ECOFRIEND Awards 2011

Portfolio of Recipients

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, volunteers in the community, non-government, private, people as well as public sector organisations, 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.

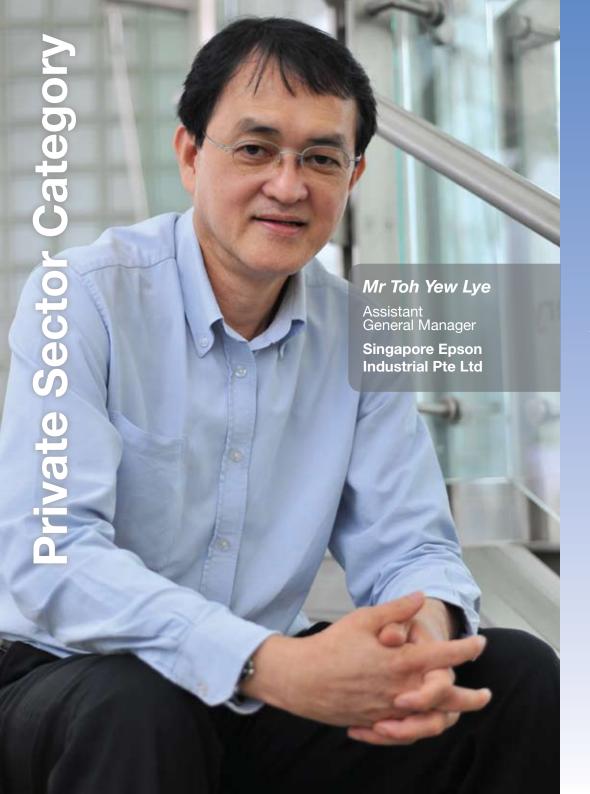
There are five categories in the EcoFriend Awards – Private Sector, Public Sector, Non-Government and Grassroots Organisations Volunteers, Educational Institutions and Youth and Students. The categories are aimed at covering a broad representation of individuals from the wider community, as well as acknowledging 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 2011 EcoFriend Awards will see eleven outstanding individuals recognised for their achievements.

For more information, do visit the EcoFriend Awards website at:



http://www.nea.gov.sg/ecofriend

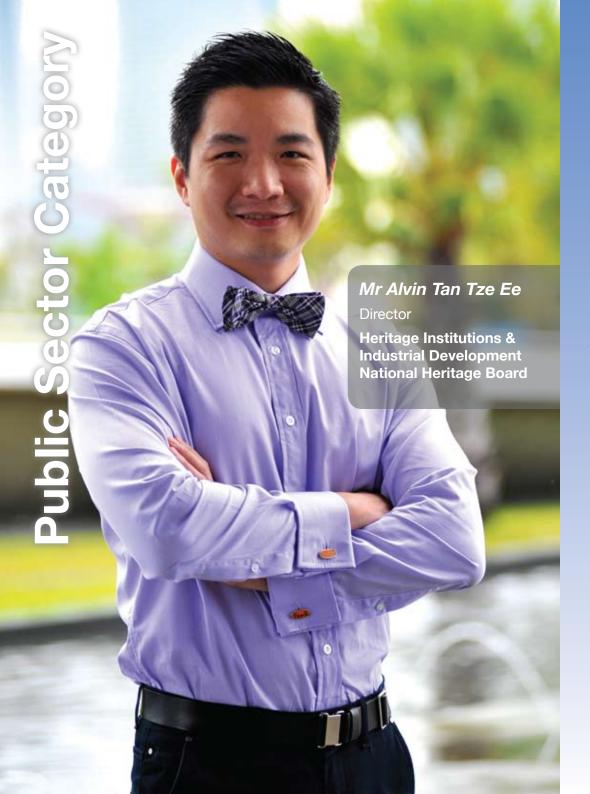


Private Sector Category

In 2002, Mr Toh was appointed the Environmental Management Representative (EMR) by Singapore Epson Industrial Pte Ltd, to handle the company's ISO 14001 certification. Through this project, Mr Toh began to realise the importance of the environment. He has since grown to become a driving force behind many Epson's environmental activities. He plans and oversees the company's energy and water conservation programme, waste minimisation programme and environmental & safety education. He also initiated Epson's participation in the Corporate And School Partnership (CASP) Programme. This partnership had enabled Epson, NEA and selected schools to work together, to run environmental programs, create awareness and exert influence on the young generation. Through the events that he organises, Mr Toh hopes to encourage a little effort from everyone, so that a positive change can be made to the environment. Mr Toh also enjoys nature trekking and photography, believing that these keep him healthy and sharpen his vision to enjoy more of our beautiful environment.

