



MEDIA FACTSHEET

FOR IMMEDIATE RELEASE

ANNEX A

CLEAN & GREEN SINGAPORE 2021 LAUNCH CEREMONY, SATELLITE EVENTS & CGS EXPERIENCES

About CGS 2021

Clean & Green Singapore (CGS) 2021 is organised by the National Environment Agency (NEA), with key partners: the Ministry of Sustainability and the Environment (MSE), Ministry of National Development (MND), National Parks Board (NParks), and the North West Community Development Council (NW CDC). CGS 2021 is also supported by partners such as the Public Hygiene Council (PHC), PAssion WaVe, Sport Singapore, ALBA Group and ZeroWaste SG. This year's CGS takes on a hybrid, distributed approach, with small-scale satellite events in the run-up to a limited-attendance physical launch ceremony, as well as online virtual tours for the public, and a series of digital engagements through popular online platforms. The Guest of Honour at the physical launch ceremony was Mr Heng Swee Keat, Deputy Prime Minister and Coordinating Minister for Economic Policies.

2 CGS was officially launched on Sunday, 21 November 2021, by DPM Heng at Kampung Admiralty. The theme of CGS 2021, 'Caring for Our Environment Together', continues from previous years, underscoring how the environment is everyone's collective responsibility. The physical launch was a small event with a strictly limited attendance, in line with prevailing COVID-19 safety measures.

CGS 2021 Satellite Events

3 Earlier in November, in the lead-up to the launch ceremony event, three satellite events, featuring activities organised together with partners such as NGOs, interest groups, community groups, industry partners and volunteers, were held at various parts of Singapore. Each satellite event was led by a Minister from the Ministry of Sustainability and the Environment (MSE). The three events are detailed below:

a) Opening of the Beach Road Estate CleanPod

Date:	5 Nov 2021 (Friday)
Location:	Beach Road HDB Estate at Kampong Glam
GOH:	Minister Grace Fu
CleanPods are an initiative started by the Public Hygiene Council (PHC) in 2019 at beaches and parks, where the public can borrow litter picking tools and equipment, to conduct clean-ups activities.	
PHC has now extended CleanPods to residential estates, with the first estate CleanPod opened at Bukit Batok on 31 October 2021, which was SG Clean Day.	

Following a tree-planting ceremony at Kampong Glam Park, Minister Grace Fu joined Central Singapore District Mayor Denise Phua and PHC Chairman Mr Edward D'Silva to launch the new Beach Road Estate CleanPod. They then joined volunteers from Kampong Glam Grassroots Organisations as well as SG Clean Ambassadors, using the tools from the CleanPod, to clean up Beach Road Estate and the nearby Kallang Riverside Park.

With more Estate CleanPods being opened up, we hope many more communities will conduct such activities, to take ownership of their shared common spaces in their neighbourhoods.

Partners:

- Public Hygiene Council
- Kampong Glam Grassroots Organisations
- National Parks Board
- SG Clean Ambassadors

QR code for social media post on CGS FB:



b) Pasir Ris Park “Kayak N Klean”

Date: 6 Nov 2021 (Saturday)

Location: Pasir Ris Park

GOH: Minister of State Desmond Tan

Minister of State Mr Desmond Tan joined volunteers from PAssion WaVe, Sport Singapore, NParks and NEA, at Pasir Ris Park for this event, starting off the event with a tree-planting ceremony at the park.

Using kayaks, the participants paddled into the nearby Sungei Api Api waterway to access hard-to-reach areas of the mangrove and conducted a thorough clean-up of all the litter there. At the same time, other volunteers on land performed a clean-up exercise of Pasir Ris Park itself.

These efforts were part of a series of regular such clean-ups, under PAssion WaVe’s “Kayak N Klean” initiative.

The event underscored the importance of keeping our parks, beaches and waterways clean, and showing our appreciation for these vital green spaces in our urban city-state, for everyone to enjoy.

Partners:

- PAssion WaVe
- Sport Singapore

- National Parks Board

QR code for social media post on CGS FB below:



c) Hong Kah North Environment Drive

Date: 14 Nov 2021 (Sunday)

Location: Hong Kah North

GOH: Senior Minister of State Dr Amy Khor

Senior Minister of State Dr Khor engaged local residents through a Facebook Live session, with quizzes and prizes, for the annual Hong Kah North Environment Drive event.

She introduced a pilot project, featuring new recycling bin designs with transparent panels, to the Hong Kah North residents.

These bin designs were co-created with participants at the Recycle Right (RR) Citizens Workgroup, organised last year by MSE, and implemented in close consultation with stakeholders.

With partners from Hong Kah North grassroots, the Recycle Right Citizens Workgroup, ZeroWaste SG and NEA, Dr Khor demonstrated how the bins worked and the correct recyclables to put into them.

Dr Khor also showcased the e-waste recycling bins which have been rolled out by ALBA E-Waste Smart Recycling Pte Ltd, as part of ALBA Group across the island.

