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EcoFriend



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## Special Thanks

# Introduction

The National Environment Agency (NEA) is happy to note an increasing trend in the number of proactive individuals such as school teachers, students, youth and volunteers in the community, non-government, private, people as well as public sector organizations, who have contributed selflessly to our Clean and Green environment. The EcoFriend Awards was developed by NEA to give recognition and encouragement to these individuals.

There are five categories in the EcoFriend Awards - Private sector, Public sector, Educational Institutions, Volunteers from Non-Government and Grassroots Organizations, and Youth and Students. The categories are aimed at covering a broad representation of individuals from the wider community, as well as acknowledging the special challenges found in each category.

NEA received an enthusiastic and active response to the call for nominations for this year's EcoFriend Awards. The 2010 EcoFriend Awards will see eight outstanding individuals recognized for their achievements.

For more information, do visit the EcoFriend Awards website at:  
<http://www.nea.gov.sg/ecofriend>

## Private Sector Category



## Mr Ikuo Miyamoto

Managing Director - Panasonic Asia Pacific Pte Ltd

Mr Miyamoto grew up in the Shikoku countryside of Japan. After his university graduation, he moved to a place near Lake Biwa, a picturesque village in Shiga Prefecture. Always being surrounded by beautiful nature and greenery since young, has instilled a lifelong passion for nature and conservation work. As the head of the Asia-Pacific region at Panasonic, he is determined to drive the organisation towards fulfilling its vision of making the environment central to all its business activities. Mr Miyamoto believes that by helping the youths to develop awareness and take ownership of the environment; future leaders will be nurtured and help to promote economic development together with environment sustainability. He hopes to see the public and private sectors collaborate actively in promoting awareness and managing the sustainability of the environment with the community. For leisure, he often visits the parks and the Botanic Gardens; appreciating and taking photos of nature.

### Achievements

- Spearheaded Panasonic's 'eco ideas' concept promotion in Asia.
- "Walking the Talk" by personally leading Panasonic's Signature Eco Awareness programmes such as:
  - A five-year Panasonic-NEA Environment Champions (Schools) Industry Module (ECIM) in 2010 to provide primary and secondary school students the opportunity to learn about the real-life environmental applications in a factory and encourage them to apply eco ideas in their daily lives.
  - Committing Panasonic Singapore to the Voluntary Agreement to Promote Energy Efficient Appliances in 2009.
  - Presenting Partner for the Youth Olympic Games Environment Programme.
  - A company-wide 10% Energy Challenge, in parallel to the national campaign of the same name, to encourage staff to reduce energy consumption at home.
  - Implemented monthly checks on staff energy compliance in the office.
- Taking part in nature appreciation walks together with staff and their children, as part of Panasonic's global annual Eco-Relay conservation campaign.
- Led Panasonic Asia Pacific employees and their families, in partnership with Ang Mo Kio-Yio Chu Kang Town Council, to sponsor and plant 200 trees at Sengkang Riverside Park in Nov 2008.
- Has chaired Panasonic Asia Pacific's ISO 14001 committee since 2008, which has rolled out a series of green home and office activities for all employees
- Championed Panasonic to adopt St. Joseph's Institution in 2008 and Cedar Girls Secondary School in 2009, under NEA's Corporate and Schools Partnership Programme (CASP), organising educational seminars, factory visits, and working on green projects together with the students.

## Public Sector Category



### Mr. Noel Chin Senior Assistant Director - Ministry of Manpower

Mr Chin was posted to head facilities and project management in the Ministry of Manpower 3 years ago and put in charge of MOM's renovation and Guaranteed Energy Savings Performance (GESp) projects. Through working on these projects, he realised the positive impact of good energy and water efficiency measures on the environment. Mr Chin feels that many organisations need to be educated on, and be more aware of, emerging technologies to aid them in their energy and water conservation efforts. He feels that in his position and with the work that he is doing, there are plenty of opportunities to explore and showcase some of these technologies, to encourage other organisations to follow suit. Mr Chin is thankful for the support of his Deputy Secretary for MOM's various green projects. In his spare time, Mr Chin enjoys outings with his family to the Singapore Zoological Gardens and other parks, to enjoy being close to nature.