- Mr Toh managed Epson's "Zero Emission" Program leading the company to divert 60% of the company's waste for recycling. The success was made possible through segregating all waste for recycling through an efficient and effective waste management programme. Singapore Epson was invited to exhibit and share knowledge on the program with other companies, at waste recycling events organized by JTC and NEA.
- Mr Toh has systematically improved the company's Resource Productivity (a measure of net sales over unrecycled emission) by more than 300% since 2004. This effort is a testament to Mr Toh's commitment to matching his company's continued growth with responsible reduction of its carbon footprint.
- He was instrumental in leading Epson to reduce the company's carbon dioxide emission by 1,177 tons between 2006 and 2008, through their many resource conservation programs.

- Mr Toh led Singapore Epson, working with its adopted school, Bukit Timah Primary School (BTPS), to promote environmental education through games and performances to over 2,000 students and parents. The programme covers topics related to 3Rs (Reduce, Reuse & Recycle) and was carefully planned and designed to promote environmental awareness to the younger generation.
- Under NEA's Recycling Outreach Programme, Mr Toh has facilitated the collaboration between Singapore Epson and BTPS in reaching out to kindergartens in their surrounding community. Under the programme, BTPS students shared and spread environmental message to the preschoolers.

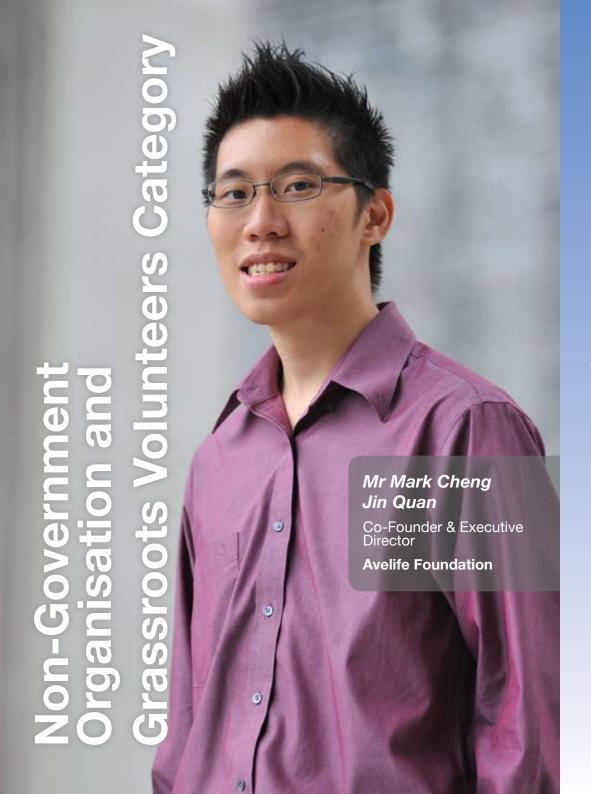


Public Sector Category

Since young, Mr Tan has been reminded to switch off the lights when leaving a room, to use the water from the fish tank to water the plants and to recycle his textbooks, toys and clothes. He soon realised that his family's routine followed many of today's green living guidelines. Since then, he has been passionate about the environment. When Mr Tan started work, he took the initiative to launch innovative programmes to get staff at MICA to take the first step towards environmental awareness and ownership, arranging for study trips for MICA officers to green buildings, such as Changi Airport Terminal 3 and HortPark to learn about the best green practices. He hopes that people across the world will come to realise that all it takes is just a few simple steps to contribute positively to the environment, and to be responsible for their actions.

