

Annex II Project Document

Programme Title: Empowering Youth for Inclusive Prosperity: Advancing Leadership and Economic Development

Target Countries: Singapore, China, USA

Programme Overview

Rooted in the principles of sustainable development and inclusive economic growth, this initiative prioritizes leadership training, practical education, and capacity development for youth and mission-driven enterprises. It serves as a dynamic platform to advance the Sustainable Development Goals (SDGs) — with a focus on SDG 4 (Quality Education), SDG 8 (Decent Work & Economic Growth), SDG 10 (Reduced Inequalities), and SDG 16 (Peace, Justice & Strong Institutions).

By combining recognition with experiential learning, the initiative identifies and supports emerging young leaders and socially responsible enterprises. Award recipients gain access to PASG-led international training networks, regional learning cohorts, and peer-exchange platforms—transforming recognition into a springboard for long-term skills development, leadership growth, and economic empowerment.

Launched by Prosperity Alliance Singapore (PASG) in partnership with the Brotherhood Cup Foundation, and delivered in collaboration with the United Nations Institute for Training and Research (UNITAR), Division for Prosperity, the program features two flagship honors: the Budsinga Award (Young Prosperity Leadership) and the Orchid Spirit Award (Enterprise Prosperity Leadership). These awards are more than accolades—they are strategic levers within a broader leadership development framework, designed to nurture a values-driven ecosystem of innovation, social impact, and inclusive community advancement.

The initiative reflects the mission of UNITAR's Division for Prosperity: to empower individuals and institutions in regions undergoing social and developmental transitions through targeted training and inclusive learning. By cultivating leadership grounded in empathy, ethical values, and local relevance, this initiative strengthens global partnerships for prosperity and prepares the next generation of changemakers to lead with purpose.

Programme Objective

This programme seeks to highlight and advance the contributions of emerging youth leaders and purpose-driven enterprises that are accelerating progress toward the Sustainable Development Goals at the community and regional levels. With formal support from UNITAR's Division for Prosperity, it empowers the Prosperity Alliance

Singapore (PASG) to identify and nurture changemakers whose work strengthens social resilience, promotes inclusive economic growth, and fosters locally grounded, globally relevant solutions. The initiative reflects a shared commitment to building human capital and institutional capacity as essential drivers of sustainable and equitable development across the globe.