vision, we have carefully curated eight programs that inculcate all our four 21<sup>st</sup> century skills either simultaneously or individually. Each program can be tailored to different ages starting from 10 and up, and is conducted across a range of difficulties starting from beginner to intermediate and advance. All our programs are conducted in English.























# - PRODUCT TYPES -

No matter your time or budget, we have something for all your co-curricular educational needs.

01

02

03

04

**CAMPS** 



Be it a few days, or a month, our camps are designed to pack a lot into a few. Our signature camps can be conducted in Singapore, or anywhere in the region.

WORKSHOPS / SEMINARS



For those looking for a short-term program that introduces students to the fundamentals of our programs, our one- or two-day workshops are perfect for you.

REGULAR CLASSES



Only available in Vietnam, our regular classes are structured to allow long-term learning with frequent opportunities for students to practice their newly acquired skills and knowledge.

CONFERENCES / COMPETITIONS



Whether it is bringing our students to a competition abroad, or organizing your own conference, we can do it all.

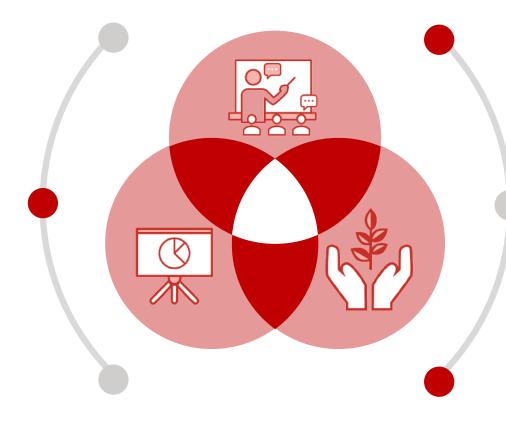
# - SERVICES -

Designed as a **ZERO TO ONE** education provider which uses a service subsidization business model, we coach, consult and create learning opportunities for students, businesses, and governments across Asia.



# **CONSULT**

For organizations like schools or clubs who have no prior experience, a well-developed plan to grow, excel and sustain their own program is where we come in.



#### COACH

We train teachers, students, educators and other individuals who are interested in learning more about any of our programs.

#### CREATE

Creating your own event experience can be daunting, so we provide all the necessary services from academics, conference management and logistics, registration, marketing, financing, legal support and fundraising.



7,800 +

**UNIQUE STUDENT** 

**EXPERIENCES** 



O U R TRACK **RECORD** 



70 +

INTERNATIONAL

**TEACHING STAFF\*** 



A PRESENCE

YEARS OF

COMBINED EXPERIENCE















**HAVINA** GROUP



































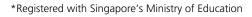












# OUR - GROWING OUTREACH-



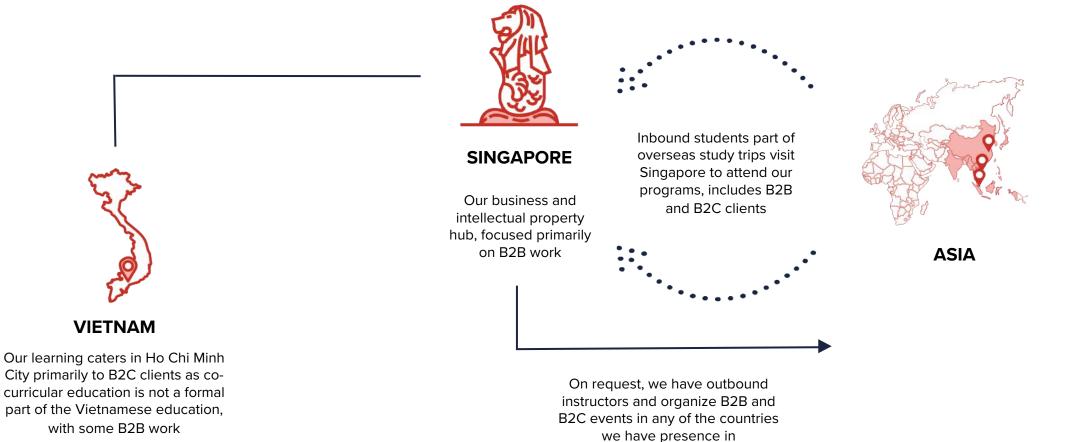


#### **IMPACTING STUDENTS IN**

- INDIA
- INDONESIA
- JAPAN
- KOREA
- MALAYSIA
- PHILIPPINES
- TAIWAN
- THAILAND
- UNITED ARAB EMIRATES

# - WORKING MODEL -

Like our bespoke programs, we customize the way we do business according to the maturity of the markets and the education system which we operate in.



