

"Be Movement brings a fascinating edge to the social sector and a human touch to the corporate sector"

ELIM CHEW
Entrepreneur

"Exciting and imaginative"

NOAM CHOMSKY
Father of Modern Linguistics

"Be Movement's vision is pure and clear, it is poised to really Rock the World"

IBU ROBIN
CNN Hero

"A small step towards a giant revolution in people's minds"

GLEN GOEI
Film & Theatre Director

be

movement

Celebrating the courage to be

MEDIA KIT

www.be-movement.com

www.facebook.com/bemovement

<http://instagram.com/bemovementsg>



movement

Celebrating the courage to be

WHO WE ARE



BE MOVEMENT

A movement to inspire and connect people to be who they are meant to be

OUR IDEAL

A world where people have the courage to be

WHY WE EXIST

To inspire and connect people across different countries and sectors, through meaningful stories and photography



BE MOVEMENT IS UNIQUE

We are focused on what's inside, while other publications are focused on what's outside

We are not trying to sell you products, we are here to share courage

We provide a neutral media platform for all countries and causes

We are non-mass produced, non-standardised, not shiny and proud to be niche

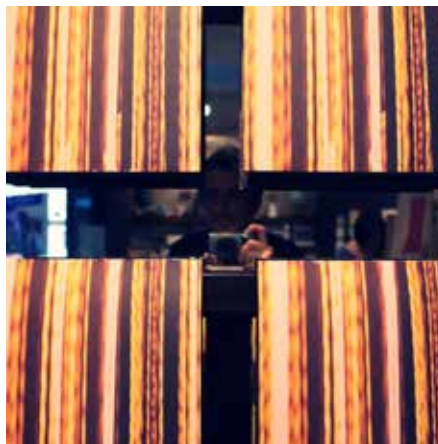
WHAT WE DO

1 Socially Conscious Publication



Kinokuniya at Takashimaya, 1st batch of Japan issue sold out in 2 weeks

2 Social Photography Campaigns



Photography workshops & campaigns by David Lalanne, our official photographer

3 Be Collective @ Liang Court



Over 1100 square feet of premium store on level 1 of Liang Court mall (beside Clarke Quay)

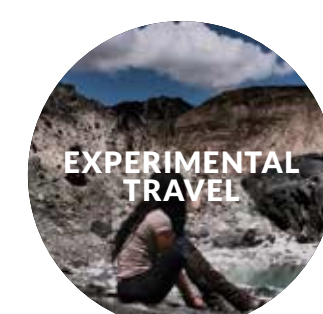
BE MOVEMENT PUBLICATION FOCUS

We produce a quality socially conscious publication bi-annually in hardcopy and online.

Each issue focuses on a different country, with 100% pure content and no product ads.

We fund ourselves through a Robin Hood system of creating sponsored content for CSR-focused companies, which enables us to write about courageous people, social enterprises, NPOs and experimental travel for free.

We also organise social photography campaigns and have our own store at Liang Court level 1 (April 2015). Our store serves as a Be Collective, where other like-minded social enterprises, non-profit organisations, independent artists and creators can sell their products and organise workshops.



BE MOVEMENT POSITIONING: QUALITY CONTENT & PHOTOGRAPHY

Photography, Artistic Style



MONOCLE

KINFOLK



blindfold

Lifestyle

Socially Conscious

Be Movement publication has always been compared to lifestyle publications like Monocle and Kinfolk, but with a social angle. Hence we are filling the gap for a socially conscious publication that looks beautiful and has solid content.



SINGAPORE

Journals, Newsletter Style

WHY YOU SHOULD SUPPORT US

1

CHANGING THE NARRATIVE FOR THE SOCIAL SECTOR

We marry art and social, poetry and innovation.

“exciting and imaginative”



NOAM CHOMSKY
*Father of Modern
Linguistics*



ELIM CHEW
Entrepreneur

2

CONNECTING BETWEEN SECTORS

“Be Movement brings a fascinating edge to the social sector and a human touch to the corporate sector.”

3

BRIDGING COUNTRIES THROUGH SOFT POWER

“I’m hoping through Be Movement, Japan gets more connected with other nations and the rest of the world. In the past, the connections we have with other countries were business based, but I think at a cultural level, on a deeper level, Be Movement could be the bridge, because I’ve never seen a publication like this before.”