Partners:

- Hong Kah North Citizens Consultative Committee (CCC)
- Recycle Right Citizens Workgroup
- ZeroWaste SG
- ALBA Group

QR code for social media post on CGS FB:





For photos from the three CGS Satellite Events, please approach NEA Corporate Comms.

CGS Experiences

4 CGS Experiences, an online learning experience for the public, will be launched as part of CGS2021. This initiative will offer the public an opportunity to make virtual visits to sites of environmental interest around Singapore from the comfort of their own home. Through the virtual tours of these sites, participants can learn more about the innovative contributions by various organisations towards sustainability and a circular economy. The sites chosen are normally not easily accessed by the public. CGS Experiences will be conducted in the form of webinars with a live host, bringing participants through a virtual tour and engaging them with quizzes and Q&A sessions.

5 Twenty sessions are available for public booking from 21 November 2021 to 31 March 2022, at www.cgs.gov.sg/cgsexperiences. The first sites to be made available under CGS Experiences are:

<p>INSECTTA</p> 	<p>INSECTTA – Singapore's first urban insect farm rears black soldier flies to help transform food waste into biomaterials for high-value industries.</p> <p>Participants will learn:</p> <ul style="list-style-type: none"> • How the black soldier flies transform food waste into useful products. • Life cycle of black soldier fly. • Food waste reduction tips in our daily life.
<p>XCEL Industrial Supplies Pte Ltd</p> 	<p>XCEL Industrial Supplies Pte Ltd – XCEL is a manufacturer of wooden pallets and an adopter of the Circular Economy approach. When pallets are damaged beyond repair, the wooden materials will be dismantled and upcycled into lifestyle products under CREUSE, their sustainable brand.</p> <p>Participants will learn:</p> <ul style="list-style-type: none"> • How damaged wood pallets are given a second life, by using their material to make useful lifestyle products. • The process of making a new wood pallet sustainably. • The importance of a circular economy.

6 More sites will be progressively be available under CGS Experiences, including virtual visits to SembWaste Materials Recovery Facility, a local recyclables sorting plant where the collections from our blue recycling bins are processed; and TES, an e-waste recycler founded in Singapore in 2005, which is now a global leader in sustainable information technology (IT) lifecycle services with bespoke solutions to help customers manage the commissioning, deployment and retirement of IT assets and end-of-use batteries.

7 CGS Experiences is supported with sponsorship from ExxonMobil Asia Pacific Pte. Ltd, as well as the generous support of INSECTTA, XCEL Industrial Supplies Pte Ltd, SembWaste Pte Ltd and TES, who have opened their sites for the virtual visits.

CGS 2021 Online Exhibits and Video Workshops

8 The public will also be able to access a broad variety of CGS content online at www.cgs.gov.sg/cgs2021, including video workshops and online exhibits, from 21 Nov onwards. The workshops will teach viewers how to make useful products from commonly discarded materials, while raising awareness of topics such as 3Rs, food waste reduction and dengue prevention. The online exhibits feature environmental tips and videos that highlight how everyone can play a part to keep Singapore clean, green, and sustainable.

9 The topics covered include:

Topic	Key Messages
Climate Change	Impact of climate change on Singapore Take climate action by practicing some simple tips in your daily lives.
Say YES to Waste Less (Zero Waste)	Singapore's only landfill, Semakau Landfill, is running out of space. Learn how you can reduce disposables and food waste to extend the lifespan of Semakau
Recycle Right	Know what can (and cannot) be recycled to prevent contamination of recyclables. What happens to your recyclables after they are placed in the blue recycling bins.
Let's Stamp Out Dengue (Dengue Prevention)	Learn more about dengue fever and how you can prevent its spread. Do the Mozzie Wipeout to remove stagnant water.
Public Toilet Cleanliness	Keep our public toilets clean for everyone with four simple steps: Flush it, Clean it, Bin it and Dry it
Anti-littering	Learn about the effects of littering on our living environment. Take part in activities organised by the Public Hygiene Council and do your part to keep Singapore clean

10 The CGS Online content will allow the public to continue actively participating in CGS activities online after the launch, so that everyone will have access to resources to learn how to care for our environment by incorporating clean, green and sustainable habits into their daily lives. Members of the public can also look forward to participating in a contest on CGS Facebook till December, and a lucky draw at the end of the CGS Experiences run in March 2022. Members of the public can stand to win attractive prizes such as City Developments Limited shopping mall vouchers and merchandise from Starbucks through these activities.

About CGS

11 CGS aims to inspire Singaporeans to care for and protect our environment by adopting a clean, green and sustainable lifestyle. Each of us can shape our neighbourhoods and common spaces through our green practices, championing a sustainable way of life, and by being a more gracious society. The key focus of CGS is to drive greater collaborative community engagement for the various environmental activities.

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