



## SEC Three-Year Plan

This month marks the launch of SEC third successive Three-Year Plan. Since the Council's inception in 1995 environmental programmes in Singapore have steadily reached significant milestones.

In 1997 the SEC launched the Green Volunteers Network, an on-going programme that now involves over 800 volunteers in hands-on environmental conservation work. In 1998 the Council presented the inaugural Singapore Environmental Achievement Award, the first national award for environmentally proactive companies. Last year witnessed Singapore's first participation in a global 'Car Free Day'. As community and industry based projects take a strong footing SEC's school based projects are as vibrant as ever with projects such as 'How Green is Your School?' an environmental audit programme for schools, and 'Thumbs up For Earth!' representing the nations first foray into environmental education for preschoolers.

With all these achievements to-date anyone would wonder what we have up our sleeves for the next three-years. According to the Council's Executive Director, Ms Penelope Phoon, 'our strategy over the next term will be to provide greater out-reach to the general public by making 'going green' a lot more user-friendly. We are not afraid to admit that over the past years our message has largely been reiterated among those sectors that already show a great deal of environmental commitment. These groups now form a vital core and our aim is now to extend our reach further.'

Among the new programmes planned include the 'ECOTRENDS Office Greening Programme', which will empower businesses of all sizes to easily get involved in preserving the environment, and a thirteen part interactive environmental series for television broadcast, which promises to keep young people glued to their screens.

To keep plugged into SEC forthcoming plans you can download our latest corporate brochure at [www.sec.org.sg](http://www.sec.org.sg) <<http://www.sec.org.sg>>, or contact Audrey at tel:6337 6062 to receive a hard copy.



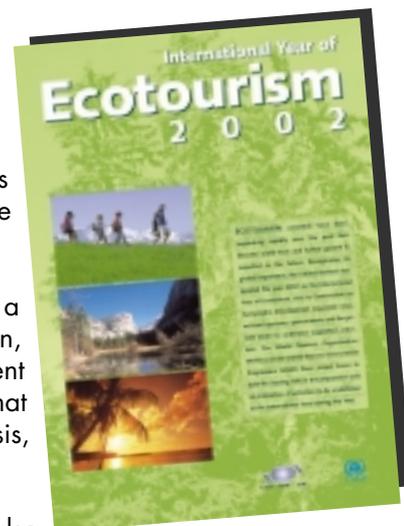
## International Year of Ecotourism

2002 is designated by the United Nations as the International Year of Ecotourism. The meaning of ecotourism and what it encompasses has been debated since the term was coined, but in the recent years, a more accepted definition of the term has come to include sustainability as one of the factors to be considered.

Tourism is one of the largest and fastest growing industries in the world. It should not just be a source of income for some and pleasure for others, it should also contribute to the conservation, protection and restoration of the Earth's ecosystem. If, like thoughtless and careless development at the expense of the environment, the natural resources would soon be depleted. To ensure that this does not happen, tourism and its related services should be carried out on a sustainable basis, both by the service providers as well as the travellers.

Thus this is what Ecotourism is about, not just simply visiting places of natural beauty, it is also about being responsible tourists and doing what we can to preserve the places we visit.

Ecotourism in Asia is the theme for this year's SEC-WE photo contest. For more information, keep a lookout for up coming issues of Elements and World Environment magazine. Pick up the camera and start shooting, you could be the next winner!



## YEAP

### January 2002

Publication of revised *Singapore Green Map*  
contact Soon Chung

Presentation of Young Environmental Ambassadors Awards  
contact Soon Chung

Publication of SEC *Corporate Profile & Three Year Plan 2002 - 2003*  
contact Howard

### February 2002

Green Volunteers Network Annual Gathering  
contact Esther

### March 2002

Presentation of Green Awards for Schools  
contact Uma

Grace Chang Shu Wen and Nicholas Foo Yong Hong returned on the 14th of March from their visit to Hong Kong as SECs Young Environmental Ambassadors. They were selected in late February from more than 40 applicants from schools all over Singapore. Just 17 years of age at the time, they showed strong potential to carry the commitments of being SEC's ambassadors of the environment.