- Mr Tan spearheaded the incorporation of "Environmental Efforts" as one of the key thrusts in MICA's Community Involvement Framework, covering three areas waste reduction and recycling, electricity and water conservation, and green building programmes. These areas are tied in with MICA's overall enagement plans with the community.
- Mr Tan was also instrumental in introducing the use of recycle bins, promoting the reuse of office equipment and installing motion-triggered light sensors and LED lights at MICA's premises.
- Mr Tan's effort at promoting energy conservation helped MICA to achieve cost savings of \$6,399.40 per year. Electrical and water consumption per staff was noted to be significantly reduced for the period of 2007 to 2009.

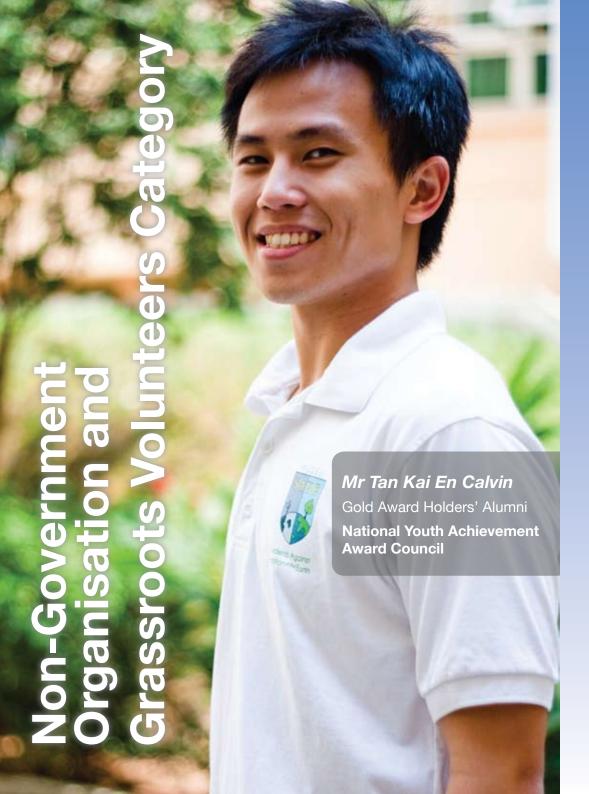
- Mr Tan has facilitated MICA's active participation in important environmental events such as the World Wildlife Fund's annual Earth Hour, helping to play a part in Singapore's contribution to international efforts to raise environmental awareness.
- Mr Tan has also spearheaded the launched of innovative programmes such as "Green Living @ MICA" Exhibition and "Adopt a Plant" Drive, to promote environmental awareness and participation in the office.



Non-Government Organisation & Grassroots Volunteers Category

Mr Cheng is the Executive Director & Co-Founder of Avelife Foundation and Vice-Chairman of Youth Executive Committee, Queenstown Community Club. He enjoys discussing and sharing ideas with people from around the world on the environment, and has represented Singapore in numerous Environmental Conferences, Exhibits and Campaigns, actively promoting the importance of environmental sustainability. He first became interested in the importance of the environment when he was in China on a humanitarian aid trip. He was concerned as the river that was the main source of livelihood for the people he was helping with, was extremely polluted. After his return to Singapore, his concern motivated him to organise many green campaigns. His wish for the community is that people can respect the environment where we live, work and play. He hopes that Singapore can be a role model to others in Asia.