#### Achievements

- Upgraded MOM's lighting system so that lights are timed to switch off automatically when not needed, resulting in 40% energy savings.
- Installed energy regenerative units in MOM lifts to capture and regenerate energy to reduce overall energy consumption, resulting in a 50% energy savings.
- Arranged for all MOM toilet water fittings to be certified water efficient, and for NEWater to be used for toilet flushing, air-conditioner cooling towers and water sprinkler systems, resulting in a 35% water savings.
- Replaced all MOM carpets with carpets made from 100% recyclable materials.
- Installed a CO2 monitoring system to monitor the quality of air in the basement car park.
- Changed the central air-conditioning system to a more energy efficient one.
- Put in place the MOM Recycling Programme for office waste.
- Committed MOM as the first Ministry to undertake the Guaranteed Energy Savings Performance (GESp) Contract.
- Mobilised staff on a variety of Green initiatives such as lunch time talks, beach cleaning, second hand bazaars, and disseminating environmental best practices for the workplace and home.
- Was instrumental in helping MOM to garner the Water Efficient Building award and the Friends of Water award in 2008, and the Green Office award and Energy Efficient Office Label in 2009.

## Non-Government Organisation & Grassroots Volunteers Category



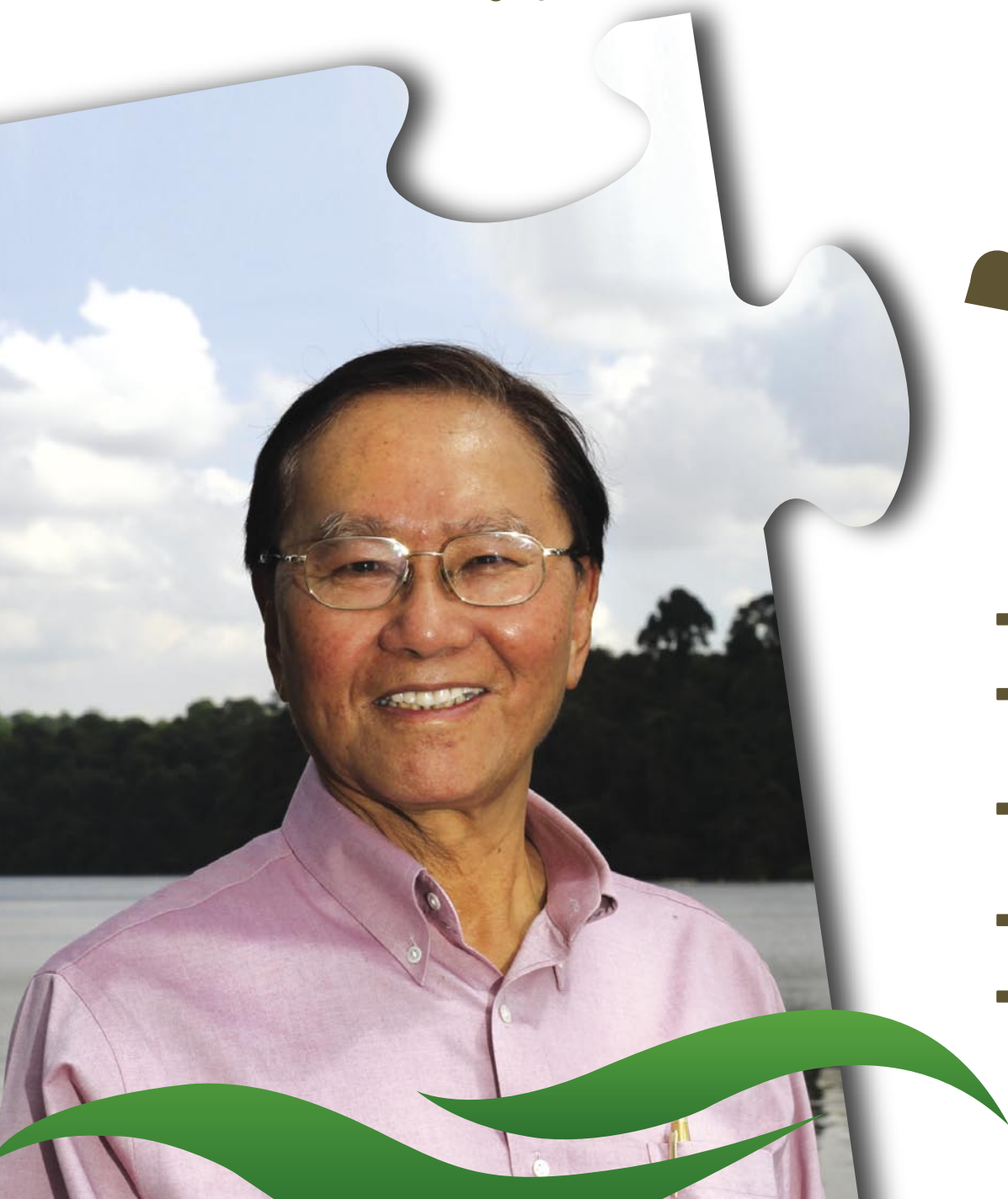
### Mr. Wong Chong Wai Kenneth National Youth Achievement Awards Gold Award Holders' Alumni