The visit to Hong Kong was specially arranged to let the young ambassadors observe and learn the environmental protection work being performed in Hong Kong. They attended meetings with officials from the Hong Kong Environmental Protection Department, the Hong Kong equivalent of the ENV.

We also had briefings and guided tours by green groups such as Friends of the Earth and WWF Hong Kong.

Both Grace and Nicholas are students in National Junior College. Grace is the current Vice-president of Green Link, the students green club in NJC. Her resume of efforts at environmental protection is impressive indeed.

Nicholas has been a scout for eight years and scouting activities has helped him nurture a deep appreciation for nature.

SEC hopes to work with its young ambassadors to reach out to more youths in Singapore, in order to foster a greater level of participation in environmental protection work among youths.



## Investing in Nature with HSBC

HSBC, one of the world's oldest and largest financial service organisation, is well known for its commitments to the community and environment.

As part of their continual contributions to the environment, the financial giant has launched a US\$50 million eco-partnership, Investing in Nature, in February this year to finance global conservation projects for the next 5 years. The 3 charities that received the donations from HSBC are WWF, Botanic Gardens Conservation International and Earthwatch.

The programme aims to clean up three of the world's major rivers - the Amazon, the Yangtze and the Rio Grande; save some 20,000 species of rare plants from extinction and to train scientists and staff to work on worldwide conservation research projects.

"We all have a responsibility for the stewardship of this planet, which we hold in trust for the future. We hope that by approaching some of these problems in an innovative way, others will follow our lead and make a difference," says Sir John Bond, HSBC Group Chairman.

"If we don't act now, by 2025 over 60 percent of the world's population could face a water shortage. We are also facing a global extinction crisis with thousands of species and habitats under threat."



## PROJECT GREENPOST RECYCLING PROJECT SAVES 45 TREES

Thanks to Project Greenpost Singaporeans have helped save 45 trees, in a short span of two months. Total waste paper collected so far - 2560 kgs (1 Ton of paper = 17 trees)

The project was envisioned as a letter-box for Singaporeans to "post their waste paper for the environment". Project Greenpost was launched by Singapore Environment Council, SMRT, The Body Shop (S) Pte. Ltd. and Spiral Recycling Services on December 12, 2001 at four key MRT stations - Outram Park MRT, Tanjong Pagar MRT, Raffles Place MRT and City Hall MRT stations.

It has successfully completed the two-month evaluation period and is now being reviewed by the various parties involved. SEC and Spiral Recycling Services have closely monitored the project. SEC also conducted a survey on February 16, 2002 at these MRT stations. About 300 people responded to this questionnaire, which was intended to gauge the reaction of people towards Greenpost.

Contrary to several reports a 72% of people interviewed had noticed the bins. Further, when asked if the project should be expanded and not discontinued. The majority (75%) of the people interviewed felt that the project should be extended to all other stations and not discontinued. Most people (73%) interviewed also felt that MRT stations were a good location for paper recycling. When quizzed on the best way to increase participation, 52% felt that Publicity was a good method, 43% said Education and only 5% of the total vouched for fines.

The results clearly indicate that most people are very favorable to the idea of recycling waste paper. Which is indeed one of the most critical factors that contribute to increasing participation. "The fact that most people also wanted the project to continue and expand rather than discontinued, makes us hopeful that this project will continue to receive the support of the public", says Penelope Phoon, SEC's Executive Director.

For further information please contact Anu Rao/ Yatin at 3376062



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## Timberland & Volunteers to help restore Central Catchment Nature Reserve at Mandai

Timberland is calling on volunteers to join Timberland's Rethink, Restore and Rejoice programme - their Earth Day reforestation project - at the Central Catchment Nature Reserve at Mandai. To take place on Earth Day, Monday, April 22, volunteers will be joined by Timberland staff, its business associates as well as volunteers from the Ministry of Community Development and Sports (MCDS).

"We believe our Timberland Earth Day project amplifies the Timberland spirit, connecting our customers with outdoor experiences and giving them the opportunity to give back to the community they live in," said Rita Shum, Timberland's Country Manager for Singapore & Malaysia.

