ANNEX E

MEDIA FACTSHEET

NORTH WEST CDC COMMUNITY SHOWCASE

S/N	Partner's Booths	Exhibitor Information
1	North West CDC & Gain City	Title: Green Homes @ North West × Gain City: Smarter Choices, Greener Homes. Green Homes @ North West encourages households in the North West District to adopt eco-friendly practices and make use of energy and water efficient appliances to attain Green Living at home. The programme recorded a sixfold increase in the number of winning households, from 206 in FY2023 to 1,236 in FY2025, supported by strengthened community outreach and strategic partnerships with retailers and community stakeholders. Since FY2025, North West CDC has partnered with Gain City under the Green Homes @ North West Retailers' Initiative to encourage residents to embrace greener living through the use of energy-efficient appliances and sustainable household practices. As part of this initiative, residents who purchase all six categories of eligible energy-efficient appliances in a single transaction from Gain City are exempted from the physical home audit conducted by the Singapore Environment Council (SEC), making it more convenient for households to participate in the programme.
2	Singapore Environment Council (SEC)	Title: Singapore Environment Council: Make It Stick! Small Actions, Big Impact. The "Make It Stick!" Sticker Campaign is a Singapore Environment Council (SEC) initiative developed in collaboration with LASALLE College of the Arts and Nanyang Academy of Fine Arts (NAFA), to encourage more mindful consumption and sustainable choices in everyday life. SEC partnered with students from both institutions to transform sustainability messages into creative stickers that spark conversations and make mindful consumption fun, relatable and shareable. Through interactive games, visitors can learn to rethink their everyday consumption habits, explore the impact of their choices and discover simple, practical ways to make sustainability part of their daily lives.
3	Unity Secondary School	Title: Unity Secondary School: Championing Reduce @ North West

		Reduce @ North West educates students from participating schools in the North West District, equipping them with the knowledge to encourage households to reduce energy and water consumption and food wastage through house visits and sharing these messages within their networks. Households are encouraged to take action against climate change by reducing their energy or water consumption, with those achieving savings of at least 5% over a four-month period rewarded with $100 e-vouchers. The programme recorded a 36% increase in the number of winning households, from 84 in FY2023 to 114 in FY2025, reflecting growing efforts among residents to adopt sustainable living practices. Since 2021, Unity Secondary School has been a steadfast supporter of Reduce @ North West, mobilising a total of 560 students from FY2021 to FY2025 to conduct door-to-door outreach and educate residents on energy and water conservation and food waste reduction. Supported by briefings from National Environment Agency (NEA) and North West CDC and the, students were equipped with the knowledge and skills to effectively engage residents and advocate for sustainable living practices. Beyond knowledge, students developed the confidence and communication skills to engage meaningfully with residents, fostering a deeper sense of responsibility towards their community and the environment.
4	Zhenghua GROs	Title: Zhenghua Food Rescue Zhenghua Food Rescue is a community-led sustainability initiative organised by Zhenghua Grassroots Organisations (GROs) to reduce food wastage by rescuing surplus vegetables and redistributing them to residents. Through weekly sessions involving approximately 20 to 25 Community Volunteers, the initiative rescues around 100kg of surplus vegetables per session, promoting responsible food consumption while strengthening community bonds. The initiative highlights how simple actions, such as reducing food waste, making use of imperfect but edible vegetables and sharing surplus food can contribute towards a greener, more sustainable and caring community. Title: Zhenghua Pre-Loved Market Zhenghua Pre-Loved Market is a community-led sustainability initiative organised by Zhenghua Grassroots Organisations (GROs) to encourage residents to reduce waste, reuse everyday items and embrace sustainable living.

		The initiative provides a platform for residents to give pre-loved items a second life, promoting responsible consumption, community sharing and stronger neighbourly bonds. Through the initiative, residents can see how simple actions, such as reusing, sharing and extending the lifespan of everyday items can help reduce waste and contribute towards a greener and more environmentally conscious Zhenghua.
5	Nee Soon East GROs	Nee Soon East GROs' Kayak & Clean Up: Protecting Our Waterways Supported by the North West GIRAFFE Fund since FY21, Nee Soon East Grassroots Organisations (GROs) have championed anti-littering and environmental conservation through their "Kayak & Clean Up" initiative at Khatib Bongsu and Seletar Island, reflecting their sustained commitment to protecting natural habitats through community-led efforts. The initiative has engaged more than 2,400 participants in waterway clean-up activities, providing hands-on opportunities for residents to contribute to environmental conservation. Beyond removing litter and waste from waterways, the initiative also raises awareness of the harmful impact of marine pollution on water quality, wildlife and natural ecosystems. Through these collective efforts, the initiative fosters a stronger sense of environmental responsibility and community ownership, inspiring residents to adopt sustainable habits and play an active role in keeping their surroundings clean and green.

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