




ECOFRIEND AWARDS 2013

Portfolio of Recipients



Table of Contents

Introduction	01
Private Sector Category Mr Desmond Chua	03
Public Sector Category Mr Eden Liew	05
Non-Government Organisations & Grassroots Volunteers Category Ms Olivia Choong Ms Regina Chong Puay Ling	07 09
Educational Institutions Category Ms Susan Tan	11
Students & Youth Category Mr Loh Yi Rong Mr Lee Jun Wei Ms Lee Qian Yi	13 15 17
Quotes	18
Special Thanks	20



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



NEA receives an enthusiastic response to the call for nomination for this year's EcoFriend Awards. The EcoFriend Awards 2013 recognises 8 outstanding individuals for their environmental achievements.

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

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.

Private Sector Category



> Achievements

Going green is a lifelong study. I observe and learn new things about our natural surroundings every day. Caring for the environment is my passion and I gladly share it with anyone who appreciates nature.

Thinking and going green is the only way we can sustain the Earth and continue to enjoy the wonders of it.

Mr Desmond Chua
General Manager
Keppel Club



03

Annual Earth Week Community Outreach

Mr Chua spearheaded the annual Earth Week celebrations at Keppel Club, where he led his staff to build an iconic indoor landscape exhibition using recyclables. The exhibition showcased Keppel Club's efforts in environmental conservation and successfully reached out to more than 2,800 visitors and 24 partnering organisations in 2012.

Efforts for Preserving Biodiversity and Conserving Resources

Mr Chua initiated the development of a floating wetland within the Club, and conserved pockets of greenery on the golf course by marking them as "out of play areas" and "bird sanctuaries". He led Keppel Club in the adoption of Berlayer Creek, where he worked with his staff and volunteers to clean and protect its natural environment. He also implemented practical measures to reduce water and energy consumption in the Club operations, by installing resource-saving devices and a piping system to collect rainwater for the washing of golf buggies.

Public Sector Category



> Achievements

It is important that the younger generations know and see what needs to be done for the environment, as the world of the future belongs to them. It is not too late to start now. We can begin by inculcating good practices and working with the youth.

The beauty of nature inspires me to preserve it for many generations to come. Moving forward, it is imperative that we protect the environment through resource conservation. Everyone must play a part to make a positive impact on our environment.

Mr Eden Liew Ee Chong
Principal
ITE College East



Community Engagement at South East District

Mr Liew collaborated with South East CDC and NEA to organise the Recycling Helps @ South East event, educating regional schools and the community on the benefits of recycling. He was also a strong supporter of the Clean & Green Singapore South East District Carnival, where ITE College East oversaw various segments to raise awareness on environmental issues. By being involved personally, Mr Liew was a role model to not only his students, but the many young participants whom he engaged with at these events.

Making a Difference in ITE College East

Mr Liew has actively championed various environmental programmes at ITE College East. Under his leadership, the institution participated in NEA's Litter-Free Ambassador programme, where students regularly patrol the campus and its vicinity to advocate anti-littering habits to their peers and the public. He also supported the Keep Singapore Beautiful Movement (KSBM) by initiating a Tray Return Programme and the kNow Cleaners Day within the campus.

Non-Government Organisations & Grassroots Volunteers Category



Achievements

Raising Awareness in the Community

Ms Choong initiated Green Drinks Singapore, a movement that organises monthly talks and/or discussions to raise awareness on diverse environmental topics, such as recycling, electric vehicles, biodiversity, collaborative consumption and more.

Under the Green Drinks banner, she has also launched the SaferSkin campaign, which educates the public on green consumerism for personal care products. The campaign addresses both

The environment affects us all – we are all connected, and it has a huge impact on our health and well-being. It is important to live within our means and protect our environment, as this is our duty to people, wildlife and especially our descendants.

We need to watch what we buy and throw away. Buy only what we need and consider ways to repurpose items before disposing them. It is important to know where the items we buy come from, who makes them and what happens to these items when we recycle or throw them away.

Ms Olivia Choong
Co-Founder and Campaigner
Green Drinks Singapore



environmental and health issues, and reaches out to the community via website and social media platforms.