As part of Timberland's Earth Day 2001 celebrations last year, about 100 saplings of 13 species were planted in a 1-ha plot. The last remaining rainforests in Singapore is found within these Nature Reserves and it is important to the overall eco-system that degraded secondary forests are restored through reforestation.

The Timberland Earth Day programme is organised with the support of the Singapore Environment Council and the National Parks Board (NParks).

From 26 March to 22 April 2002, Timberland's limited edition Earth Day T-shirt, Rethink, Restore and Rejoice, will go on sale at all Timberland stores. Priced at \$29 each, the proceeds from the sale of one T-shirt will enable 2 trees to be planted at the Mandai Nature Reserve.

To sign up for the tree planting activity at the Mandai Nature Reserve, from 8.30am to 2.30pm on Monday, April 22, 2002, please visit any Timberland store for more details.



GREEN PARTNERS

## The Story of Earth Day

Every year on 22 April, thousands of people across the globe celebrates Earth Day. Environmental events are organised during the day itself, some even stretch for the week before or the whole month of April.

Earth Day was started in 1970 by Gaylord Nelson in the United States, who proposed the nationwide protest "to shake up the political establishment and force this (environmental) issue onto the national agenda. It was a gamble that worked. At the time, the Americans were consuming large amounts of leaded gas through their massive and numerous sedans; the industry was belching out smoke, sludge and other pollutants almost indiscriminately. The well-being of the environment was none too evident in any agendas, if at all.



Some 20 million Americans took to the streets, parks, and auditoriums to demonstrate for a healthy, sustainable environment. Rallies for the protection of and protests against the deterioration of the environment were organised. As a result of the success of the first Earth Day, the United States Environmental Protection Agency was created, and Clean Air, Clean Water and Endangered Species acts were passed.

With this precedent, the momentum was set for the modern environment movement. Since then, Earth Day activities has seen a record involvement of 5000 environmental groups in 184 countries. The theme for Earth Day 2002 is Protect Our Home. Earth is the only home that we have, and in the words of Maurice Strong, chairman of the Earth Council, "What we do to this home will determine if it will continue to be home for us."



### And here in Singapore....

Earth Day is marked every year by activities organised by the various green groups, as well as corporate organisations. The theme of these programmes are centered around that of protecting our environment.

**Sungei Buloh Nature Reserve** - this wetland park has celebrated the day with various activities over the past few years. In 1997 and 1998, the Park teamed up with Timberland to raise funds towards nature conservation and education by encouraging the public to drop their loose change into pledge boxes at the various Timberland stores. Exclusive Timberland products such as tee-shirts, caps and mugs were sold and the proceeds were donated to the Park as well. The Park also organised publicity programmes, educational programmes to promote the beauty of the mangroves, as well as talks and walks around the park.

**Timberland** - well known for its line of mountain and athletic footwear, clothes and accessories, Timberland also believes in making a difference in the community. The employees have participated in several programmes in the past few years to raise the awareness of the public towards Earth Day. For the past few years, the company has been selling Earth Day products to raise funds for conservation and educational projects. Last year, the employees, together with their customers took part in a reforestation project at Mandai.

**SEC** - perhaps what is freshest in people's mind was our first attempt to organise CFD last year. But that was not the only programme we have organised. In 1999 for example, we held a "Plants for Clean Air" exhibition and sale at Wisma Atria, and initiated a Plant Adoption scheme where the public can adopt these plants at home and after certain growth periods, they are to be returned for plantation at a deserving charity home.

Some schools also embarked on their own projects to heighten the awareness of the environment in their students. Activities such as debates and exhibitions showcasing the students' project work were held. Talks on what the students can do to help preserve the earth were also organised. Projects were also undertaken by other green groups such as beach and parks clean-ups, planting of tree saplings in their efforts to do their bit for Mother Earth.

### Earth Day Network

The Earth Day network is an umbrella body that coordinates Earth Day activities all around the world, and their network includes over 5000 organisations in 184 countries. The aim is to "promote a healthy environment and a peaceful, just, sustainable world by spreading environmental awareness through educational materials and publications, and by organising events, activities, and annual campaigns."