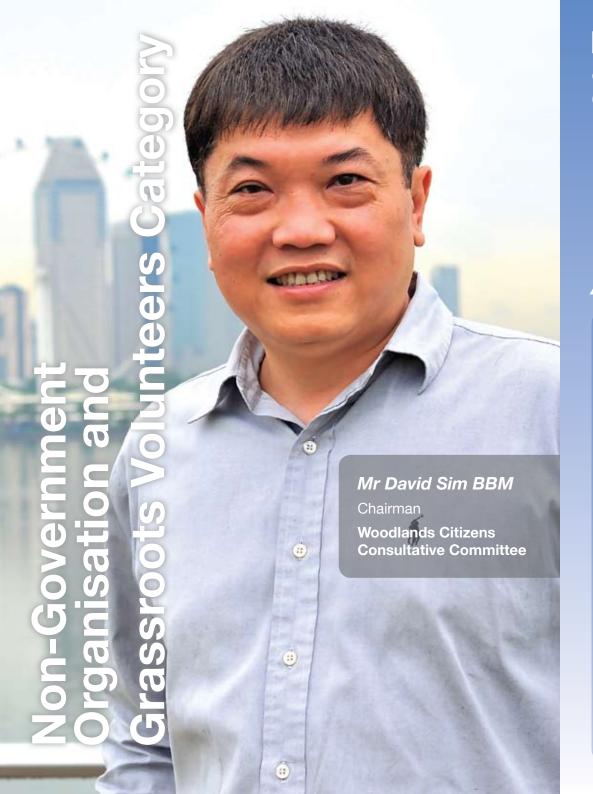
- Mr Cheng represented Singapore at the Harvard Project for Asian & International Relations (HPAIR) Conference. He researched new cross-disciplinary perspectives on climate change and helped to forge creative connections among scientists, environmentalist, academics and environmental experts. The international conference serves as a platform for regional delegates to share best practices for mitigating the effects of climate change, as well as enable joint-action between countries on climate change solutions to be proposed.
- In the National Youth Environment Conference in 2010, Mr Cheng has helped to develop a vision for the education and empowerment of the youths to act on the concerns of climate change. He also updated the conference on latest world developments on environmental conservation.
- Mr Cheng led Avelife's environment-themed participation at the Active Aging Carnival 2010, organised by the Council for Third Age, an independent body that promotes active ageing chaired by Mr Gerard Ee, Chairman of the National Kidney Foundation. Mr Cheng organised a tie-up between Avelife and various NTUC's Silver Wellness Centres to make recycled floral arts, promoting recycling awareness at the carnival.
- Mr Cheng pioneered the setting up of a green educational booth in the National Youth EnvirOlympics Challenge 2010, to share green tips with the community. Mr Cheng initiated a collaboration with NParks, to conduct a nation-wide school recycled arts competition for secondary schools. The collaboration is now known as Avelife-NParks Community In Bloom School-wide Arts Competition.



Non-Government Organisation & Grassroots Volunteers Category

Through the "National University of Singapore (NUS) Fights Climate Change" campaigns, Mr Tan was motivated to protect the environment. He has received strong support from his friends for his pro-green initiatives and feels encouraged that more people are engaging in recycling activities. It gives him a sense of satisfaction when he sees that the initiatives he is involved in have influenced people towards caring for the environment. In turn, this spurs Mr Tan to come up with new ideas and projects, to get people to work together to make even greater contributions towards the environment. He has coordinated many campaigns with the recycling team in NUS, not only to improve the overall recycling rate, but also to reduce the contamination rate of items sent for recycling. His wish for Singaporeans is for everyone to understand and appreciate the intricate relationship between human beings, nature and the environment. He hopes this will help sustain recycling efforts in the community, as well as inspire more efforts to mitigate climate change.

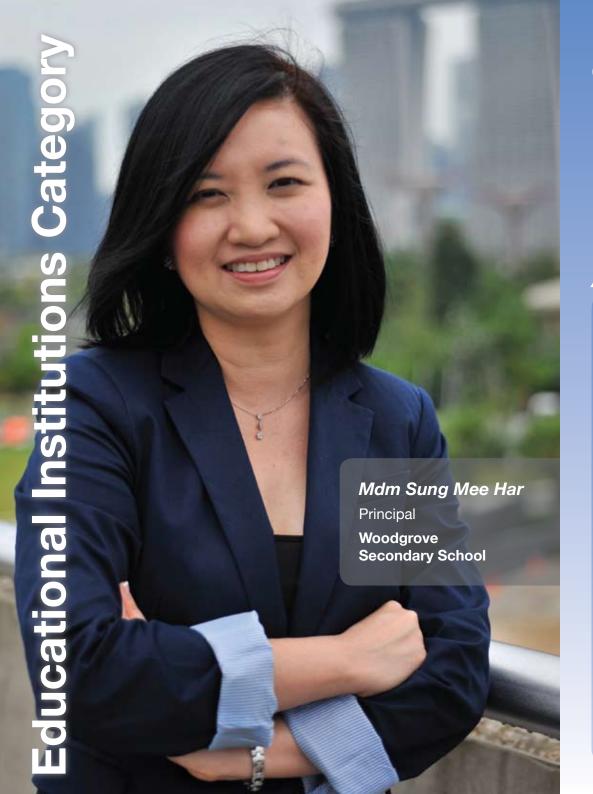
- Under the "NUS Votes Earth!" initiative, Mr Tan and his team implemented a campus-wide plastic bag tax. This tax helped to reduce plastic bags usage in the campus by up to 70%.
- Mr Tan also campaigned to require all NUS students to submit their assignments and reports in double-sided print copies, to reduce paper wastage.
- As the Chairperson of NUS' Students Against Violation of the Earth (SAVE) group, he actively pushed for an increase in the number and quality of internal development programmes. This is so that his team can be better prepared and more effective in carrying out the organisation's environmental initiatives, talks, workshops and events.
- In the Academic Year 2009/2010, he led students in the 'Charitable Recycling in Kent Ridge' Project to collect 453 kg of clothing together with Southwest CDC.
- Mr Tan drafted and developed the NUS Students' Charter for Sustainability. This student-initiated roadmap for sustainability brings all campus student organisations together, to agree to adopting common measures in making their activities more environmentally friendly. As part of his efforts to promote the Charter, Mr Tan was able to convince all the participating bodies of the annual NUS Rag and Flag competition to evaluate and reduce the environmental impact of the construction of their floats, by using environmentally friendly material, and by designing them with elements that could be reused for subsequent vears.
- In recognition of his outstanding environmental efforts on campus and in the community, Mr Tan was awarded the HSBC/NYAA Youth Environmental Award in 2010.



