Flex your passion
Public Open Call Brief & T&Cs

The Brief

Singapore turns 60 this year! Let's celebrate with a showcase of your hopes and dreams for Singapore, expressed either through photography, digital art or even a TikTok video. Together, we can light the way for our nation's tomorrow!

Instructions

(i) Visual Arts (Photo or Digital art)

- Snap a photo or create a digital art piece that best represents your hopes and dreams for Singapore

(ii) TikTok Video

- Prefer expressing yourself through a video? Film a TikTok video, include campaign hashtags #SG60 #flexyourpassion and share that with us instead!

All submissions must be based on one of the following themes. Please refer to **Annex A** for more information on the themes to help you in your creative journey.

- Diverse pathways of success
- Environment & Sustainability
- Lifelong learning
- Social Cohesion
- Civic Action
- Interpersonal relationships

Content Requirements

- Original and unique visual art pieces / TikTok videos that are demonstrative of the above themes, that can resonate with Singaporean youths
- Must be appropriate for general audiences and align with Singapore's multicultural values
- Must not contain offensive, inappropriate, politically, racially or religiously divisive or copyrighted material
- Submissions should be in one of Singapore's four official languages

Submission Process & Guidelines:

- Please submit all required items via go.gov.sg/flexyourpassion
- Submission Deadline: 6 June
- Open to all youth in Singapore under age 35
- Only individual submissions are allowed

Selection and Showcase

- Submissions will be reviewed by a panel comprising the Organising Committee and the Ministry of Digital Development and Information.
- Selected works will be featured on Gov.sg social media channels.

Contact and Inquiries

For more information, please visit: go.gov.sg/flexyourpassion or email: flexyourpassion@mm2entertainment.com

Annex A

Building Our Singapore Together
Themes and Context for Content Creation

Theme: Diverse Pathways of Success

Context
Youths express a strong desire for meaning and purpose in what they do. We want to foster a society where we value every individual, support them in their diverse aspirations and pathways, and celebrate their achievements and successes together. With shifting attitudes and mindsets, more types of jobs are now respected. We want to continue supporting youths to grow into the best versions of themselves, no matter their chosen paths.

Potential angles to explore for your submission
1. What do you imagine your ideal Singapore to be?
2. What are the opportunities or challenges when one pursues a different path in life?
3. What does success in life and work mean to you?
4. How might you collaborate with businesses, community organisations, or the Government to create opportunities for all youths to achieve their aspirations in Singapore?
5. Demonstrate how boldness in choosing a different pathway of success, or encouraging your peers to do that, can contribute to a better tomorrow.
6. Why is it important for society to accept and encourage diverse pathways of success?

Theme: Environment & Sustainability

<u>Context</u>
Caring for our environment and ensuring its sustainability is one of the top issues that youths are concerned about. Youths have been taking the lead in this area, such as raising awareness on the need to transform our mindsets and lifestyles, as well as adopting green practices. We want to continue working with youths to rally the rest of society to protect our environment and to build a more sustainable Singapore for our future generations.

<u>Potential angles to explore for your submission</u>
1. What do you imagine your ideal Singapore to be?
2. How are you and your community affected by the issues related to climate change and sustainability?
3. How does a community that supports environmental and sustainability efforts look like?
4. How might you collaborate with businesses, community organisations, or the Government to create a greener and more sustainable Singapore for future generations?
5. How do you envision a stronger focus on sustainability and the environment could impact Singapore's shared future, and how does this future look like to you?

Theme: Lifelong Learning

Context

Technological advancement presents both opportunity and disruption for industries and our jobs. While some jobs will become obsolete, new ones, which require new skills, will be created. The journey to become an advanced and sustainable society will require every one of us to adopt a continual learning mindset. With 7 in 10 youths having plans to reskill or upskill in the next five years, youths recognise the need to keep their skills relevant, and the importance of lifelong learning.[1] Mentoring can also help youths better navigate opportunities and challenges in life, through the support of an experienced voice and mentor. Together, we want to provide youths with support and resources to build a fulfilling professional life – one that contributes positively to life and to Singapore.

Potential angles to explore for your submission
1. What do you imagine your ideal Singapore to be?
2. What are interesting and meaningful opportunities available for youths to pursue passions and knowledge outside of school or work?
3. What are your aspirations or worries about your careers today and in the future?
4. How might you collaborate with businesses, community organisations, or the Government to create more opportunities for everyone regardless of age to stay curious and enjoy learning?
5. Demonstrate how you and your peers encourage one another to adopt this mindset, and why this is important in building a better tomorrow.

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[1] *Challenging Oneself to Achieve Life Goals is Crucial to Youths' Life Satisfaction*, 2 August 2024, National Youth Council and Institute of Policy Studies Social Lab

Theme: Social Cohesion

<u>Context</u>
We live in a multicultural and harmonious society, where we interact with people of diverse backgrounds. This is only possible through years of effort to promote understanding, expand our common space, and create shared experiences and memories throughout our schooling years and within the larger community. There will always be differences between ethnic and religious groups, young and older generations, as well as locals and foreigners. But that is why social cohesion is important – it is not just about accepting and tolerating each other's differences, but developing greater empathy and a deeper appreciation of one another's cultures, traditions, and perspectives. Together, we can build a cohesive and resilient society.

