

Plotting the Future: Kranji Countryside's Vision 2020 Strategy



Even the city-state of Singapore has rural areas. One of the larger countryside regions is Kranji, located in the northwest corner of the country near the Straits of Johor. Its home to a wide range of residents: from heavy industry, to organic farms, to military bases, and even wetland reserves. With this diversity of stakeholders, one could imagine the challenges faced when making any long term plans. However, the Kranji Countryside Association (KCA) hopes to be a guiding force in the region. The goal is to make the area an increasing tourist destination, exposing locals and international visitors to another side of Singapore. At the same time, they also address important issues like food security, biodiversity, people with disabilities, and public transportation.

Situation

As one of Singapore's last remaining agricultural areas, the Kranji Countryside faces numerous issues. From limited access to public transport, to industry encroachment and pollution, to maintaining pristine wildlife reserves and farming viability, and hiring people with physical challenges—the region has numerous challenges. The KCA's goal is to engage stakeholders across numerous boundaries and work towards a prosperous, thriving development plan for the region's future.

Challenge

How do you steer sustainable development for Singapore's main agricultural district? How can infrastructure limitations be overcome? How can diverse stakeholder groups engage with the process? How could the KCA become a champion of key issues like food security or access to public transport? Could increased tourism be used as a force for good in the region? These were the burning questions brought by the [KCA](#) Managing Committee.



Solution

Forward worked closely with the KCA Managing Committee and key stakeholders to help clarify and document goals for the region, taking into account potential challenges and key relationships. We worked to prioritize key actions, and identify what parties (government agencies, NGOs, etc.) would need to be engaged and when. These points were organized into a concrete action plan. To ensure a careful balance between economic, environmental, social, and cultural criteria, we created a "Kranji Wellness Index" to help ensure all areas were kept securely in view, and could be carefully monitored over time.

Evaluation

The strategic plan was further revised with input from several key government agencies and is in the early stages of implementation. Through ongoing government and stakeholder involvement, the plan has begun to emerge with food security as a leading issue. Stay tuned for more updates on progress in Kranji.

Client: Kranji Countryside Association (KCA)

Project: Vision 2020 strategic plan

Service: Strategy

Industry/Sector: Community/NGO

Challenge: Planning to ensure the region's economic, environmental, social, and cultural well-being.

Results: With the KCA steering committee and key stakeholders, Forward enabled:

- Clarification of KCA stakeholders development goals
- Prioritization of actions and identification of key external organisations (e.g. NGO/Gov't bodies) to engage at certain stages
- Organization of the process into a comprehensive plan
- Proposal of genuine progress indicators in the way of a "Kranji Wellness Index" to ensure progress is carefully tracked going into the future

For more information, visit:

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