MASA KOGURE
*Director of TABLE FOR
TWO International,
awarded Asian Social
Entrepreneur of the
Year 2013 by Schwab
Foundation*



QUALITIES OF BE MOVEMENT

At Be Movement, we craft meaningful and compelling features with in-depth interviews or evocative photo essays that strengthen relationships across different countries and the corporate, social and public sectors.



AUTHENTICITY






With the growing demand for increased transparency in brands, our stories are distinct from conventional advertising and aim to reflect true brand values.

RELATABILITY

In the clutter of the marketplace, consumers tend to tune advertising out. On the other hand, the long-form storytelling and the emotional appeal of our stories resonate strongly with our audience. This cultivates a deeper relationship with customers and the public.

COMPLEMENTS CSR

Our stories complement your brand's existing CSR initiatives. According to BMG global news CSR branding survey (2010), only 13% of consumers have read about companies' CSR activities directly from their website. Spread the innovations and the good that your company has been doing for the community through our independent platform.

	 Communication Strategy	 Communication Style	 Content Focus	 ROI Measured	 Time Frame
Other Publications	Surface Product Selling Points	Functional	Brand Portfolio or Product Specifics	Brand Awareness Trial Conversion	Short and Long-term
Be Movement Publication	Rich In-depth Brand Value	Emotional	CSR Programmes, Innovation, Creativity, Courage and Vision	Brand Preference	Cultivation for Long-term (2 issues/year)

WHAT OUR DISTRIBUTOR SAYS

Allscript, one of the top 3 magazine distributors in the region with over 3000 titles in their expanding catalogue.

1

A rare publication that is not trying to be hip, yet looks beautiful and has solid content

2

Outsells local publications in our price range by 300%

3

Increasing sales figures with every new issue

4

Traditional print magazine sales are declining. Niche and aesthetically appealing magazine sales are growing



Be Movement is supported by Ministry of Social and Family Development (MSF) under The Youth Social Entrepreneurship Programme (YSEP) for Start-Ups.

We are incubated by National University of Singapore (NUS) Entrepreneurship Centre.

We are also the first-ever social enterprise in Singapore to be supported by the Japanese Chamber of Commerce and Industry (JCCI) Foundation, Singapore

Our present and past collaborators include:

Asia Malls Management
Asia Square
Asiawide Print Holdings
Barclays
Citibank
DBS
Dentsu
Far East Organisation
Frasers Centrepoint Malls
Japanese Chamber of Commerce and Industry Foundation, Singapore
Chatsworth Medi@rt Academy

Japan Association
Japan Creative Centre
Japan National Travel Organisation
Lend Lease
Mapletree
Nikon
NUS Entrepreneurship Centre
Pan Asia Logistics.
Sing Lun Holdings
Singapore Ministry of Social and Family Development
Tolaram



JAPAN ISSUE

Collaborated with the Japanese Chamber of Commerce and Industry Foundation, the Japan Embassy, Japanese companies and organisations, thought leaders and courageous people to share the insights and lessons learnt from the March 11, 2011 Japan Earthquake and Tsunami.

OTHER COLLABORATORS INCLUDE

Dr. Kiyoshi Kurokawa
Sanriku Tetsudo Railway
Tohoku Rakuten Golden Eagles
Battleship Island
Table for Two
Kopernik
Beyond Tomorrow
Mitsuru Claire Chino
Nagasaki (City of Peace)



INDIA ISSUE

Balanced reporting from Indian women and their thoughts on life in India.

Highlighting India's latest social innovation and its contribution to the sector.

OTHER COLLABORATORS INCLUDE

Tushar Gandhi
Next Generation of Indian Social Entrepreneurs
Sri Godrej Krishna
Milaap
Billion Bricks
Gaon Connection
Air Jaldi
Rabindranath Tagore Poems

OUR REACH AND READERSHIP

Our readership comprises of socially conscious consumers, young change-makers and thought leaders. They are typically professionals in mid-career or youth, who are well-travelled, open-minded and educated.

Be Movement publication is sold in major bookstores and news stands throughout Singapore and Kinokuniya, Shinjuku stores. We are expanding our hardcopy distribution to UK & EU. Our publication is also distributed to over 200 MNCs, SMEs, education institutions, government organisations and embassies, non-profit organisations and social enterprises.