Non-Government Organisation & Grassroots Volunteers Category

As Chairman of Woodlands CCC, Mr Sim initiated and led a host of environmental initiatives for his constituency. Through his hard work and personal commitment, he was able to win strong support from Woodlands residents for his initiatives. Mr Sim feels that community environmental programmes not only help residents to understand the importance of issues such as recycling and energy conservation, but also help to save costs for the residents as well.

- Mr Sim and his team have systematically encouraged residents to recycle, leading to improvements in Woodlands Constituency's recycling rate. About 5kg of recycled items are collected from each of his constituency's 54 recycling bins, fortnightly.
- Mr Sim has implemented paperless meetings for the contituency's various committees since March 2005. As of June 2010, the constituency has managed to save 86,730 pieces of A4 size paper (173.4 ream), 2478 big envelopes and 2478 postage stamps.
- Under Mr Sim's leadership, 9 premises in Woodlands Constituency have attained Happy Toilet grading. In particular 888 Plaza and Woodlands CC, have both achieved the 'Four Stars' grading under the programme.
- Mr Sim and his team have also worked closely with schools in the community to implement environmental outreach projects. Woodlands Constituency partnered with Woodlands Ring School, Secondary Evergreen Secondary School, Qihua Primary School and MINDs, to carry out a series of 23 recycling collection drives. This event involved 120 grassroots leaders and 180 students. With Evergreen Secondary School, Mr Sim's team launched a programme titled 'PC Goes Green @ North West-Click & Save'. Under this programme, students conducted house visits to educate residents on how to save energy on their computers.
- At Woodlands Environmental Day 2010, organized by Mr Sim and his team, more than \$1,349 from the sale of old clothing and toys at a flea market. The sales were donated to the schools pocket money fund and Woodlands Community Development Welfare fund.



Educational Institutions Category

Mdm Sung is a passionate educator who promotes green initiatives, activities, and practices. In her school days, she watched a video featuring the bleak future of earth if human beings did nothing to protect the environment. Since then, the video has served as a constant mental reminder for her, on the importance of caring for the environment. Mdm Sung also finds inspiration for her efforts in the quote, "We do not inherit the earth from our ancestors; we borrowed it from our children". Her hard work and dedication has helped transformed Woodgrove Secondary School into a leading green organisation, with numerous environmental projects and programmes that have built strong bonds between the neighbourhood community and the school. In her spare time, Mdm Sung enjoys being close to nature by feeling the sea breeze and morning sunlight during strolls in Singapore's many parks and beaches.