## O U R

# - COMPETITIVE ADVANTAGE -



ZERO-TO-ONE EDUCATION PROVIDER



**CROSS SELLING** 



CUSTOMIZABLE, COMPLEMENTARY MODULAR CURRICULUM



REGIONAL CAPABILITIES



FIRST MOVER'S ADVANTAGE



INTERNATIONALLY
RECOGNIZED TEACHING TEAM



SUSTAINABLE LEARNING

# - COMPETITIVE ADVANTAGE -



# ZERO-TO-ONE EDUCATION PROVIDER



Schools, governments or NGOs often wish to introduce new co-curricular programs but do not know where to begin. As a full-service education group, we consult, coach and create learning opportunities for our diverse range of clients. Essentially, we can build everything from the ground up.

CASE STUDY: Prior to our entry into the Vietnamese market, the debate scene was near non-existent. We worked with the Department of Education and Training (Hanoi) to design, plan and implement the first national debate program. This included training teachers and other government officials, coaching the inaugural Team Vietnam which clinched the "Best New Nation" award at the World Schools Debating Championship 2017, and created as well as organized the first-ever nation-wide debate competition to use an internationally recognized format in English, called the Vietnam Schools Debating Championship.

#### **CROSS SELLING**



Many schools require services for more than one co-curricular activity and educators previously had to source for multiple vendors. Designed as a one-stop shop for students, parents and educators, we have built a trusted regional brand to cater to all our clients' global co-curricular education needs, eliminating the need for multiple education providers.

CASE STUDY: Raffles Girls Primary School previously had to engage different vendors for their co-curricular programs and could not differentiate between providers. Now, they engage us for their debate, public speaking and Model United Nations programs for students from Primary 4 to 6.

Several other prominent schools that currently engage us using a similar model include Singapore Chinese Girls' School (Primary) and Methodist Girls' School (Primary).

# - COMPETITIVE ADVANTAGE -



# CUSTOMIZABLE, COMPLEMENTARY MODULAR CURRICULUM



Our curriculum combines concurrent skills and knowledge development to complement what students learn in the classroom. We use a modular approach to structuring our programs that allows customization for different learning abilities, schedules and educational backgrounds. This way, learning objectives can also be met regardless of the program's duration.

CASE STUDY: Using a mix of case-based instruction and experiential learning, we introduced Model United Nations at Pierce Secondary School in 2016. Despite being a government regulated school, they were able to adopt our program as we had designed the curriculum to complement their Social Studies syllabus. The modular approach allowed us to add/drop topics based on how much lesson time the school could afford us as well as on the learning abilities of the students which differed based on their respective streams.

We do likewise for a range of programs that take the form of workshops, classes, seminars and camps suited for B2B and B2C interaction.

#### **REGIONAL CAPABILITIES**



Based in Singapore, with teaching and support staff stationed around the world and partnership networks in Asia and the Middle East, we are able to reach out and impact students in a variety of markets. CASE STUDY: Capitalizing on our regional network and experience, our carefully placed teaching team in Singapore, Vietnam and the UK have or are currently running programs in China, Dubai, Indonesia, Vietnam and Thailand. We also attract students from Korea, Japan, Malaysia and Taiwan, and have led groups of students to education events in America, Croatia, Japan and Indonesia.

The diversity and range of our partnerships also extend beyond the region, to some of the most prestigious education institutions.

