



ECOFRIEND AWARDS 2015

Portfolio of
Recipients



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INTRODUCTION



The **National Environment Agency (NEA)** is pleased to note that a growing number of individuals — such as school teachers, students, youth and community volunteers, as well as those from the non-government, private, people and public sector organisations — have contributed selflessly to our Clean & Green environment.

The EcoFriend Awards was developed by NEA to recognise and acknowledge the efforts of these individuals.

There are five categories in the EcoFriend Awards — Private Sector, Public Sector, Non-Government Organisations and Grassroots Volunteers, Educational Institutions, and Youth and Students.

The Ecofriend Awards 2015 recognises 8 outstanding individuals for their environmental achievements.

For more information, please visit the EcoFriend website at www.nea.gov.sg/ecofriend



Mr Kevin Lee Weng Fei

Senior Manager
(Sustainability & HSE)
YTL PowerSeraya Pte Ltd

Private Sector Category

“The journey never ends. Go in with the right passion. Celebrate small wins and communicate them, especially in the early days. The small successes encourage everyone involved and get them more engaged.”

Early in his career, Mr Lee saw the need for greater environmental awareness in local corporations. As Senior Manager (Sustainability & HSE), Mr Lee has been instrumental in developing environmentally responsible initiatives at YTL PowerSeraya Pte Ltd, raising eco-awareness among employees, suppliers, customers and the community at large.

Achievements

Grooming Youth Advocates

Mr Lee developed the **Responsible Energy Advocates Programme (REAP)**, which trains youths at the tertiary level on environmental sustainability and energy audits. Equipped with the knowledge, they then guide households across the island to adopt a more energy efficient lifestyle. In 2013, 75.6% of the households in the programme saw their energy usage reduced and among them, 44% achieved more than 10% energy savings. The programme was extended to pre-tertiary youth through collaboration with South West CDC's Green Schools programme. To date, this programme has taught over 1,000 students about energy conservation.

Getting Customers Involved

The **Energy Makeover Initiative**, started in 2013 by Mr Lee, saw YTL PowerSeraya helping their customers who were heavy energy users reduce their energy consumption.

Lighting fixtures were retrofitted with more efficient ones and solar film was used on windows to reduce heat and the load on air conditioning. This initiative helped customers to save 140,000 kWh in energy consumption and a reduction of 45 tonnes of carbon dioxide emissions.

Practising Environmental Responsibility

Mr Lee played a pivotal role in establishing the Responsible Procurement Policy at YTL PowerSeraya in 2012. The Policy guides the company to move towards procuring goods and services that are environmentally friendly and sustainably sourced. As a result, the organisation switched from diesel-based fogging to the greener water-misting method for mosquito control at the power plants, adopted a greener carpet shampooing method at the corporate office headquarters and switched to using FSC-certified paper that originates from responsibly managed forests.



Mr Kia Siang Wei

General Manager
South East Community Development
Council

Public Sector Category

“Community is not made up of one person, or one organisation. For a community programme to be successful, especially an environmental programme, we need to rally as many people or organisations as we can, to come together to make a change.”

As the key driver behind South East CDC's green programme, Mr Kia firmly believes in a holistic approach to protecting the environment. He initiated and led recycling programmes in partnership with corporations, town councils and educational institutions. Playing the role of a social broker, he helps bring together — individuals, public and private organisations — to initiate effective green programmes.

Achievements

Exceeding E-waste Recycling Targets

Since 2013, Mr Kia has worked closely with Panasonic Asia Pacific on the **Heartland E-waste Recycling Programme**. The programme, which recycles electronic waste, has been exceptionally successful, with 10,204kg of e-waste collected in the first drive, doubling the initial goal. 3,000 students from six schools were also involved in the programme, reaching out to over 7,000 households and installing close to 3,000 energy-efficient light bulbs. The overwhelming response led to the expansion of the programme from two districts in 2013 to seven in 2015.

Grooming Young Eco Ambassadors

An initiative spearheaded by Mr Kia, the **Eco Kepalas @ South East Schools** grooms eco champions to help promote environmental messages to their school population and the community.