- Mdm Sung has served as advisor, mentor and supporter for the many students of her school's Green Activists Club. Among the many achievements of the Club is their 'Towers of Hope and Possiblities' Project, in 2009. The project helped to raise awareness of recycling and resource conservation among the school population with many activities, including the building of a huge sculpture made completely from plastic bottles. The sculpture was honoured with an entry to the Singapore Book of Records in July 2009.
- Mdm Sung also encouraged the Green Activists Club to organise a school-wide recycling competition for the school. The competition, titled the 'Woodgrove Secondary School Plastic Bottle' Challenge, involved not only students but staff, school partners, and even alumni. A total of 37,000 plastic bottles was collected for recycling.

- Mdm Sung conceptualised and initiated the Senoko-Woodgrove Green Award in 2008 for her students. She worked with Senoko Power to set up this scholarship award, in order to encourage her students to take up environmental conservation as one of their main extra-mural school activities.
- Through Mdm Sung's tireless efforts in promoting and practising environmental conservation and protection, she has led Woodgrove Secondary School to receive many environmental accolades and awards, including:
- The NEA Corporate And Schools Partnership (CASP) Programme -Sustained Partnership Award
- The 3R Award (Gold), awarded consistently to Woodgrove Secondary School every year from 2007 to 2010
- The PUB Watermark Award in 2010, as well as the Water Efficient Building certificate
- The Singapore Environment Council's Green Audit Sustained Achievement Award (Lotus Award)
- The Community in Bloom Silver Award in 2010

Catego Educational Institutions Mrs Lim Choon Hui **HOD Science Princess Elizabeth Primary School**

Educational Institutions Category

Mrs Lim began to appreciate the beauty of nature during her secondary school days. Her school provided many opportunities for her to go on nature hikes and beach clean-up activities. Through such programmes, she developed a strong belief in the need to protect the environment. As her school's Head of Department of Science, she feels the need to translate her belief, through the teaching of science, into educating her students on environmental awareness. She hopes to instill in them a strong sense of environmental responsibility for the benefit of our future generations. Mrs Lim feels fortunate to have a strong supporter in her husband, who is also a nature lover and environmentalist. In their spare time, they enjoy nature hikes and take on green projects together.

- Since 2007, Mrs Lim has incorporated many environmental elements into her Science curriculum, including field trips and educational visits. Her students are encouraged to put what they have learnt into practice. One of the ways she helps them do this is to encourage them to write and produce their own environmental-themed skits. These skits have been performed to the public, at the Science Centre Singapore, where her students act as science ambassadors.
- Mrs Lim also initiated a school-wide programme in 2006 to save electricity through simple practices such as more efficient and selective use of air-conditioners during school hours, setting the thermostat to 25 degrees or higher, and getting staff and pupils to switch off all electrical appliances at the source, when not in use. As a result of her efforts, the school has seen an overall reduction of 5.13% in utility usage and 0.83% in electricity usage.

- Mrs Lim has been instrumental in her school's active participation in NEA's Corporate and School Partnership (CASP) Programme, partnering with Fujitsu Microelectronics Asia Pte Ltd. to produce many outstanding projects. Some of these include:
- The "Princess Green Wall" project, which was recognized in NEA's annual Enviro-Innovate Project Competition. The project involved the careful selection and growth of plants in a "Green Wall", to bring down the temperature of classrooms.
- The Green Aquarium Project, featuring an aquarium that requires a change of water only once in two years. The project has calculated a potential annual saving of \$500 on water bills. In developing the aquarium, her students also gained an appreciation of aquatic plants and animals.

Youth & Students Catego Mr Chua Ang Hong Undergraduate **Nanyang Technological** University

Youth & Students Category

Mr Chua is deeply concerned about environmental issues such as rising global temperatures and the depletion of natural resources. As a result, he feels a strong urgency, as an individual, to do his part for the environment, and spends much of his time in green activities. He also enjoys meeting people around the world to share experiences on implementing the best environmental practices, and uses such opportunities to establish collaborative efforts to organise environmental related programmes. He is grateful for the support of his family and friends in his green pursuits. In his free time, Mr Chua visits places, such as reservoirs and parks, where he can get up-close with nature and enjoy the clean and green environment.