# - COMPETITIVE ADVANTAGE -





#### FIRST MOVER'S ADVANTAGE

We continually break new ground in many areas of co-curricular education, including being the first to pioneer new teaching ideas, methods, standards and best practices in the region. CASE STUDY: In many of our program fields, we are the first to introduce such forms of education to the country, or be the first to professionalize the industry. This includes setting the professional standards where appropriate. In 2018, we were tasked to, among other things, develop a certification process for The ASEAN Foundation in relation to their Model ASEAN program. We were also the first to pioneer the WIMUN approach to Model United Nations in Southeast Asia, and is currently the only global skills provider in the region. In Singapore, we are also the sole appointed National Program Coordinator for the World Federation of United Nations Association's Mission Possible global citizenship program.



# INTERNATIONALLY RECOGNIZED TEACHING TEAM

With an arsenal of trainers who are experienced in their related fields and decorated with outstanding qualifications, TGC gains a competitive advantage over potential competitors, who mostly lack the ability to offer more superior programs.

CASE STUDY: Our teaching team include some of the top talents in the world, while others hold national championship titles, or tournament records that remain unbroken to date. Notably, we only recruit instructors who are experienced in their craft, and who are passionate about education.



#### SUSTAINABLE LEARNING

As a member of the United Nations Global Compact, we promote sustainable accessible learning using a service subsidization model and seek to integrate the community's needs into our business approach.

CASE STUDY: Since 2018, we have been able to provide scholarships and subsidies for our students in Vietnam who come from less privileged backgrounds, and captured a diverse range of B2C clients in Singapore ranging from ITE College West to Tanglin Trust School. This is made possible by our use of a service subsidization model. We are also partners of ECO pledge, the United Nations Global Compact Youth Forum and the Young Southeast Asian Initiative.

#### A FEW KEY

# - PARTNERSHIPS -

# **Enterprise Singapore**

# LONG-TERM SUPPORT FROM THE SINGAPORE GOVERNMENT'S AFFILIATED AGENCIES





Since 2016, various agencies of the Singapore Government have been supporting The Global Citizen, either financially or through its exclusive by-invite programs designed to help Singapore companies which thev have identified, to build their brand abroad. To date. Enterprise Singapore has awarded The Global Citizen more than \$130,000 in grants with another \$100,000 incoming by 2020. From 2016 -2018, The Global Citizen was one of eight preferred education partners under the Singapore Tourism Board. The Global Citizen also has exclusive invitation and entry to select government linked attraction sites.



#### HIGH VALUE 3-YEAR MEMORANDUM OF AGREEMENT WITH DE LA SALLE UNIVERSITY

In 2019, The Global Citizen signed a 3-year MOA with one of Philippines' top universities under its new Global Enrichment Program which mandates that all students from the 2023 cohort onward must complete at least one stint abroad. The Global Citizen is currently the only private education provider in Southeast Asia. The lowest potential annual value of the contract is \$400,000, while the highest estimate is \$1.6 million.



# 3-YEAR EXCLUSIVE CONTRACT WITH HARVARD'S INTERNATIONAL RELATIONS COUNCIL

The Global Citizen's subsidiary, MUN inc. currently holds a 3-year exclusive contract to organize Model UN summer camps for Harvard's International Relations Council. The contract covers all countries in the Southeast Asian region, and is valued at \$24,000 per year, per camp.



#### CONCEPTUALIZATION AND OVERHAUL OF THE ASEAN FOUNDATION'S MODEL ASEAN MEETING

Since 2018, The Global Citizen has consulted for and organized the annual ASEAN Foundation Model ASEAN Meeting. The five figure annual contract however. goes beyond monetary value, due to opportunity enioved of creating the Model ASEAN framework in Asia. The Global Citizen is currently responsible for training and certifying students and faculty members across Southeast Asia as part of contract obligations.



# STRATEGIC PARTNERSHIP WITH NGEE ANN POLYTECHNIC (SINGAPORE)

In 2018, Ngee Ann Polytechnic (NP) become a strategic partner of The Global Citizen, through multiple Memorandum of Understandings and contracts, The Global Citizen works with NP for internships, venues and will soon be appointed its overseas recruiting agent, and will be managing its prestigious scholarship program across the campus next year.