Conducted in partnership with NEA, 500 students from 11 schools have participated to help heighten eco-awareness in the schools and the community through environmental programmes.

Funding Eco-entrepreneurs

Mr Kia also oversees and manages the **Go Green Seed Fund @ South East**, a collaboration between SMRT Corporation Ltd and South East CDC. The fund provides financial support and guidance to green entrepreneurs who seek to make a positive impact on the environment. To date, more than 20 environmental programme have benefitted from this initiative. Beyond financial assistance, training and mentorship programmes are also in place to guide the applicants.



Mr Tan Ken Jin

Initiator
Singapore Glove Project

Non-Government Organisations & Grassroots Volunteers Category

“I used to run for myself; now I hope to run for a better Singapore.”

As an avid marathoner, Mr Tan noticed that the paths and jogging tracks he used were frequently marred by litter. Rather than just complaining, he saw the opportunity to make a difference and initiated the Singapore Glove Project to help keep public spaces clean.

Achievements

Solving An Everyday Problem With A Simple, Powerful Idea

Mr Tan believes that it is everyone's responsibility to keep our environment clean and green. Noticing the amount of litter around on his routine early morning runs, he first started picking up litter during his runs, and subsequently conceived and developed the **Singapore Glove Project (SGP)** to get the community involved.

Built around the simple idea of picking up litter on your runs or walks, it encourages all residents to get healthy, make friends and help keep our environment clean. The project's Facebook page, started in 2012, currently has over 500 members, 20-30 regular participants, and regular updates on events and trash collected. Participants come to events 'armed' with gloves, tongs and trash bags, enjoying the camaraderie of pursuing a common cause as a group.

The project covered many parts of Singapore, including Marina Bay, Chinese Garden, Bedok and East Coast Park. News coverage by the local press, through radio and articles in The Straits Times and Lianhe Zaobao has attracted more participants to the programme.

With **SGP**, Mr Tan hopes to get Singaporeans to pick up at least one piece of litter a day, take a picture of it and post it onto social media with the hashtag #SingaporeGloveProject.

Volunteering in Environmental Studies

Mr Tan also assists in the **Mega Marine Survey**, a project that monitors and collects data on the state of our marine environment.



Mr Lua Soon Joo, Derek

Chairman
Canberra Zone 2 Residents' Committee

Non-Government Organisations & Grassroots Volunteers Category

“Eco-awareness and responsiveness begin from the self and individual.”

Since assuming the role of Residents' Committee (RC) Chairman in 2010, Mr Lua had spearheaded 3R (Reduce, Reuse & Recycle) programmes in the community, and raised awareness and encouraged action on dengue prevention and high-rise littering. A firm believer of the 'kampong spirit', Mr Lua often encourages the residents to work together to keep the estate clean.

Achievements

Getting Community to Commit to the 3Rs

Mr Lua launched the **R.E.S.T. (Recycle, Exchange, Sell, Throw)** programme to promote the 3Rs to the residents. Besides the usual collection and sale of recyclables, the programme also offers residents a platform to exchange unwanted items. Monthly flea markets were organised for residents to sell their unwanted items. Participation has more than doubled since its inception in 2011, with up to 100 booths at each flea market. Mr Lua also introduced generic publicity banners and backdrop for the RC's events. This initiative helped the RC reduce the need to print publicity banners and backdrop by 75% over the course of four years.

This outreach effort saw over 80% residents participating, and an observed decrease in the number of littering incidents. The community bond among residents has also strengthened, with neighbours helping to keep watch over their common environment.

Fighting Dengue and Keeping the Community Clean

A trained Dengue Prevention Volunteer and Litter-free Ambassador, Mr Lua is aware that maintaining a clean, litter-free environment will help prevent the breeding of mosquitoes. He conducts regular patrol and checks in the estate and conduct home visits to promote litter-free habits and dengue prevention tips.

Putting Trash in its Proper Place

Mr Lua initiated a block column party to educate residents on ills of high-rise littering and to foster community bonding.