In addition, we've partnered and distributed our publication at key events such as:

IIMB Alumni Event (>1000 attendees)

BOP World Convention (>300 attendees)

Social Collab Event (>300 attendees)

Singapore Compact CSR (>450 attendees)

Impact Asia (>300 attendees)

TEDxSingapore (>200 attendees)

ASEAN Connect (>100 attendees)

DBS-NUS Social Venture Challenge Asia Campaigns and Ceremony (>1000 attendees)

Global Social Innovations Forum (>400 attendees)

Upcoming President's Challenge Social Enterprise Award Ceremony (>100 attendees)

Pamela Hartigan & B-Corp event (>200 attendees)

CAPT College - special focus on social innovation (>100 attendees)

JCCI Presentation Ceremony (>60 attendees)

Japan Imperial Birthday Celebration in Singapore (>750 attendees)

OUR VALUE

Be Movement's value for our long-term partner, JCCI Foundation Singapore, includes:

Bridging Japan with Singapore and other countries through our dedicated Japan section.

Raising awareness and promoting understanding of Japan's people, culture and places.

Connecting and linking public, corporate and social sectors.

Highlighting local Foundation activities organised by the Japanese organisations.

Helping to achieve JCCI Foundation's **CSR aims** to advocate for social good, art and culture.

Creating quality English language content to strengthen Japan's soft power, which they can use in their own platforms.

Used as a **showcase** to their council members, communicating their strong support for social organisations.

Distributed as **meaningful, commemorative gifts** at their events.

Shows resonance and harmony of Japanese organisations within Singapore through their support of a quality local social enterprise.

OUR DISTRIBUTION

BOOKSTORES

BOOKS ACTUALLY
MPH

PARCO
RAFFLES CITY
ROBINSON

KINOKUNIYA BOOKSTORES

BUGIS JUNCTION
LIANG COURT
NGEE ANN CITY

PROLOGUE @ ION

TIMES

COLD STORAGE JELITA
MARINA SQUARE
PARAGON

POPULAR(P)

@ IMM BUILDING
@ Jubilee Entertainment Complex
@ LOT 1 SHOPPERS MALL
@ TOA PAYOH
@ CLEMENTI MALL
@ CAUSEWAY POINT
@ HOUGANG MALL
@ JUNCTION 8
@ JURONG POINT
@ NORTHPOINT
@ COMPASS POINT
@ SEMBAWANG SHOPPING CTR
@ TIONG BAHRU PLAZA
@ TAMPINES MALL
@ THOMSON PLAZA

CHEERS

T3 L1L51
D/T LOUNGE NORTH VISTA POI
NT WOODLANDS
JURONG POINT
@ KK HOSPITAL
KHOO TECK PUAT HOSPITAL
BOUNA VISTA MRT
CCK MRT
CHINESE GARDER MRT

MOHAMED MUSTAFA

& SAMSUDDIN CO PTE LTD

MIRACLE TRADEX

NEWS INNOVATION @ VIVOCITY

SRI MARKETING(SR)

ADPOST

ALLSCRIPT

KATONG MALL
COLD STORAGE TANGLIN MALL
STAR VISTA
THOMSON PLAZA

CAMPUS MART

GP THAMBI TRADING & SERVICES P/L

SARANYA LINK

@ CCK

SIGLAP CENTRE

MONISHA EXCHANGE

THE SPRYNG BOOKSHOP

COMPANIES AND ORGANISATIONS

77 STREET

AGELESSONLINE

AJINOMOTO (SINGAPORE) PTE LTD

ALL NIPPON AIRWAYS CO LTD

ASIA SQUARE

ASIAMALLS MANAGEMENT

ASIAWIDE PRINT HOLDINGS

BARCLAYS

MUFG - Bank of Tokyo-Mitsubishi UFJ (BTMU)

BEACON PHARMA

BEENSPROUT

BETTR BARISTA

BEYOND TOMORROW

BP DE SILVA

CANON SINGAPORE PTE. LTD.