#### ΙN

# - THE PRESS -

THE BUSINESS TIMES | LIAN HE ZAO BAO | VTV4 | VTV7 | VTC1 | VTC3 VTC10 | VIETNAMNET | THOI BAO TODAY | GIAODUCTHOIDAI | TUOI TRE ONLINE

## THE BUSINESS TIMES

# Filling the gap in world-wide education

Social enterprise The Global Citizen caters to the region's market for niche academic co-curricular, activities, BY PRISEA AND



and the Collection (COLL) are well as well assessment of the control of the collection of the collecti



#### 培养学生软技能教育业者从辩论和编

技能、通过知识记和编码(cooling)等课程看靠地分学生的以技能。 例如,于2015年创办例社会企业世界公司(The Global Clidam)为学业提供体验均均的学模式和多元化的源于活动。公司通 位于四的活动。如何论、概念取合图、读讲、世界公民政务和影响引 等等等等学生。

> 包办人感觉异构构高飞认为,学习不应是原于书面知识。也想动 养学生的世界观构致利思维。 他们观察到,现今年经人一些缺乏思考个人对社会和世界绘像也 特质任何能力,因此和编引导学生对本地和世界发展设理和时期的兴 播起思考,地外处质任的世界公民。

> 主打电动程序的效用机构Cooling Lac 图号设计分子之的计算思维 (computational thinding) 。双色部分人对称小变的对称。 计概念 相可分为因子种类,其分析问题(problem Geomposition),如像 (assersation),计算现象(algorithm)和图形识别(pattern

14岁的学生开办课程。包括四条加坡西京都已经首组舞台作为学的接 董举办工作的,让为学生搬过5cmocron间的公共进升教刊知识,以 及让中学和高年级学生地台数学学习编码进去Pytron。







#### HEAR

# - FROM OUR STUDENTS -





I was able to achieve success both as a debater and student. From a student who barely contributed during class discussions, to one with the confidence to speak confidently and communicate concisely.

> Jinny Shin United Nations International School Hanoi, Vietnam

Debating is incredibly beneficial in environments with a diversity of views and opinions like the US. Skills like critical thinking become valuable assess for students like me who strive to become global citizens.

Ho Bao Anh (Johnny) British Vietnamese International School Hanoi, Vietnam



Learning with The Global
Citizen, I picked up many soft
skills such as independence,
open-mindedness and
situational awareness.
Needless to say, every part of
my learning journey was a
unique and eye-opening
experience.



Le Hoang Mai Anh Vietnam National University Ho Chi Minh City, Vietnam The training which I received [from The Global Citizen] benefited me especially in helping me structure my thoughts into coherent points. This was especially useful when I had to speak and think on my feet as in the case of DSA and RSP interviews.

Zachary Chu Anglo Chinese School (Independent) Singapore

Ms Tiffany [from The Global Citizen] guided me from start to finish. She made sure I could excel at my first conference and that I was able to perform my best in Model United Nations.

Dang Mai Ha The Olympia Schools Hanoi, Vietnam



#### HEAR





At The Global Citizen Education Group, I get to study with coaches who have abundant experience in their field, supporting me whenever they can. Moreover, TGC provides good curriculum with detailed content.

Ta Phu An The Olympia Schools Hanoi, Vietnam

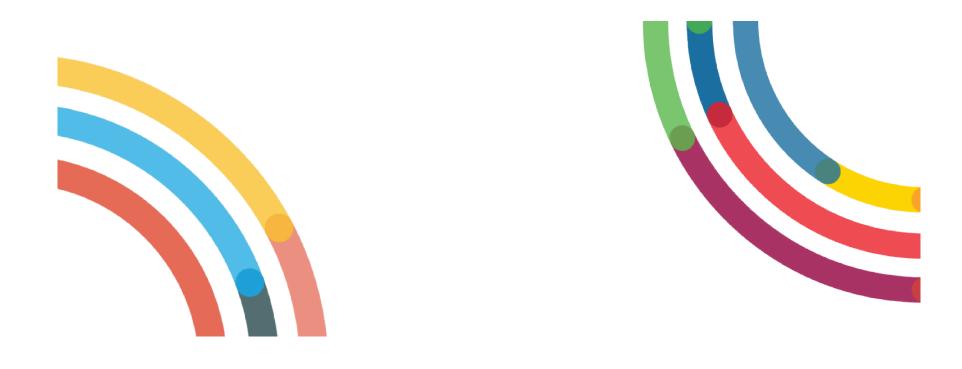
The fact that I got to discuss things that I usually don't think about, such as the politics of other countries, was a plus for me. At first, I had a hard time understanding the language. But later, with the trainers' help, I was able to grasp the content of the class and it was very fun.