At their website (<http://www.earthday.net/>) you can find out everything about Earth Day - from its history, to the people who run the show at the network. Most importantly, you can find out about the various activities that are held around the world to celebrate the event.

# Ubin Day



One of the last remaining "natural" habitats left around Singapore, Pulau Ubin, has drawn much attention to its self in recent years. With its lush mangroves, forests and of course Chek Jawa, the island has much to offer for enthusiastic nature lovers seeking to learn more about Singapore's authentic natural habitats and animal life. For this very reason, we are going to host our Earth Day celebrations, Saturday 20th April, on this island.

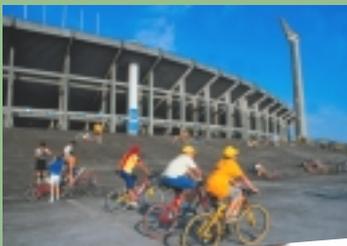
With an expected pull of 5000 to 8000 individuals, of all ages and interests, we have planned a day of fun filled activities and educational workshops that promote the reuse common every day items that one usually discards to create ornamental terrariums. In addition to the terrarium workshops, we will also be conducting tutorials on basket weaving and papermaking. Schools, green organizations and various individuals will perform various plays on a traditional Wayang stage top; both to entertain the public and to further promote environmental messages. A series of talks will be held by heads of professors at local universities hoping to enlighten and interest visitors.

For the more hardcore nature buff, there will be treks conducted by some of Singapore's leading naturalists and environmental organizations. Attendees will also have the chance to tantalize and discover their natural soundings via the use of their 5 senses, provided by a "Sensory Trail". Here one will be able to touch, smell and even taste, thereby allowing one to experiencing some of the more delicate aspects of these natural surroundings.

We hope that conducting such a hands on event will help in nudging more and more Singaporeans to take part in conserving natural resources and help in understating their natural surroundings. With public support and a bit of luck we hope to make this a yearly festival to appreciate Mother Nature in all her glory.



## CFD 2002



In conjunction with Earth Day 2002, SEC will hold its second Car Free Day on Sunday the 21st of April. On that day, all Singaporeans are encouraged to give up their cars for alternative forms of transport. In case you're wondering how you're going to get to work or your favourite hangouts, SEC is suggesting you rely on public transport, your bicycle or just use your feet and wear out some shoes!!!!

The SEC will be holding the National Leisure Cycling on Sunday 21st April. This event, held at the Marina South Padang, is jointly organised by the Singapore Sports Council and SEC and in conjunction with Car Free Day.

Cycling enthusiasts can obtain entry forms at all Body Shop outlets as well as community centres. Cyclists will be flagged off at 7.30a.m by the Minister for Community Development and Sports, Mr Yacob Ibrahim.

Exciting stunt shows on bicycles, cheer leading performances as well as performances by local celebrities will be on offer. There will also be booths put up by bike shops displaying the latest gadgets as well as a free bicycle maintenance clinic.

In case you're wondering why Car Free Day is on a Sunday, when most people don't use their cars anyway, last year we held Car Free Day on a weekday, and realised that many drivers were new to the concept and didn't really know how to use the public transport system. So this year we decided to try CFD on a Sunday, when it is actually much easier to not use the car. We are trying to get regular car users to drive less and use public transport more often. Having CFD on a Sunday gives them a chance to try it out, explains Mr Howard Shaw, Senior Manager of the SEC.

Why should we have another Car Free Day, you might ask. SEC is convinced that a concerted long-term effort is needed to get Singapore moving towards long-term environmental sustainability. The Car Free movement was actually born about 40 years ago (and is even older than Earth Day, which began in 1970) when major cities with a large and growing car population began to suffer from the effects of severe traffic congestion and air pollution resulting from cars.

The motorcar is a major contributor to the air pollution and consequently, the global warming problem. It consumes a large amount of energy and resources during manufacture as well as during usage but with low efficiency. Long-term environmental sustainability in Singapore can only be achieved if the traditional motorcar is replaced with more energy efficient mode of personal transport.