- Mr Chua was instrumental in launching an anti-litter programme in Aljunied-Hougang Constituency, to educate the residents on issues of littering and killer litter. As part of this programme, he worked with Anderson Secondary School to help train their students as Litter Free Ambassadors.
- Mr Chua co-organised the Singapore's largest environmental event for youth in 2009. The event features a national level "Amazing Race" type competition, with environment-themed game stations, for teams from schools all over Singapore.
- Mr Chua also helped plan and execute the "Project Papyrus" project at National Youth EnvirOlympics Challenge. The project was designed to raise environmental awareness amongst participating youths, focusing on the need to conserve earth's resources through the 3R's reduce, reuse and recycle. Over three weeks, "Project Papyrus" created an extensive piece of handmade recycled paper, successfully attaining an entry in the Guinness Book of Records.

- Mr Chua serves as Singapore's National Youth Advisor for the UNEP South East Asia Youth Environmental Network. He is responsible for coordinating with his counterparts from 9 other Asian countries to facilitate collaborations on environmental activities between member nations, and furnish updates on existing programmes.
- Mr Chua had represented Singapore in 2010 in a field trip to Germany, as a Bayer Youth Environment Envoy. He presented some of his successful green initiatives to the other envoys, who expressed interest in implementing similar ones in their countries. Mr Chua was able to bring much of the knowledge he gained from distinguished speakers from UNEP, Bayer and envoys from other countries, back to Singapore to share them with his peers.

Categor fouth & Students Ms Meryline Lie Undergraduate **National University** of Singapore

Youth & Students Category

From her geography lessons, Ms Lie gained a deep appreciation of the unique and special qualities of our planet, Earth. Ever since then, she has developed a passion for nature and the environment. From small acts, like saving writing paper which had only been used on one side for reuse, she has moved on to planning and coordinating beach clean-ups, attending international environmental forums, and organising Earth Day fairs for children. Ms Lie is actively committed to bringing the green message to the wider community, and has actively volunteered at national events such as the annual National Youth Environment Conference.

- Ms Lie was the Public Relations Director for National Youth EnvirOlympics Challenge from 2009-2010. She was responsible for bringing in sponsorships and forging partnerships with companies and organizations from the Public and Private Sectors, which were essential for running and supporting the event successfully. She also helped to build up awareness of the event and ramp up participation rates.
- Ms Lie also organised a 7-day Hong Kong-Singapore Environment Exchange Program in 2009. The exchange involved students from Hong Kong Polytechnic University and Ci Yuan CC's Youth Executive Committee. Both sides learnt a great deal about their countries' respective environment and nature conservation practices.
- Together with the Ci Yuan Youth Group, Ms Lie visited Canada as part of an exchange programme, to study and learn about the Canadians' community-based green initiatives and efforts, with a view to adapting their best practices for implementation in Singapore.
- Ms Lie actively organised and participated in "Project Frisbee", a item under her community's Zero Litter Campaign, in 2009. The project involved an outdoor competition to create awareness on the problems caused by littering.
- Ms Lie's team won the Merit Award in Sembcorp's Greenwave competition in 2005, with their innovative project promoting the use of natural fertilizers (vermicast) to local residents interested in gardening.



Youth & Students Category

Ms Yap was spurred to do her part for the environment after watching a documentary showing how communities of people can suffer from environmental neglect they are not directly responsible for. Ms Yap decided to do her best to encourage all her friends and classmates to go green and do their part for the environment too. She joined her school's Green Club and began organising activities to promote environmental awareness to her school and the community. Ms Yap is now the President of the Green Club and constantly works with her team on improving and enhancing her school's conservation and environmental sustainability programmes. She has been active in organising Earth Week activities in school annually since 2008, to promote environmental ownership. In her free time, Ms Yap enjoys cycling at Singapore's nature reserves and parks, to enjoy the fresh, clean air.