<u>Potential angles to explore for your submission</u>
1. What do you imagine your ideal Singapore to be?
2. What could cause divisions amongst us that can fracture our unity as One People, and what can we do to overcome or prevent such divisions from pulling us apart?
3. How does a diverse community that accepts each other and live harmoniously look like?
4. How might you collaborate with businesses, community organisations, or the Government to create a society with strong social cohesion and inclusivity?

Theme: Civic Action

Context
Everyone – individuals, communities, and businesses – plays a part in caring for our fellow citizens. The more any one of us contributes, the more we all receive. Financial contribution is not the only way. We can also volunteer our time to do good or kickstart ground-up projects to make a positive change within our communities. No action is too small to make a difference, and everyone can contribute towards creating our shared vision of a caring society.

Potential angles to explore for your submission
1. What do you imagine your ideal Singapore to be?
2. What are interesting ways and opportunities for someone to contribute to society?
3. How can we rally everyone to come onboard this movement to build a democracy of deeds, one made up of active citizens who would focus on solving problems and developing solutions for a better Singapore?
4. How might you collaborate with businesses, community organisations, or the Government to create a supportive society?

Theme: Interpersonal Relationships

Context
Whether it is our family or friends, having strong relationships is similar to having a team of personal cheerleaders. They provide us with a support network and give us a sense of belonging. They are also our safe spaces to be ourselves, to collaborate, to learn how to communicate better, and to see the world through different perspectives. As youths transit to adulthood, these interpersonal skills become invaluable in forming healthy relationships, building professional networks, and contributing meaningfully to our communities. We are strong when we stand together, and having strong bonds with one another is one of the best ways to care for ourselves and our society.

Potential angles to explore for your submission
1. What do you imagine your ideal Singapore to be?
2. How does having healthy relationships and strong social bonds look like for youths, and how similar or different these relationships are for different social circles?
3. How can a community with strong social bonds create meaning and impact beyond the individuals?
4. How might you collaborate with businesses, community organisations, or the Government to support others in forming strong social bonds and expanding their social networks and support?

Annex B

Terms and conditions

1. Eligibility Requirements

Participation in the SG60 Public Open Call for Visual Arts and TikTok videos is open to individuals who meet all eligibility requirements detailed herein. All participants must be under 36 years of age as of 31 December 2025. Participants below 18 years of age as of January 2025 must declare that their parent or guardian is aware of their participation and provide their parent's or guardian's contact information. If selected for any features, parental verification will be required before proceeding. By submitting an entry, participants confirm that they meet these age requirements and have obtained the necessary permissions for participation and use of content on gov.sg platforms for the purposes of SG60.

Participation is exclusively available to Singapore citizens and Permanent Residents throughout the challenge period. Individuals holding other forms of Singapore Immigration Passes, including but not limited to student passes, work permits, and employment passes, are not eligible to participate in this program. Only individual submissions are allowed.

The organising committee maintains the right to request verification of eligibility at any time. This may include, but is not limited to, valid identification documents, proof of residence, and parental/legal guardian consent documentation where applicable. Failure to provide requested documentation or meet any eligibility requirement may result in immediate disqualification.

2. Submission Requirements

2.1 Technical Specifications

For Visual Art (Photo or Digital Art) Submissions:
- Must be in high-resolution format with a minimum resolution of 600dpi
- Acceptable file formats include JPEG, PNG, or TIFF

For TikTok Video Submissions:
- Must be in vertical format (9:16 aspect ratio)
- Video length must be between 15 seconds to 1 minute
- Minimum resolution of 1080x1920 pixels

- Must be originally created on TikTok platform
- Must include required campaign hashtags - #sg60 #flexyourpassion

2.2 Content Guidelines

All submitted content must be appropriate for general audiences and align with Singapore's multicultural values. The submission must not contain any offensive material, politically, racially or religiously divisive content, or elements that could be considered inappropriate for public display. No commercial branding or product placement is permitted. Submissions must be in one of Singapore's four official languages (English, Chinese, Malay, Tamil).

For TikTok videos:
- Must not contain copyrighted music without proper licensing
- Must comply with TikTok's community guidelines
- Must not contain explicit language or inappropriate gestures
- Must be appropriate for viewers of all ages

3. Intellectual Property Rights

By submitting your work to the SG60 Public Open Call, selected participants grant the organising committee a non-exclusive license for public display and promotional use of their work. This license encompasses:

- Public display rights for the artwork/video
- Use of images/videos in promotional materials
- Inclusion in exhibition documentation
- Feature placement in SG60-related publications
- Right to share and repost TikTok content on official campaign channels

Participants retain copyright ownership of their work and maintain the right to receive credit for their work in all uses. Following the conclusion of any SG60 exhibitions/events where the artwork/video may be showcased, participants retain the right to exhibit their work in other venues.

4. Promotion and Documentation

The organising committee reserves the right to utilize images, videos, and information about selected works in various promotional contexts, including but not limited to:

- Press coverage and media releases
- Social media content and digital promotion
- Educational materials and documentation
- Public relations materials
- Cross-platform sharing of TikTok content

Participants are expected to:
- Provide participant statements and biographical information when requested
- Participate in participant talks or events if invited
- Make themselves available for media interviews within reasonable notice if required

5. Amendments and Communication

The organising committee maintains the right to modify these terms and conditions at any time during the program. Any modifications will be communicated to participants through appropriate channels. All inquiries and communications regarding the program should be directed to flexyourpassion@mm2entertainment.com.

6. Binding Agreement

By submitting work to the SG60 Public Open Call, participants acknowledge and agree to all terms and conditions outlined in this document. This agreement becomes binding upon submission of any work to the program.