Through these initiatives, she shares her knowledge with stakeholders in industries where environmental practices are slow to take off. She has also actively forged collaborations between environmental activists at Green Drinks sessions. Green Drinks has spread to other countries like Australia and will look to inaugurate in other parts of Asia.

Non-Government Organisations & Grassroots Volunteers Category



> Achievements

Our environment is very much the extension of our home. We need to care for it in order to maintain a good quality of life. Therefore, I am an advocate for environmental conservation.

Serving in the grassroots has given me the opportunity to communicate environmental messages to a wider audience. I believe that the little steps we take will have a positive impact on the environment.

Ms Regina Chong Puay Ling, PBM
Chairperson
Youth Executive Committee
Kim Seng Community Centre



Nurturing Environmental Interest Groups

Ms Chong started the Environwise Interest Group in Kim Seng Community Centre. Since 2008, the group has organised numerous activities and events to heighten environmental awareness among residents. She also founded Youth Spirit, a percussion interest group that creates music from recycled materials, to promote recycling to youths.

Community Outreach for Constituency Residents

Ms Chong has collaborated with several organisations like Singapore Polytechnic, Outram Secondary School and NEA to organise green events and activities to encourage environmental action amongst the residents. She also tapped on the network of the Residents' Committee to launch a recycling project that lasted four months. The project successfully reached out to over 3,000 residents and raised funds for needy pupils in Outram Secondary School.

Educational Institutions Category



> Achievements

I believe that everyone has a part to play in maintaining the delicate balance of our global ecosystem. It is fortunate that as an Early Childhood Educator, I am able to share this belief with my colleagues, young children and their parents.

At Kinderland, we firmly believe that protecting the environment is a social responsibility for everyone, young and old. It is particularly important to inculcate these values from young, and we have a responsibility to ensure our children grow up with the right values and expectations of protecting and cherishing the Earth.

Ms Susan Tan Siok Yan
Principal
Kinderland Preschool @
Ministry of Manpower (MOM)

Catalyst for Change in Kinderland

Ms Tan spearheaded environmental projects and initiatives for her preschool, and has actively led other Kinderland preschool principals in doing the same. She contributed greatly to the surge in environmental activities undertaken by all Kinderland preschools.

On a national level, Ms Tan partnered with NEA to initiate a Litter-Free Preschool Programme with the aim of inculcating anti-littering habits amongst preschoolers. Through her dedication and efforts, the programme was successfully implemented across all Kinderland preschools.

Reaching Out, Beyond the Classroom

Ms Tan involved parents in her environmental education by ensuring that they recognised and played an active role in teaching their children the importance of practicing the 3Rs. She also implemented the paperless communication programme, where all correspondences with parents were made electronically. The initiative promoted waste minimisation and successfully reduced paper usage within her preschool by 50%.

Students & Youth Category



> Achievements

I would like people to know that it does not take much effort to make a real difference for our environment, especially if we all contribute towards this cause. There is much to cherish in our environment. This is why I make it a point to get in touch with nature whenever I can to be reminded of my love for it.

Through my actions and time volunteering with various green organisations, I hope to be a role model to other young people and influence them to incorporate green habits in their lives.

Mr Loh Yi Rong
Vice-Chairperson
Keep Singapore Beautiful Movement
Youth Committee



Keep Singapore Beautiful Movement (KSBM)

Mr Loh plays an active role in organising activities and events to support KSBM. He was instrumental to KSBM's I(+1) Starts Now! mass mobilisation activity in 2012, where he rallied 250 youths to make a statement on social graciousness and keeping Singapore beautiful. Under his leadership, KSBM's youth volunteers have also carried out notable projects for community outreach, such as the kNOW Cleaners Day and the Tray Return Initiative at Tampines Round Market.

Raising Environmental Awareness

Mr Loh was part of the organising committee for Eco Singapore's Earth Hour Observance in 2009. He played a key role in conceptualising and managing the island-wide event which aimed to raise awareness on the importance of conserving energy.