Achievements

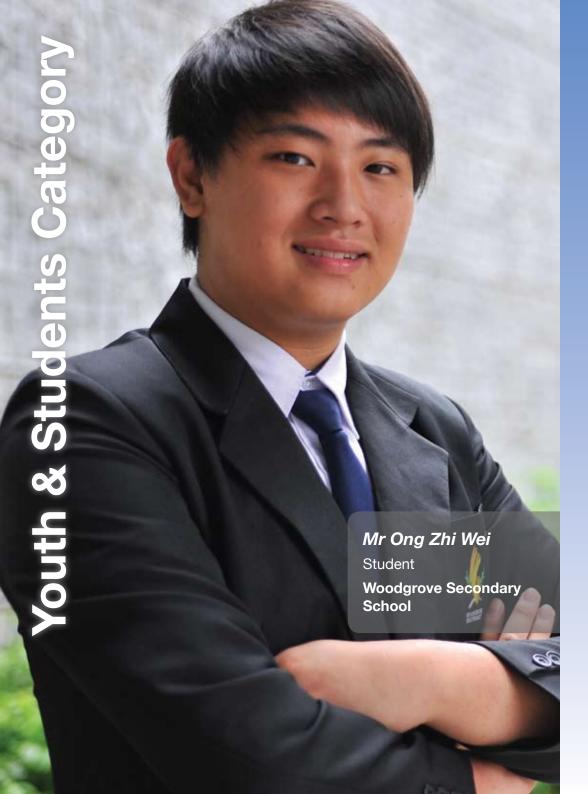
Ms Yap leads a small team to organize the annual 3Rs Week for her school, featuring a series of events and activities focused on the importance of the 3Rs.

Ms Yap represented her school at the Panasonic Eco Ideas Challenge 2010. Her team's project proposal was shortlisted, and her school was presented with seed funding of \$1000 to carry out her project.

Ms Yap led a team from her school to propose a green product for use at the inaugural Youth Olympic Games in Singapore. The product was an integrated cap and raincoat, made of biodegradable plastic and unwanted waste cloth, with recycled paper used for the packaging. The product has been entered in SIMTech's Science Challenge and Congress.

Ms Yap led the Hydroponics Group in her school, and chaired the organising committee for the annual Hydroponics Experience Programme for Secondary One students. The programme encourages the students to think about environmental impact, by using the science of hydroponics to expose them to the vulnerability of plants to environmental factors.

Ms Yap actively volunteers in the Nursery at Bukit Timah Nature Reserve. She has become proficient in skills like weeding, harvesting, transplanting, planting seeds and young saplings. Her gardening knowledge has been put into good use in the nature reserve.



Youth & Students Category

Mr Ong joined his school's Green Activists Club in Secondary One. He believes that this is a good chance for him to give back to society, and do his part for the environment. He has progressed to key leadership roles in the Club, and has contributed to numerous environmental projects since 2007. His wish for the environment is for Singapore to become an even cleaner and greener city where everyone refrains from anti-social behavior such as littering. He also hopes that more students will join green clubs in their schools, and use the opportunity to take ownership of the environment.

- Mr Ong chaired the organising committee of his school's Green Excursion to Melbourne in 2010, where a group of students, including himself, embarked on a learning journey to study environmental practices in Australia. The students and staff had a productive and enlightening trip, and returned to Singapore inspired to work even harder for the environment.
- Mr Ong organised and led Woodgrove Secondary School's 'Towers of Hope and Possibilities'. He mobilised students, alumni and staff to collect an impressive amount of plastic bottles and was one of the architects and constructors behind a huge sculpture made from them. The sculpture was certified 'Largest Sculpture Made Using Plastic Bottles' by the Singapore Book of Records in July 2009.
- Mr Ong organised the Environment Outreach Green Camps for primary and secondary schools in the North West district. The camp was successful in raising environmental awareness amongst students from participating schools through a programme of workshops, talks and activities.

- Mr Ong was instrumental in organising his school's annual 'Living aRRRt from Urban Waste Competition', a national competition for secondary schools involving the creation of art pieces from discarded items. The competition is a featured annual event in NEA's Clean and Green Singapore Schools' Carnival.
- Through his hard work and dedication, Mr Ong has helped his school to achieve awards such as the NEA's Corporate And Schools Partnership (CASP) Programme Sustained Partnership Award, The 3R Award (Gold), The Singapore Environment Council's Green Audit Sustained Achievement Award (Lotus Award), and the Community in Bloom Silver Award in 2010.

Special Thanks

With special thanks to the following partners for their invaluable support of the 2011 EcoFriend Awards:

Prof Leo Tan Wee Hin, BBM PPA(E), PBM

Chairman, National Youth Achievement Award Council

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Mr James Soh, PBM, MBE

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Mr Chia Tze Yee

Director, Central Singapore Community Development Division, People's Association

Ms Clarin Wee

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