What started as a beach-cleaning activity organised by his school in 2001 soon turned into a life-long commitment by Mr Wong to help the environment. Inspired by the friendship of like-minded volunteers, a passion for the environment and a strong belief in the cause for environmental protection and conservation, Mr Wong is a devoted volunteer, determined to lead by example. Through his work, Mr Wong hopes to foster a community mindset of 'thinking globally and acting locally'. He hopes this will lead more people in Singapore, as well as around the world, to each do a little for the environment, rather than rely on the usual few to do a lot.

#### Achievements

- Represented National Youth Achievement Awards (NYAA) as a delegate in the Children and Youth International Conference on the Environment in Brazil 2010. Joined more than 1000 young people from over 50 countries to agree on a Charter of Responsibilities that express the world's youths' commitment to building sustainable societies.
- Was a joint NYAA and British Council delegate in the United Nations Climate Change Conference (COP15) in Copenhagen, Denmark in 2009, and was selected by the British Council as the Youth Co-ordinator for East Asia to steer group discussions on the mitigation of climate change at the forum.
- Invited to share his experiences at the Ministry of the Environment and Water Resources Non-Government Organisations Networking Dinner 2010.
- Co-chaired the COP15 sharing session organised by NYAA Council in 2010.
- Selected as one of 22 youths to give the opening Youth declaration at a BBC radio "World Have Your Say" broadcast.
- Was appointed an NYAA Youth Council Youth Advisor for Asia-Pacific Economic Cooperation (APEC) Voices of the Future 2009, in charge of arranging a visit to Marina Barrage for foreign delegates to better understand local water conservation efforts.
- Key member of the Organising Committee for the Youth Eco-Fiesta 2009 organized by NYAA to commemorate World Environment Day. The Youth-Eco-Fiesta showcased the talents of Singapore youth and raised the awareness about climate change and was attended by more than 1000 people
- Played a key role in the GAHA community project to commemorate World Water Day 2009, and conducted a water-related painting session for the intellectually disabled.
- Key member of the National Youth Environment Conference (NYEC) 2008 Organising Committee to raise awareness about the threats of climate change amongst youths and the possible ways to mitigate it. The event was immensely successful, drawing more than 400 participants.
- Helped to organise environmental-themed events with South East CDC such as a competition for youths to use recyclable materials to build rafts in 2008, a competition to design T-shirts carrying environmental messages in 2009, and installing water-saving device kits and energy-saving bulbs for residents in East Coast Road, and educating them on resource conservation issues.
- An NEA Youth Environmental Envoy since 2007.

