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NEW INITIATIVE BRINGS GENERATIONS TOGETHER TO CO-CREATE IDEAS FOR ACTIVE AGEING



Singapore, 1 March 2025 – A new initiative is bringing together youth and seniors to tackle challenges in the area of active ageing. *Designing Together* is a programme founded on design thinking, where young and old collaborate to co-create thoughtful solutions that inspire seniors to lead more active, healthy and fulfilling lives.

Jointly developed by NTUC Health and GenLab Collective, *Designing Together* aligns with broader nationwide efforts to encourage seniors to stay active and well.

Said Chan Su Yee, CEO of NTUC Health, “With *Designing Together*, we aim to bring young and old together to problem-solve. Youths bring a lot of positivity and energy, and this zest for life is what we hope to reignite in seniors. What is also valuable is how youths help seniors stay current, reducing that sense of isolation and disconnect that can come with an ever-changing world. Seniors, in turn, can share their wisdom and valuable life lessons, enriching the perspectives of younger generations.”

In the pilot phase, 8 youths recruited by SG Cares Youth Corps Development Team, will join 11 male seniors from NTUC Health over 5 sessions to tackle the challenge of encouraging more male seniors to expand their social network and take steps to live more actively. The sessions, facilitated by GenLab, include training on design thinking methodology, an empathy and needs assessment to understand the unique needs and interests of male seniors, deep dive and ideation on tailored activities that they will truly enjoy.

Said 78 year old Mr Lim Gek Heng, who is one of the participants in the workshops, “As someone who used to do nothing much but watch TV at home, I now have friends at the AAC and am learning new things even at this age. I’m happy to work on this project so that other men can also benefit. I really enjoy spending time with the young people to learn

together and to brainstorm on ideas. They remind me of myself when I was young and they help me to be more open to new things.”

Said 20 year old Chen Yige, who is also a participant of Designing Together, “I took part in the programme as I had an interest in the healthcare sector and wanted to play a part in helping Singapore cope with an ageing population. I found this programme meaningful as I was able to learn a lot about the seniors’ view of health, and the activities they would want to take part in to keep fit and healthy.”

Designing Together will be rolled out across NTUC Health’s network of active ageing centres where more seniors and youths will be engaged to solve other challenges such as reaching out to harder-to-reach profiles of seniors.

Ongoing focus on strengthening Intergenerational bonds

The *Designing Together* programme is an example of the ongoing work by NTUC Health to bridge the gap between young and old. Since 2014, NTUC Health has been promoting regular interactions between preschoolers and seniors in partnership with NTUC First Campus (NFC). The programme has evolved over the years to also include older students with more schools coming on board for joint projects and activities with seniors. Intergenerational activities are now a staple across all NTUC Health’s day care, nursing home and active ageing centres; and is incorporated into the curriculum of My First Skool preschoolers.

Keerthana, Founder and Lead of GenLab Collective, a non-profit ground-up organisation, commented, “Bridging generations through co-creation fosters mutual understanding and respect. This programme, where seniors and youth actively co-design innovative ideas to improve the well-being of male seniors, not only enriches the lives of seniors but empowers youth to make meaningful contributions to their communities.”

Supporting more seniors to age well

Designing Together was announced at the official opening of NTUC Health’s newest active ageing centre at Serangoon Central and graced by MP for Braddell Heights, Mr Seah Kian Peng.

Over the next two years, NTUC Health will expand its network with the opening of eight new Active Ageing Centres across Singapore, bringing the total to 27 centres islandwide. Close to 9,000 seniors were engaged through their active ageing programmes last year.



About NTUC Health

NTUC Health Co-operative Limited (NTUC Health) is an NTUC social enterprise that provides a comprehensive and integrated suite of quality and affordable health and elderly care services to meet the growing needs of families and their dependents. Building on more than five decades of experience and expertise, NTUC Health is among the largest senior day care, nursing home, and home personal care providers in Singapore. We also offer other services for seniors such as active ageing centres, community support for vulnerable seniors, and a sheltered senior group home. In addition, we run a chain of dental clinics and a family medicine clinic.

About GenLab Collective

GenLab Collective is a non-profit ground-up initiative run by a team of youths where we aim to bridge the generation gap within our community. We provide a platform for people from different generations to share, learn and collaborate with the aim of bridging generation gaps in the longer term.

NTUC Health Co-operative Limited

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Factsheet - About the *Designing Together* Programme

Designing Together is a new initiative that brings youth and seniors together to address challenges in active ageing. Rooted in design thinking, the programme fosters collaboration between young and old to co-create meaningful solutions that inspire seniors to lead more active, healthy, and fulfilling lives.

Programme Partners

Designing Together is jointly developed by:

- NTUC Health Active Ageing Centre – A leading eldercare provider committed to enhancing the well-being of seniors.
- GenLab Collective – A social innovation organisation specialising in intergenerational engagement.

Supported by:

- SG Cares Youth Corps Development Team – A platform that connects youth volunteers with community service opportunities.

Objectives

- Encourage seniors to stay socially and physically active.
- Bridge intergenerational gaps through meaningful collaboration.
- Develop innovative and senior-friendly solutions through design thinking.

Pilot Phase

For the initial phase, a group of 8 youths from Youth Corps and 11 male seniors from NTUC Health will participate in a 5-session programme focused on:

1. Training in design thinking – Equipping participants with problem-solving skills.
2. Empathy and needs assessment – Understanding the unique challenges and interests of male seniors.
3. Deep dive and ideation – Brainstorming activities that resonate with male seniors.
4. Prototyping and testing solutions – Implementing and refining activities based on feedback.

Key Focus: Engaging Male Seniors The pilot aims to tackle the challenge of encouraging more male seniors to expand their social networks and adopt a more active lifestyle. Insights gained will help shape future programmes to better engage this demographic.

Future Expansion

Following the pilot, Designing Together will be rolled out across NTUC Health's network of 27

Active Ageing Centres to engage more seniors and youths. The initiative will also explore solutions for other challenges, such as reaching out to hard-to-reach senior groups.

Impact & Significance

- Supports Singapore's broader national efforts to promote active ageing.
- Provides an inclusive platform for seniors to voice their needs and preferences.
- Strengthens community ties through intergenerational collaboration.