Zheng Liu Xuan Huamao Foreign Language School Zhejiang Province, China

The program has allowed me to think deeper into global issues, thus expanding my horizons. I have realized the importance of playing my part as a global citizen to solve global problems.

Nango Shotaro Fukui Koshi High School Fukui, Japan





# **OUR SOCIAL IMPACT TARGETS**

# THERE IS A GLOBAL LEARNING CRISIS. YOUTHS TODAY NEED TO BE EQUIPPED WITH BETTER SKILLS.

Many key SDGs can only be attained when there is progress towards SDG 4, Quality Education

For example, the global poverty rate can be greatly minimized if youths have access to quality education. Skills and job training are also extremely important to achieve the 2030 agenda for Sustainable Development



SDG target 4.4 calls for a substantial increase in the number of young people with skills relevant for employability. As seen in target 4.7, ESD is also becoming an essential part of quality education worldwide

Society needs more youths who will be change makers who resolves sustainable development issues to create a more sustainable future



Focusing on Sustainable Development Goal #4, #10 and #17, The Global Citizen aims to make skills enrichment and Education for Sustainable Development (ESD) affordable and accessible for all, so that groups such as vulnerable youths do not miss out on opportunities that will help them be more successful and employable in the future.



Target 4.4: By 2030, substantially increase the number of youth who have relevant skills, for employment, decent jobs and entrepreneurship Target 4.5: By 2030, ensure equal access to all levels of education and vocational training for the vulnerable

Target 4.7: By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development through education for sustainable development



Target 10.2: By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status



Target 17.5: Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources

#### THE

# - SKILLS GAP -

Without learning and skills enrichment, the future looks scary for both employers and employees. The ongoing skills gap must be bridged, allowing youths to develop 21st century skills that are essential to their future.

# THE PROBLEM

Not every child has the access, aptitude or knowhow to fully tap into the potential education can provide. Economic, social, cultural and technological factors come into play, affecting these groups of underprivileged youths in terms of access to quality education and skills training.

# WHAT WE HOPE TO ACHIEVE

At TGC, we hope that every student has an equal opportunity to experience learning that will develop their 21<sup>st</sup> century skills and competencies, preparing them for their future and be agents of change. The aim is to ultimately reach out to students who lack accessibility to co-curricular education and help them realize the importance of it.

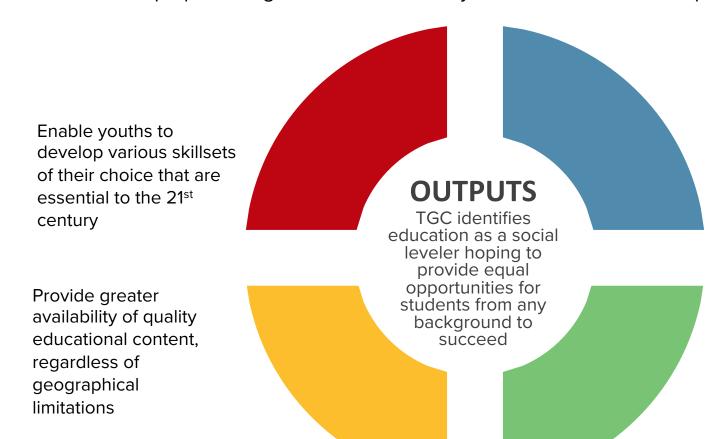
# HOW ARE WE DOING IT

Through our program offerings, we aim to provide access to quality skills develop and Education for Sustainable Development (ESD) educational programs to students in Singapore and around the region. Since 2015, we have created 7,800+ unique student experiences through our programs.



