

AspirantSG



The 5th edition of the Brands For Good Awards for 2022/2023 was held last May 2023 at the Hibiscus Ballroom in Marina Bay Sands, Singapore. The Brands For Good Awards serve as a platform to inspire businesses to prioritise purpose-driven practices and celebrate the importance of recognising and celebrating businesses that contribute to the betterment of society.

Out of the 100 nominated companies, only 36 were selected as winners for the Brands For Good Awards 2022/2023 via a rigorous evaluation process which covered various working aspects of the companies, including their business models, internal processes, and innovative approaches towards economic, social, and environmental goals. Factors such as social impact, sustainability practices, ethical leadership, and overall contribution to society were also taken into account. The limited number of winners highlights the competitiveness and high standards of the awards.

The Award ceremony was graced by Guest-of-Honour, Minister Edwin Tong, Minister for Culture, Community and Youth and Second Minister for Law. In his speech, he linked the three Ps (Passion, Purpose and Possibilities) to three As, where **P**assion translates to **A**ttitude, **P**urpose leads to **A**ction, and **P**ossibilities opens up **A**venues. Passion allows the freedom to look beyond the confines of respective industries to do good in society, while purpose would appeal to

stakeholders and customers. He also explained how businesses can take bold steps to explore new avenues, markets and processes.

The recognition given to the 36 SMEs showcase their dedication and success in incorporating social responsibility into their core operations. These companies have gone above and beyond to make a positive impact on society and the environment.

Bekind Solutions, a social enterprise start-up and honoured in the Technology for Good category – is a catalyst for positive change in the lives of the elderly. They believe that the elderly deserve to live vibrant, fulfilling lives, and through their innovative products, they aim to enhance their well-being and independence. One of their notable products is the Smart Walking Stick, which helps the elderly stay active, confident, and connected to their communities. Bekind Solutions is committed to continuous innovation and expansion, actively researching and developing new products to meet the evolving needs of the elderly.

The Brands For Good Awards highlight the remarkable efforts of companies that are dedicated to making a positive impact on society and the environment. These organisations inspire others to prioritize purpose-driven practices and serve as role models for creating a better future. By recognizing their achievements, the Brands For Good Awards encourage businesses to embrace social responsibility and contribute to the betterment of society. These awardees demonstrate that it is possible to succeed in business while also making a positive difference in the world.

Nominations for next year's edition of Brands for Good are open now. Please visit www.brandsgood.asia/bfg2024-nominate for more information.