## Non-Government Organisation & Grassroots Volunteers Category



### Mr. John Leow Assistant Treasurer - Serangoon Citizens' Consultative Committee

Mr Leow has visited countries plagued by environmental issues such as air pollution and shortages of clean water and electricity, and has experienced, first-hand, the importance of environmental sustainability. As a grassroots leader, he and his colleagues have worked closely with his estate's residents to successfully deal with residents' concerns regarding pollution and waste disposal. Their passion for the environment is such that Mr Leow and his colleagues' find their inspiration to do their part for the environment renewed, whenever they watch and discuss related documentaries. Moving forward, Mr Leow wishes to continue to promote environmental awareness among the residents of his estate and encourage every resident to take the ownership of their own neighbourhood to maintain a Clean and Green environment.

#### Achievements

- Has served as a Grassroots Leader for 5 years in Serangoon and is the key driver behind many public health initiatives.
- Takes the lead by personally conducting house visits to remind residents to carry out proper refuse management to prevent rodent infestation. He also helps NEA to survey and report rodent activity so that prompt action can be taken.
- Actively promoted the Singapore OK Campaign 2009 to Chomp Chomp Market and coffee shops at Serangoon garden and Serangoon North, encouraging food handlers to maintain a high level of hygiene standards.
- Was instrumental in Chomp Chomp Market and all four coffee shops in Serangoon Garden being awarded the Singapore OK award in 2009.
- Active in facilitating meetings between NEA officers and coffee shop owners to promote food safety.
- As Chairman of Aljunied Connect for Estates (ACE) and Chairman of the Hwan Gardens Neighbourhood Committee, raises awareness of maintenance-related services for residents and helps them liaise with NEA on maintenance matters.
- Instrumental in helping his estate win two Clean and Green Singapore Awards:
  - Best Team Effort for Hwan Garden NC in 2007
  - Best Team Effort for Serangoon CCC in 2009
- Also serves the community as Chairman - Health & Cleanliness Maintenance of Serangoon Gardens Estate Food Outlets, Coffee Shops and Food/ Wet Markets.

## Educational Institutions Category



## Mrs. Dhillon Awtar Singh

Principal - Anchor Green Primary School

Growing up in the 60s and 70s, Mrs Singh experienced first-hand the unpleasantness of the heavily polluted Singapore River, litter-strewn streets and open sewers. The experience made her an early supporter of pro-environment initiatives. As the years went by, she witnessed the government's successful efforts to transform Singapore into a Clean and Green environment, and felt compelled to be a part of that driving force. Mrs Dhillon believes that it is everyone's responsibility to contribute to, and promote a cleaner and greener society, and takes pains to inspire all those she is connected to, to practice the 3Rs - Reduce, Reuse and Recycle.

### Achievements

- Mrs Singh has been very active in driving environmental programs for the school and the community, despite Anchor Green Primary School's short history (At the end of 2009, the school had operated for only 2 years, and did not have a full enrolment, with classes only up to primary 4 level).
- Has been leading her school to participate actively in NEA's student Environment Champions Programme, since the school's opening. The school has over 21 student Environment Champions.
- Since 2008, Mrs Singh has facilitated sustained interest in the environment in the daily life of the school. Teachers and student environment champions deliver assembly talks on every Monday and Friday to raise the environmental awareness of the whole school's population.
- Mrs Singh formed an Environment Education Committee comprised of teachers who share her passion and interest in environmental education, and together the committee devised the Environment Education programme to infuse environmental issues and topics throughout the school's syllabus.
- Encourages students to personally become involved in environmental initiatives such as the Recycling Day; the Green Club; Happy Toilet School Education programme; and Earth Day.
- Was the main driver behind the Recycling Wall, a wall designed and painted by the students to encourage the adoption of the recycling habit.
- Led the school in various community engagement programmes including the Tree Planting for Youth Eco Concert in 2008, the adoption of nearby Sungei Punggol Park.
- Mrs Singh works very closely with NEA on environmental programmes, not only for her own school, but other schools as well. In 2009, Anchor Green Primary School became the first-ever educational institution to host the Clean and Green Singapore Schools Carnival, breaking new ground in environmental outreach to schools from all over Singapore.