Mr Loh was also part of the team which organised the World Leadership Conference 2011. He contributed significantly by working with various groups and individuals to raise the profile of this eco-leadership conference. Through his efforts, the event received positive publicity and managed to attract substantial delegates from across the globe.

Students & Youth Category



> Achievements

As youths, we inherit the responsibility of looking after the environment. Our actions today will determine the future of our environment.

Through sharing knowledge and influencing peers towards greater environmental responsibility, I believe that youths can be the change agent and catalyst for a better environment.

Mr Lee Jun Wei

Executive Committee Member
National Youth Achievement Award
Gold Award Holders' Alumni



Promoting Environmental Ownership at Youth Forums

Mr Lee represented Singapore at various international forums that promote environmental sustainability, such as the TUNZA South East Asian Youth Environment Network Meeting in 2013 and ASEAN + 6 International Youth Camp in 2011. Last year, Mr Lee was invited to share his environmental journey at the National Climate Change Youth Conference in Singapore, where he also facilitated a group dialogue on finding solutions to mitigate climate change.

Efforts for Youth and Community Outreach

Mr Lee spearheaded several activities to reach out to the youths and the community. In 2012, as a student leader in Singapore Polytechnic, he organised a dialogue session involving 250 students on climate change with the Minister for the Environment and Water Resources, Dr Vivian Balakrishnan. He was also the main coordinator for the 5th UNEP TUNZA Southeast Asian Youth Environment Network Meeting 2011 in Singapore, where 30 youth representatives from 10 ASEAN member countries took part to share best environmental practices.

Mr Lee further initiated an e-waste collection exercise, and led a group of youth volunteers on house to house visits to collect unwanted e-waste for recycling.

Students & Youth Category



> Achievements

As a child, I was taught to respect the environment. Through my initiatives, I hope that more people can learn to embrace the right environmental precepts.

While we may not be able to completely sacrifice our daily comforts to safeguard the Earth for future generations, it is important that we all do our part to minimise our carbon footprint.

Ms Lee Qian Yi
Membership Secretary
Youth Executive Committee
Ci Yuan Community Centre



National Youth EnvirOlympics Challenge

Ms Lee was the founding member of the council that conceptualised the National Youth EnvirOlympics Challenge (NYEC) in 2008. It was the largest youth-initiated environmental event that garnered the support of 1,200 youth participants. To sustain the outreach of NYEC, she continued to serve in the committee and took on chairmanship for NYEC 2013. This year, the event has gained much traction through a series of seven successful outreach activities on eco-urban living.

Contributions in Community Outreach

Ms Lee organised the Greenery Fiesta 2009 as Co-Chairperson of the event. She led a team in coordinating the bottle planting workshops, a recycling drive and sharing sessions by representatives from NEA, Ci Yuan Community Centre and various junior colleges, on energy conservation and other green initiatives.

She also coordinated the Clean-It-Yourself Day, an event initiated as part of the Clean and Green Home Campaign 2013. The event involved 80 Litter-Free Ambassadors who accompanied the residents of the Ang Mo Kio - Hougang constituency in cleaning the estate and encouraging anti-littering habits.

Mr Eden Liew

What drives me?
I think it's the beauty
of the world.

Mr Desmond Chua

To see Mother Nature flourish
from our conservation efforts,
that is what drives me in my
20 years of managing golf courses.

Mr Loh Yi Rong

I want people to know that
it doesn't take much action
to make a real difference for
our environment.

Mr Lee Jun Wei

I don't have a hero crusade for
saving the environment. But doing
my part to protect the environment
I live in – that is important to me.



Ms Susan Tan

If everybody plays a part, no
matter how small, the earth can
forever be a safe and beautiful
place for our children and their
children.

Ms Olivia Choong

It is important to live
within our means to
protect our environment.

Ms Lee Qian Yi

Through my initiatives, I hope
that more people can learn to
embrace the right environmental
precepts.

Ms Regina Chong

I believe that the little
steps we take will have a
positive impact on the
environment.

Special Thanks

With special thanks to the following partners for their invaluable support of the 2013 EcoFriend Awards:

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