CEREBOS

CHATSWORTH MEDI@RT ACADEMY

CITIBANK

CONETIRA

CORPORATE CITIZENSHIP

DBS

DELOITTE CONSULTING

DENTSU

EMBASSY OF JAPAN

EMPACT

EPSON SINGAPORE PTE LTD

ESPLANADE

FAR EAST ORGANISATION

FRASERS CENTREPOINT MALLS

FRENCH CHAMBER OF COMMERCE

FUJI XEROX

FUJITSU ASIA PTE LTD

GARDENS BY THE BAY

GIFT AND TAKE

GIVE A PLANT

GOLDHILL

GONE ADVENTURIN

GREEN BUSINESS TIMES

HITACHI ASIA LTD

IHI ASIA PACIFIC PTE. LTD.

IMPACT JAPAN

INSTITUTE OF SOUTH ASIAN STUDIES

ITOCHE SINGAPORE PTE LTD

JAPAN AIRLINES CO LTD

JAPAN ASSOCIATION

JAPAN COUNCIL OF LOCAL AUTHORITIES
FOR INTERNATIONAL RELATIONS,
SINGAPORE

JAPAN CREATIVE CENTRE

JAPANESE CHAMBER OF COMMERCE AND
INDUSTRY

JAYAASHREE INDUSTRIES

JETRO SINGAPORE (SINGAPORE

REPRESENTATIVE OFFICE)

KAJIMA OVERSEAS ASIA PTE LTD

KAPOK

KDDI SINGAPORE PTE LTD

KIKKOMAN (S) PTE LTD

KINGSMEN

KOPERNIK

KOREAN EMBASSY

LA DITTA

LEND LEASE

LOVE IN A BOTTLE

MAJESTIC HOTEL

MAKERS INNOVATIONS

MALAYSIA HIGH COMMISSION

MANGOSTEEN

MAPLETREE

MARUBENI ASEAN PTE LTD

MAYBANK

MCCY

MILLENNIA PRIVATE LIMITED

MINDCHAMPS

MITSUBISHI CHEMICAL SINGAPORE PTE LTD

MITSUBISHI CORPORATION

MITSUBISHI ELECTRIC ASIA PTE LTD

mitsui & CO. (ASIA PACIFIC) PTE LTD

mitsui FUDOSAN (ASIA) PTE LTD

MIYAGI PREFECTURE

MIZUHO BANK LTD.

MOM

MSF

NATAS

NEA

NEC ASIA PACIFIC PTE LTD

NHK

NIKKEI GROUP ASIA PTE LTD

NIKON

NIPPON PAINT

NIPPON STEEL & SUMITOMO METAL

SOUTHEAST ASIA PTE LTD.

NTT COMM

NTUC

NUS

NVPC

OLSWANG

OMAN HIGH COMMISSION

ONE MAKER GROUP
ONG&ONG
ORIENTAL TANKS
OUR BETTER WORLD
PAKISTAN HIGH COMMISSION
PAN ASIA LOGISTICS
PANASONIC ASIA PACIFIC PTE LTD
PERENNIAL RETAIL MANAGEMENT
RAKUTEN
SAUGHT
SCAPE
SIA
SIF
SING LUN HOLDINGS
SINGAPORE COMPACT CSR
SINGAPORE POLYTECHNIC
SIP
SMU
SOCIAL ENTERPRISE ASSOCIATION
SOFTBANK
SOJITZ ASIA PTE LTD
SONY ELECTRONICS ASIA PACIFIC PTE LTD.
SOTA
STUFF WITH A DIFFERENCE
SUMITOMO CHEMICAL (ASIA PACIFIC)
PTE LTD
SUMITOMO CORPORATION ASIA &
OCEANIA PTE LTD
SUMITOMO ELECTRIC AUTOMOTIVE
PRODUCTS (S) PTE LTD
SUMITOMO MITSUI BANKING
CORPORATION
SWISSNEX
TABLE FOR TWO
TAKENAKA CORPORATION
TANGLIN CLUB
TANGLIN TRUST SCHOOL
TEIJIN POLYCARBONATE SPORE PTE LTD
TEMASEK INTERNATIONAL
TENET SOMPO INSURANCE PTE LTD
THE BANK OF TOKYO-MITSUBISHI UFJ, LTD
(SINGAPORE BRANCH)
THE HUB
TOHOKU PREFECTURE
TOKIO MARINE INSURANCE SINGAPORE
LTD
TOKUSHIMA PREFECTURE
TOLARAM
TORAY INTERNATIONAL
SINGAPORE PTE LTD
TOSHIBA ASIA PACIFIC PTE LTD
TOTAL

TOYOTA MOTOR ASIA PACIFIC PTE LTD
TRIWALL
TUV SUD
UAE EMBASSY
UBS
URBANE NOMADS
UYII
YAU LEE HOLDINGS
YOKOGAWA ENGINEERING ASIA PTE LTD
YUSEN LOGISTICS (SINGAPORE) PTE LTD.