## Ecotourism in Asia



The 2nd SEC-WE photo contest is here again!

Last year, the first environmental photo contest was organised by SEC and WE magazine as part of the efforts to raise awareness of the condition of our environment. The theme of the contest, of course, was Our Environment.

The contest attracted more than 160 entries from all over the world, including Malaysia, Indonesia, Australia, the United States as well as Singapore, and it culminated into a grand finale prize giving ceremony during Clean and Green Week last year.

This year's theme is Ecotourism in Asia, in conjunction with 2002 declared by the United Nations as the International Year of Ecotourism. So send in your entries now!

For rules and regulations, you can contact SEC or WE magazine.



### What is ecotourism?

Tourism is one of the fastest growing industry in the past 2 decades, and ecotourism is one of the industries that have emerged from this.

Its definition has been broadened from simply nature-based tourism to include the issues of sustainability and environmental stewardship.

Says Klaus Toepfer, UNEP Executive Director. "If handled properly, ecotourism can be a valuable tool for financing the protection of ecologically sensitive areas and the socio-economic development of populations living in or close to them."

### The significance of ecotourism is twofold:

Protect the rapidly disappearing ecosystems that house most of the remaining biodiversity on Earth, and it is one of the few feasible economic tools to finance conservation of sensitive ecosystems; and

Ensure that local communities have a voice in sustainable development, that they benefit positively from revenue flows, since ecotourism operations and infrastructure are generally small-size and are run directly by them, and that less impacting alternative livelihoods are available.

### 3 Categories:

#### • Professionals

1<sup>st</sup> - US\$2000 2<sup>nd</sup> - US\$1000 3<sup>rd</sup> - US500

#### • Amateurs

1<sup>st</sup> - S\$1000 2<sup>nd</sup> - S\$800 3<sup>rd</sup> - S400

#### • Youth

1<sup>st</sup> - S\$800 2<sup>nd</sup> - S4X00 3<sup>rd</sup> - 2X00

### Special Category:

#### • Naturally Singapore

\$1000 each to 3 winning entries

**Win \$10,000 worth of prizes**  
SEC & WE International Photographic Contest Asia 2002

**Photo Contest Ecotourism in Asia**

**3 categories:**  
 \* Professionals 1<sup>st</sup> - US\$2000 2<sup>nd</sup> - US\$1000 3<sup>rd</sup> - US\$500  
 \* Amateurs 1<sup>st</sup> - S\$1000 2<sup>nd</sup> - S\$800 3<sup>rd</sup> - S\$400  
 \* Youth 1<sup>st</sup> - S\$800 2<sup>nd</sup> - S\$400 3<sup>rd</sup> - S\$200

**Special category:**  
 \* Naturally Singapore \$1000 each to 3 winning entries

**Prize presentation & more activities:**  
 Venue: Raffles Club  
 Location: Singapore, Raffles Club  
 Date: 21 - 27 December 2002

**entry deadline:** 20 / September 2002

**not for profit** **environmental** **community**

**ASS** **WE** **SEC**

Information: [www.ecotourism.org](http://www.ecotourism.org) / [www.ecotourism.org/asia](http://www.ecotourism.org/asia) / [www.ecotourism.org/asia2002](http://www.ecotourism.org/asia2002) / [www.ecotourism.org/asia2002](http://www.ecotourism.org/asia2002) / [www.ecotourism.org/asia2002](http://www.ecotourism.org/asia2002)

## Green Directory

Feedback from members of the public reflected that the Green Groups Directory is a good consolidation of groups of local nature lovers. There are more groups (47) in this fourth edition as compared to the previous one (38). It is encouraging to see more animal welfare groups and more green groups in school comprising of not just students, lecturers and administrative staff included. More importantly, there is a surge of interest groups formed by individuals and members of the industry as an initiative to safeguard the various aspects of the environment - e.g. trees, waste management. You can look forward to its publication in March!

## Green Map

SEC has just released a revised edition of the Singapore Green Map. The new Map contains a much clearer map of Singapore and better use of icons. Nature lovers will also be glad to know that sections on Pulau Ubin, Bukit Timah Nature Reserve, the Central Catchment Nature Reserve and Sungei Buloh have been revised and now feature better maps and directions.