## Educational Institutions Category



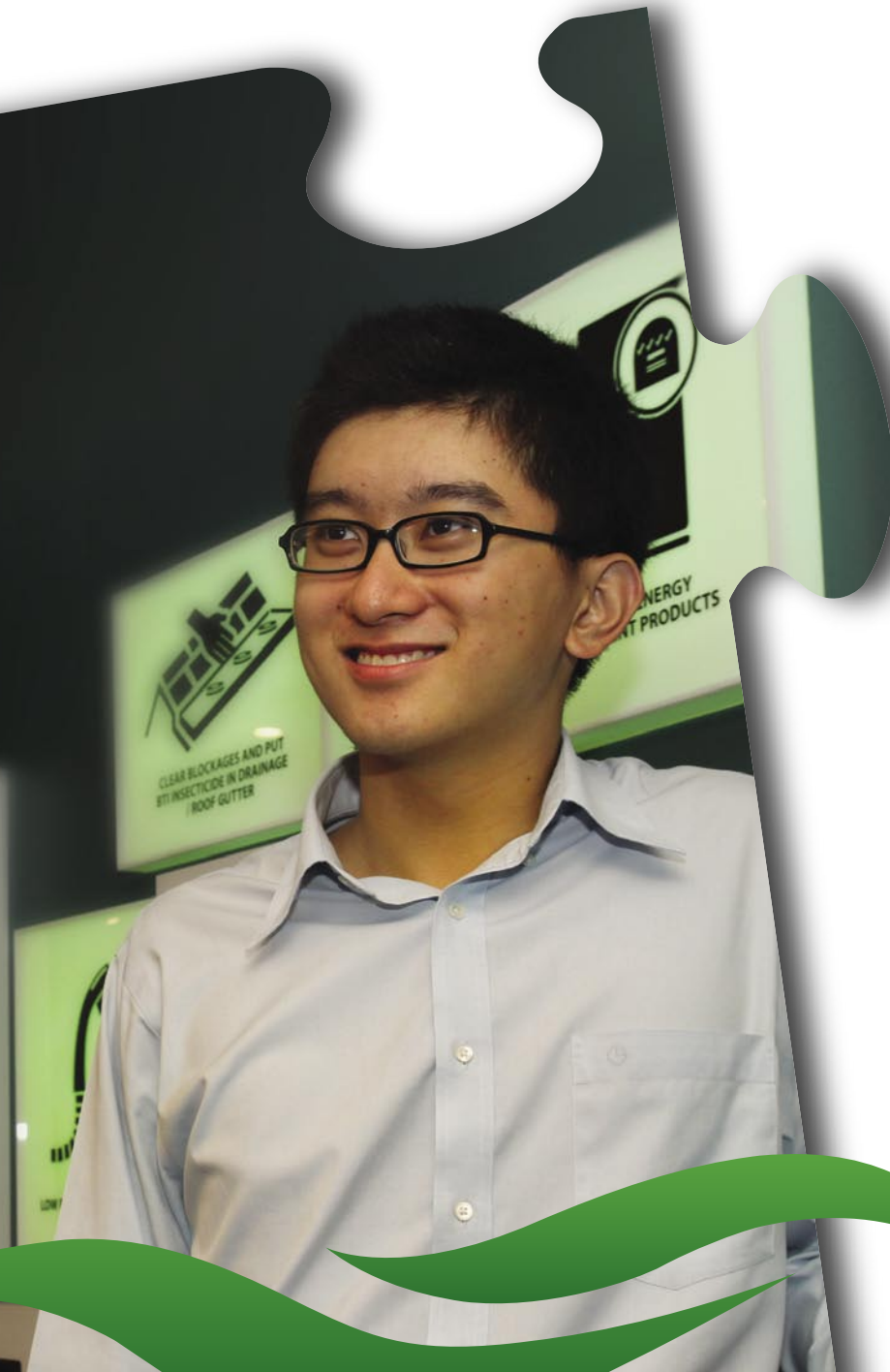
### Mrs. Koh-Leong Swee Ling Senior Teacher - Dunman High School