Mrs Yao-Lee Seow Foong

Principal
East View Primary School

Educational Institutions Category

“Inculcating green habits-of-mind from a young age will help form responsible, caring and active citizens. They become the change we want to see. Everyone has a part to play in saving our global home.”

Mrs Yao believes in starting her students young on environmental responsibility. As the Principal of East View Primary School, she initiated the integration of Environmental Science Education into the school curriculum where environmental values and green habits are instilled, encouraging students to “Live Green, Say Green & Do Green!”

Achievements

Integrating Environmental Science Education (ESE)

Mrs Yao’s initiated **Project L.I.F.E.** which saw the integration of ESE into the school curriculum, making the learning of environmental science fun and engaging. Through this, students work together on environment-related topics within their study of different subjects. Under this programme, the students will study the types of litter found in the school compound, and come up with a corresponding anti-littering booklet to share with their peers.

Building a Green Environment

Mrs Yao forms strategic partnerships with partners such as NEA, PUB and Surbana to develop and create environmental projects in her school. Working with Surbana and with funding support from MOE, a **Rainwater Harvesting Hub** was designed, where rainwater is harvested to water the plants.

Mrs Yao also extends her efforts to younger children. At the school’s annual open house, environment related activities were organised for the preschoolers.

Participating in Eco Challenges

Mrs Yao encourages her students to participate in various environmental competitions. Under her leadership, the school obtained a ‘Merit’ citation in the 2011 Panasonic-NEA ‘eco ideas’ Challenge, 1st Runner-up & Merit award in the 2013 Senoko Sustainability Challenge and the ‘Young Musician Award’ in the 2014 NEA Eco Music Challenge. The school also received the Singapore Environmental Achievement Award (Merit, Public Sector) in 2013, the 3R Gold Award in 2014, the 2015 ASEAN Eco-schools Award and the 2015 President’s Award for the Environment.



Mrs Tham-Kee Yong Huang

Lead Teacher
Jurong Junior College

Educational Institutions Category

“Education is very important. You have to change mindsets from a young age; by the time they are adults, habits die hard.”

Mrs Tham was the teacher-in-charge of the Green Club in Hwa Chong Institution (HCI). When she left to join Jurong Junior College (JJC), she continued to promote the environmental cause and formed the **Environmental Conservation Club (ECC)** in 2014. Her commitment to eco awareness has led to her being known as the ‘Green Icon’ in both HCI and JJC.

Achievements

Driving the Green Movement in School

Mrs Tham guided the ECC in launching the **JJC Earth Hour**, which saved an estimated 37.6 kWh of electricity by switching off school lights for an hour. The Earth Hour exhibition garnered over 200 pledges from students to adopt an environmentally friendly lifestyle. She also led the ECC in introducing **Clean & Green Week**, where 585.5kg of waste and 126kg of e-waste were collected in 2014.

In 2015, Mrs Tham led the ECC members to organise the **kNOW Cleaners Day** where students get the opportunity to better appreciate the school cleaners and their work. In less than a year, Mrs Tham’s efforts with the ECC helped JJC clinch three environmental awards — the Lotus Award, the 3R Gold Award, and the 3R Most Holistic Award.

Popularising Recycling

To increase the recycling rate in school, Mrs Tham oversaw a project to enhance the school’s recycling corner. 10 new recycling bins were painted with vibrant designs and environmental messages on them to attract students’ attention to these bin.

She also worked with Taman Jurong Youth Executive Committee in a Value in Action Recycling Project. On 7 March 2015, the ECC members led 300 peers to collect more than 10,000 kg of recyclables which raised over \$7,000 to fund community projects.

Engaging the Youth of the Community

Since 2007, Mrs Tham had led students in organising the annual **Environmental Fun Camp** for primary school students, sharing with them environmental knowledge and teaching them how to lead greener lifestyles. In 2015, 21 students from 3 West Zone primary schools participated in the camp.