The new map also features icons to guide you to Kite Flying areas and shows where Park Connectors can be found.

Generous contributions by sponsors NTUC Income, Singapore Tourism Board and the United States - Asia Environmental Partnership made this new edition of the Singapore Green Map possible.



## Green Schools

Since winning the Hibiscus Green Audit Award last year, schools have doubled their efforts this year to improve their awareness levels in schools. Anderson Secondary is one school that has made a big effort by starting up an organic farm on school grounds. Students have been busy planting and harvesting greens such as sweet potato, turnip, winged bean and various types of herbs. Students also got to learn first hand about how to conserve limited resources by using rain water to water the plants at the farm by installing gutters, water tank and a dripper watering system. Says teacher in charge Mdm Micheline Ong "We avoid the use of chemical pesticides through a unique method called companion farming. Through the use of liquid manure and compost, we reduce the reliance on chemical fertilizers."



The school has also put in sensors into the toilets in the school so that lights turn off automatically five minutes after the last person leaves and turns on when someone enters. This will go a long way in saving electricity.

Zhangde Primary has taken a different approach and is actively educating its young students about the environment by inviting guest speakers to the school to talk about flora and fauna conservation, marine conservation and freshwater protection, the school has also sent its teachers on workshops that will better enable them to produce lesson plans on environmental topics. To find out how your school can participate, please contact Uma at the SEC on 63376062.

## Sound Education For Schools

Have you ever stopped for a minute to listen to all the sounds that you hear around you at any point in time? If you have ever done this exercise you will realize that we are continuously being exposed to a range of sounds that may or may not be pleasing to us and that we have learnt to accept and block out much of them as background "noise".

The Council is presently working on a book that will encourage schoolchildren to learn to identify and learn to make use of one of the 5 senses: that of hearing. The booklet, to be called the 'First ASEAN Textbook of Sound and Sound Environment' is the result of collaborative effort between the Japan ASEAN Sound Education Association and NGO's in the region. The booklet will be translated into regional languages and distributed to schools through the NGO's in several ASEAN countries. The booklet is expected to be ready by end March. If you are interested in obtaining a copy please contact Uma at the SEC on 63376062.

## Environmental Essays

As part of the Council's efforts in motivating the public to generate discussion on environmental issues and convert their thoughts into action, the Council has invited local writers and prominent people in the environment scene to contribute an essay on a topic related to the environment which is close to their heart. Amongst the fifteen sharing their thoughts will be Assoc Prof Simon Tay, Dr Geh Min, Prof David Bellamy, Mark Chan, Michael Aw. The book has a foreword by Minister for the Environment, Mr Lim Swee

# green group highlights



## Animal Protection Society

improve the living conditions and welfare of animals in captivity and promote environment-friendly lifestyle choices which do not involve the abuse of animals.

ACRES's first major public campaign on wildlife protection started in December 2001. It involves a road show with a life-sized mechanical bear to public venues around Singapore as well as meetings with relevant government authorities. The exhibits comprised of posters and videos screenings on bear farming and ACRES's study on the trade in bear products in Singapore. The exhibits educate consumers not to buy bear gall bladder or bile products.

Our other project includes encouraging Singaporeans to be compassionate by not taking part in activities that exploits animals when they travel.

In April, ACRES will be participating in "Pet's Day Out!" at Stadium Cove (13th and 14th) and Ubin Day (20th), do come down to our booth or visit [www.acres.org.sg](http://www.acres.org.sg) for more information. You can also download a membership form to be a part of a growing number of thoughtful people who care for all beings.

Animals can feel pain and stress. They can suffer. But they cannot speak for themselves. The Animal Concerns Research and Education Society (ACRES) is Singapore's new not-for-profit society that takes on animal protection issues; giving animals a voice.

Through activities such as literary research, fieldwork, exhibitions and efforts to improve animal welfare related policies, ACRES hopes to foster respect and compassion for all animals,



Next edition we focus on the elements of energy. We welcome your contributions. Please address all articles and comments to the Editor at the address below.

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