An educational retreat on environmental sustainability opened Mrs Koh-Leong Swee Ling's eyes to the many programmes available from the National Environment Agency, which facilitate individuals from all sectors of society to do their part for the environment. Since then, Mrs Koh-Leong has been an active supporter of environment initiatives. She believes that the collective power of every person needs to be harnessed, in order to reverse seemingly insurmountable challenges to the Earth's environment, such as climate change. For instance, just by practising the 3Rs - Reduce, Reuse and Recycle - every individual effort can make a big difference. She is certain that with everyone's efforts, we can leave future generations a wonderful legacy. Whenever Mrs Koh-Leong watches documentaries about self-sustaining communities and carbon footprint reduction, she is encouraged to redouble her efforts.

#### Achievements

- Mrs Koh-Leong has spearheaded and initiated many environment projects and activities for the school, students and staff. Her efforts have certainly borne fruit. In September 2009, a school-wide survey was conducted to determine the level of environmental awareness among students, with results revealing a 20% improvement from just a year before.
- Organised various water initiatives in conjunction with World Water Day including the 10-litre Water Challenge website and the weekly Geylang River Clean-up for 2005-2009.
- Conducted other water conservation education efforts such as organising talks for school assemblies by Waterways Watch Society, and projects such as Sustainability of ABC Water in Singapore and the Dunman High Water Education programme website.
- Trained School Environment Champions as guides to the NEWater centre, and organised visits from 2005 to 2009.
- Spearheaded the first Youth Water Conference by Dunman High School in 2007.
- Organised numerous nature conservation initiatives including the 'Conservation of Nature' and 'Environment' projects with Year 1 and Year 3 students; trained students as sea lion station guides in collaboration with the Singapore Zoo.
- Has co-organised, with NEA, both the Mr & Miss Teen Earth as well as the Environmental Fashion Show as a run-up to the Clean and Green Singapore Schools Carnival, since 2007.
- Organising talks during school assembly by environmental NGOs in 2005, 2006 and 2009.
- Worked with partners like NEA and Sembcorp to set up the recycling corner in the school and participating in NEA's Recycling Outreach Programme since 2007.
- Helped her school received the Water Mark award in 2007.
- Received the EcoFriend Commendation in 2008.

## Youth & Students Category



## Mr. Zhang Yi Tao

Student - Raffles Institution (Junior College)

A core Geography module in school awakened Mr Zhang's deep interest in environmental sustainability. He remembers how his Geography teacher would insist on beginning the lesson only after the class had read and shared articles on environmental conservation. His teacher's efforts inculcated in him a sense of responsibility for planet Earth and made Mr Zhang understand that everyone can contribute to this cause, and led him to be active in many environmental initiatives. Believing strongly that actions count, and wanting to work with his peers from around the world, Mr Zhang has also participated in international youth events to promote the pro-environment message. He wishes that governments around the world would practice harmony between economic development and environmental sustainability, through the use and sharing of green technology and research.