EVENTS

B-CORP FORUM
BOP WORLD CONFERENCE
DBS-NUS SVCA
GSIF
IIMB ALUMNI
IMPACT FORUM
JCCI PRESENTATION CEREMONY
JAPAN IMPERIAL BIRTHDAY CELEBRATIONS
MAKING A SOCIAL DIFFERENCE
SOCIAL COLLAB
SIF YOUNG SOCIAL ENTREPRENEURS
SINGAPORE COMPACT CSR SUMMIT
SOCIAL ENTERPRISE FESTIVAL BY SAFRA
TEDX SINGAPORE

PERSONALITIES

A. MURUGANANTHAM (MENSTRUAL MAN)
BART HOULAHAN (CO-FOUNDER OF
B-CORP)
DR. KIYOSHI KUROKAWA
FREDRIK HARAN
GLEN GOEI
IBU ROBIN LIM
IRFAN ALAM
MASA KOGURE
MINAMI TSUBOUCHI
MINISTER CHAN CHUN SING
MINISTER VIVIAN BALAKRISHNAN
NADYA HUTAGALUNG
NOAM CHOMSKY
ONG TZE BOON
PRIME MINISTER LEE HSIEN LOONG
SHUNJI MATSUO
TUSHAR GANDHI

OVER 200 COMPANIES & ORGANISATIONS

2012

Received international support from Professor Noam Chomsky, CNN Hero Ibu Robin Lim and Film and Theatre Director, Glen Goei

Distribution reached all major bookstores and news stands in Singapore, including Kinokuniya, MPH, Popular and Times

Partnered and seeded key events in the Social and Corporate Social Responsibility (CSR) sectors with our publication, including Impact Forum, TEDxSingapore, Singapore Compact CSR, DBS-NUS Social Venture Week, SAFRA Social Enterprise Festival, Singapore International Foundation (SIF) Young Social Entrepreneur Conference and Global Social Innovations Forum (GSIF)

Supported by Singapore Ministry of Social and Family Development (MSF) under The Youth Social Entrepreneurship Programme (YSEP) for Start-Ups. Incubated by National University of Singapore (NUS) Entrepreneurship Centre

Founder selected as one of eight women leading change in Singapore by TEDxSingapore and gave a talk at TEDxWomen event on 1 December 2012, on the Courage to Be

2013

Founder selected as a contributor, in a community of opinion leaders, for the Singapore National Volunteer and Philanthropy Centre (NVPC), SALT publication

Hired more than 10 elderly for 5 social fairs throughout major malls in Singapore

First social enterprise from Singapore to be supported by the Japanese Chamber of Commerce and Industry

Featured in Mediacorp, 938LIVE, The Straits Times, Bali TV, Open Brief, The New Paper, Tokushima Shimbun and SIF Singapore Magazine

Showcased and enabled more than 20 Social Enterprises and Non-Profit Organisations through Be Movement's publication and social fairs since 2012. A trusted source for social advocacy that helps to spread awareness and raise the profile of the social sector

Be Movement supported by the Japan Ambassador, the Malaysian High Commission and the Oman High Commission to Singapore

Be Movement featured in "My Voice", a publication by Elim Chew for Q1, 2014, showcasing young changemakers in Singapore

2014

Be Movement as the organiser for Citibank's International Women's Day Social Bazaar in Asia Square, attracting over 5,000 people in 2 days

Partnered and seeded key events in the Social and Corporate Social Responsibility (CSR) sectors with our publication, including IIMB Impact Alumni Event, BOP World Convention, Social Collab, DBS-NUS SVCA Campaign

Be Movement Pte. Ltd.

contact@be-movement.com
www.be-movement.com
www.facebook.com/bemovement
http://instagram.com/bemovementsg

Presented Be Movement publication to the Prime Minister Lee Hsien Loong and Minister for the Environment and Water Resources, Dr. Vivian Balakrishnan

Featured on Channel News Asia as a new wave of social enterprises that balance profit with purpose

AS FEATURED IN