Ms Elaine Sam Hui Xian

President
Students Against Violation of the Earth
(SAVE)
National University of Singapore
(NUS)

Youth & Students Category

“These days, our lifestyles are all about convenience, the ‘use-and-throw’ habit. We have to look at how we can make our messaging more effective, in order to change behaviour.”

Ms Sam first got involved in environmental causes through taking part in her Singapore Polytechnic’s (SP) Community Involvement Programme (CIP). She continued her green advocacy in her university days, most recently assuming the role of president in NUS Students Against Violation of the Earth (SAVE). In this capacity, she facilitates knowledge sharing activities, puts together environmental events that share the green message, and conducts recycling drives.

Achievements

Reducing Plastic Waste

As the Chairman of the **Youth for the Environment Day (YED)** 2015 Youth Planning Team, Ms Sam co-organised the **“Talk Gong” Night** with other students from various Institutes of Higher Learning and Junior Colleges. The event focused on transforming eating-out habits encouraging the use of reusable containers (“gongs”) over disposable ones. During the event, four universities’ environmental clubs signed the first inter-university environmental declaration, pledging their commitment towards a unified environmental goal. The collective effort resulted in more than 400 youths attending the event and pledging to reduce their use of plastics.

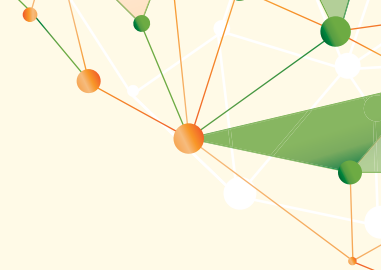
Leading Recycling Efforts

Ms Sam led a group of youth volunteers on a 9-month **3R Community Collection Drive**. They collected more than 1,000kg of recyclables from over 6,000 households,

saving reusable items that might otherwise be destined for our landfills. The sale of the collected items raised \$1,141 which was donated to the SP Needy Fund.

Thrashing the Throwaway Culture

During her days in polytechnic, Ms Sam spearheaded the **No Disposables Campaign**, which highlighted the issue of waste caused by the use of disposable utensils and food containers. The event reached out to approximately 200 people. Ms Sam was also a finalist for Hemispheres Foundation’s Action for Earth Affairs (2012), and won the HSBC NYAA Youth Environmental Award (2012), SP Outstanding Contributions Award (Individual) 2013, and SP Outstanding Contributions Award (Community Service – Group) 2013.





Mr Foo Yong Li

Chairperson
Green Club
Nan Chiau High School

Youth & Students Category

“Just do it. There is no need for reservations in saving the world.”

Mr Foo's keen interest in environmental conservation led to him joining the Green Club and eventually leading it as Chairperson. He has initiated and promoted various green projects in his school, such as the Green Movement Camp, and water conservation and recycling projects.

Achievements

Enlisting School-wide Participation

Mr Foo planned and executed his school's **Green Movement Camp**, which strived to get the school population involved in environmental conservation. This was done by first sharing knowledge on recycling and conducting eco-friendly activities with the 85 students who participated, then honing their leadership and communications skills so that they could share this knowledge with their classmates. Mr Foo also put together **Earth Week** in 2014 to further promote environmental awareness. In 2015, he mentored younger members in organising the event to ensure its continued success.

Engaging the Wider Community

Along with members of the Green Club and several of his school's green champions, Mr Foo participated in the **Community Service Marathon Challenge** in Woodlands in 2013. They knocked on doors to collect recyclables and share environmentally-friendly lifestyle tips with the residents.

In April 2015, he and the Green Club were involved in the **Earth Day Carnival** at Anchorvale Community Club. They focused on reducing waste by repairing household items instead of discarding them. Club members set up several booths, each covering a specific area of repair — electrical appliances, carpentry and clothing.

Building Ties with the Green Community

In 2013, Mr Foo took part in an annual exchange programme with Sagano High School in Japan and was part of the school team that won 3rd place in the National Environment Quiz. In 2014, he exchanged ideas on protecting the environment with youths from all over the world at the **Global Youth Summit**.

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