### Achievements

- Awarded NEA Youth Environmental Envoy: Certificate of Achievement, and Bayer Young Environmental Envoy Awards 2007-2008.
- Served as a youth delegate in the United Nations Climate Change Conference (COP15)
- Organising Chairman of the World Leadership Conference 2009, a landmark international conference for youths to engage in meaningful discussions on leadership, the environment and the economy. Mr Zhang initiated the idea of the conference, solicited sponsors through fund applications, made sponsorship packages, and rallied support with many public and private sector organisations such as the World Bank, the Leadership Development Centre, NEA and the Singapore Tourism Board to obtain their support.
- Helped to organise the inaugural National Youth Assembly in 2009, bringing together youths from across Singapore in a parliament setting to experience the difficulties of discuss and implementing environmental policy.
- Advisor on volunteer management and project planning to the Environmental Leadership Conference for Secondary School Participants 2009.
- Gained over 2,000 pledges from members of the public to reduce their use of air-conditioning as project chairperson for SAVE (Saving Air conditioning, Valuing the Earth June 2008), following up with a newsletter offering further tips.
- Motivated the public to contribute to green causes in his roles with the Environmental Challenge Organisation (ECO) Singapore's initiatives such as the Green Mile campaign 2008 and Palmessages 2008, among many other events.
- Created and delivered a presentation at the National Youth Forum Environment Workgroup in 2009, that helped volunteers understand the psychology behind environmental advocacy and successful environment project execution.
- Selected along with two other environmental enthusiasts to travel to Germany as a Bayer Young Environmental Envoy in 2008, representing Singapore at the BYEE Conference. Mr Zhang shared what he had learned through the BYEE programme with his fellow students with school talks.
- Helped organise the Environmental Champions (EC) Networking Session for Secondary Schools in 2009. Mr Zhang helped mentor his juniors on what it takes to run a successful event, and how they can make such events meaningful for participants.

## Youth & Students Category



### Mr. Ng Zhi Kai Volunteer - Environmental Challenge Organisation (Singapore) And Student - Dunman High School

Mr Ng first encountered the impact of human destruction on nature in his early youth, through documentaries. As an avid cyclist and outdoors person with a keen appreciation of nature, this drove him to be more pro-active in protecting the environment. Since then, he has been inspired to work tirelessly with like-minded peers and colleagues in executing a variety of green activities. Mr Ng feels that a person's age is no handicap to environment work. He feels that every individual's persistence and actions are what count. He hopes he can set an example to his fellow Singaporeans, especially youth, to do their bit for the environment, and wishes that the world would come together to effectively tackle and resolve the problems of global warming and climate change.

#### Achievements

- Active as an organiser in ECO Singapore's DUNK IT anti-litter programme, which aims to educate the public on the importance of keeping public places clean. Mr Ng introduced the Littering Index into the programme, which is a useful analysis tool to assess the littering problem at different public events, as well as new initiatives such as a pledging outreach activity and an art project featuring collected plastic cups and bottles from the public.
- Planned the training workshop for 200 participants and was the chief trainer in the Let's Clean Up @ Cashew campaign, a public hygiene and anti-litter education programme which reached over 1,500 household in the Cashew Estate at Bukit Panjang, over four weeks.
- Planned the inaugural Earth Hour activity in ECO Singapore and monitored the progress of the event.
- Was a key member of ECO Singapore's United Nations Climate Change Conference (COP15) delegation in Copenhagen in 2009, planning the pre-trip outreach and fundraising activities.
- Plays an active role in Volunteer Management and Development in ECO Singapore to train and grow the pool of volunteers.
- As Chairperson of his school's Environment Council, made a tremendous contribution to this relatively new CCA, by organising Earth Day events; the inaugural Dunman High Environment Conference in 2010; and facilitating the Happy Toilet Programme for the school. Mr Ng also spearheaded collaboration with other schools' environmental groups, such as Saint Andrew's Junior College, to organise projects such as the Nokia Phone Recycling Project.
- Was a key student co-ordinator for the Overseas Community Involvement Programme to North Vietnam in 2009 to teach English as well as the importance of practising proper waste disposal to students in a local rehabilitation centre.
- Joined the NEA Youth Environment Envoy (YEE) programme in 2010 in order to be active in the YEE network, and help to work on more environmental activities.

## Special Thanks

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Mr James Soh  
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Ms Ang Lay Kwang  
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Mr Tay Kim Seng  
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Mr Lee Peng Hon  
Manager, Singapore Environment Council