# - THEORY OF CHANGE -

Economic inequality, familial issues, disenfranchisement from the education system and an inability to keep up with digitalization disallows youths to achieve developmental goals.



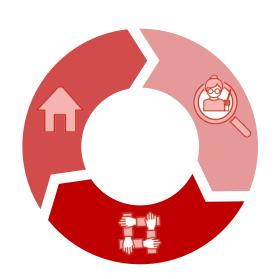
Increased opportunities to be more employable and successful in the future

Extend access to marginalized groups of youths, ensuring they are not left out in the education system

#### THE

# - IMPACTS OF COVID-19 -







- The UN estimates that 138 countries has closed school worldwide, affecting the education of 80% of children globally
- Underprivileged youths live in environments that make home schooling difficult, greatly impacting their socio-emotional and mental well-being
- Home-based learning (HBL) could be widening the learning disparity among less privileged youths and the rest
- All Singapore schools have shifted to full HBL till early May, with many institutions still doing HBL till date



- The main avenue for underprivileged youths to gain skills was through Co-Curricular Activities (CCAs) in schools
- With CCAs coming to a halt indefinitely, there is a big gap where there is a lack of opportunities for learning skills
- We hope to close this gap by offering these youths our learning platform for free, so that they can still reap the benefits of skills training amid the current crisis



- As the education system copes with the pandemic, we must think of ways to recover stronger
- It is essential to bounce back with a better understanding and urgency of the need to close the gap in opportunities
- Produce digitalized solutions to assure all youths have the same chances for a quality education



# OUR - SOLUTION -

## **CHALLENGES**

- Poor access to telecommunication and internet access
- Limited funds to spend with little to no disposable income
- 3. Missing out on quality education
- 4. Lack of skills training
- 5. Losing out on developing their employability

THE GLOBAL CITIZEN
ACADEMY, OUR ONLINE
LEARNING PLATFORM
WILL HELP TO ADDRESS
THE GAP EXPOSED BY
COVID-19

### **OUR REMEDY**

- Collaboration with NGOs to identify youths at risk
- Low cost online learning platform with financial assistance
- Professional trainers who are highly experienced in their relevant fields
- 4. On-demand skills training that are flexible and customizable
- 5. Develop essential 21<sup>st</sup> century skills through various courses offered



# THE GLOBAL CITIZEN ACADEMY



#### THE

# - GLOBAL CITIZEN ACADEMY -

The Global Citizen Academy is an initiative by The Global Citizen Education Group (TGC EG) to connect teachers and students all around the world, allowing for easy access to educational resources. Following TGC EG's model, this online learning platform will aim to bridge the gap in co-curricular education, delivering a combination of pre-developed online content and one-to-one learning.

This online platform also provides an affordable option for students to learn and develop their 21st century skills. TGC EG seeks to use technology to empower students to become lifelong learners who are agents of change and prepare students for the challenges of tomorrow in a 21st century world.



# THF

# - GLOBAL CITIZEN ACADEMY -



01

**EXPERIENCE** 

The Global Citizen Academy offers all students an unparalleled educational experience. With engaging and interactive video contents and activities, students will find themselves gaining new knowledge through new ways.

02

**CURRICULUM** 



With an in-depth and extensive coverage of modules for every program, students can pick and choose from more than 22 courses that are developed and taught by TGC's professional pool of trainers.

03

**TAILORED APPROACH** 



We understand that everyone learns at a different pace. Lessons are tailored to cater to different learning needs and abilities. Students receive personal feedback from our trainers, providing students with materials and know-how they require to excel.

04

**FLEXIBILITY** 



Be it in the morning, afternoon, or night, schedule classes based on your availability. As this is done online, trainers and students do not have to be in the same location. allowing for flexibility between trainers and students.

05



On this centralized platform, students can find all their educational needs in one place. They can chat with their peers, drop their instructors questions, download educational content such as slides, assignments and handouts, and conduct many other activities.

# THE - KEY FEATURES -











# - CONTACT -



SINGAPORE Suntec City Tower 1, Unit 32-40 Singapore 038987

Jared Yeo jared.yeo@theglobalcitizen.sg +65 83221760















