

Interactive Outreach Activities make School Green Awards a win-win programme for schools and community

Over 320,000 residents benefit from schools' outreach projects

Singapore, 10 November 2016 – From a humble beginning of 28 submissions, the SEC-StarHub School Green Awards (SGA) witnessed an impressive growth of more than 14 times by reaching out to over 406,000 students in 405 schools, capturing about 56% of the student population in Singapore this year. The realisation of ‘starting young’ can be seen in the almost 50% increase in the number of preschools alone.

Sponsored by StarHub, SGA is a programme administered by the Singapore Environment Council (SEC) to nurture values and skills within our young, enabling them to be environmentally-savvy and proactive in leading and advocating a sustainable lifestyle. To reflect current environmental challenges, a new outreach component was introduced, resulting in an involvement among more than 320,000 students, residents and the wider community.

SGA has grown in popularity over the 16 years since its launch. Amidst the mounting interest in complex environmental issues and in support of our nation’s sustainability plans, the outreach component has become a key criteria for evaluation.

“Since its inception, SGA has played a leading role in raising environmental awareness among our young students. One is never too young to start caring for our planet and we are elated to see students not only becoming more environmentally conscious, but also acting as green ambassadors to their communities. Congratulations to all the winners; while each of them goes home with an award, the biggest winner is undoubtedly our planet. And that alone is a wonderful reason to cheer,” said Ms Jeannie Ong, Chief Strategic Partnership Officer of StarHub.

Schools chose from an array of environmental topics, from building an active and gracious community, promoting biodiversity, to the more popular recycling. Ms Isabella Loh, Chairman of SEC said, “I am very encouraged to see over 406,000 students taking ownership of their future by becoming environment ambassadors. The initiatives add up and do wonders for more than 320,000 residents in their neighbourhood communities. Their interactions have spurred creativity and critical thinking while reminding the public at large, of the need to go green.”

As part of their outreach efforts, 18 preschools collaborated to adopt the Sunda Pangolin at the Wildlife Reserves Singapore. “The ‘I Love Pangolin’ project had raised the awareness of our children, parents and teachers about the conservation of Singapore’s native wildlife, like the Sunda Pangolins. They learnt how they can help them by practising the 3Rs – Reduce, Reuse and Recycle and reminding their parents to drive slowly so as not to knock down these endangered animals. At Kinderland, we advocate hands-on learning from young, and this is part of the School’s innovative learning experience

that children should be equipped to be life-long learners in addition to being prepared for formal schooling,” said Ms Kelly Wong, Principal, Kinderland Preschool at Woodlands Mart.

Based on audit results, schools qualify for one of five awards - the Daisy, Palm, Hibiscus, Orchid or the top level Lotus Award. A Lotus Sustained Achievement Award is given to schools, which receive the Lotus Award three times in a row, while the Daisy Sustained Achievement Award is presented to preschools for achieving the Daisy Award three times in a row.

SEC also built on the partnership with The Coca-Cola Foundation to launch the inaugural Schools’ Recycling Bin Design Competition in May, turning to the country’s next generation of leaders to design concepts for a new type of recycling bin which will actively encourage recycling, in the classroom and at home. The competition attracted widespread interest from schools across Singapore – which saw a wide variety of innovative submissions from 79 schools. The six shortlisted entries received a total of 4,962 votes on both our online Facebook platform and at the Green Living Exhibition held from 9 to 11 September where the bins were showcased.

Two recycling bin designs emerged winners after vote counts from both the public and a panel of judges. London School of Business and Finance stood out in the above-16-year-old category with their user-friendly, practical and compact design, which is especially ideal for homes with space constraints. In the below-16-year-old category, PCF Sparkletots Preschool @ Tampines West Blk 140-938 (KN) emerged as winner with their design inspired by LEGO - the popular building blocks, incorporating much interaction with games for each recycling compartment.

“From conceptualising the design and creating the prototype, to showcasing the creative recycling bin at Green Living 2016 and garnering votes on different platforms, our Go Green Student Club, staff and students have certainly come a long way – kudos to them! Their effort has made it a grand success and because of their hard work and teamwork, the school is now a step closer, to our vision, in becoming an Eco-Leader in the education industry,” said Zuleha HR, Head of Student Service at LSBF in Singapore.

“We are extremely pleased by the efforts and achievements of our preschoolers, from brainstorming and conceptualising the recycling bin designs to highlighting the importance of saving the Earth and providing an innovative solution through their design. As educators, we encourage our children to take ownership of green projects and are glad we’ve had this opportunity to re-emphasise the importance of recycling to our preschoolers through this competition. We hope the children will be inspired to continue recycling and even motivate their parents to do so,” said Miss Jean Ong, Lead Centre Principal of PCF Sparkletots Preschool @ Tampines West Blk 140-938 (KN).

Come 2017, their designs will be piloted at selected households and schools in the Central and North West District of Singapore. A follow up study will be conducted to test their effectiveness.

Ms Belinda Ford, Public Affairs and Communications Director from Coca-Cola Singapore, was thrilled at how well the competition was received, “It’s encouraging to see how excited and motivated the students were – their designs reflected that energy and remind us that innovative and practical recycling bins can and should be part of our lives. We hope that the competition has helped them better appreciate the true benefits of recycling and understand that they can make a real difference.”

Ms Low Yen Ling, Parliamentary Secretary of Ministry of Education and Ministry of Trade and Industry, and Mayor of South West Community Development Council, officiated the awards ceremony as the Guest-of-Honour and presented the awards at ITE College East.

Please refer to:

Annex A for awards criteria and breakdown of awards achieved by schools in 2015 and 2016

Annex B for list of Best 3R Award winners

Annex C for winners of the Schools' Recycling Bin Design Competition and pictures of their bins

Annex D for pictures of Anderson Primary School's Tray Return project and Kinderland Preschools and Kindergartens' "I Love Pangolin" project

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About the SEC-StarHub School Green Awards

The SEC-StarHub School Green Awards is a simple environmental programme for all schools in Singapore. Students work together in teams to review their school's environmental efforts and submit a report. Through this, students gain a better understanding on the environmental impact of their actions and gives them the opportunity to participate in programmes to raise awareness within communities and organisations. Based on the results, schools qualify for one of four awards - the Palm, Hibiscus, Orchid or the top level Lotus Award. A Lotus Sustained Achievement Award is given to schools which receive the Lotus Award for at least three times consecutively. Preschools qualify for a different award – the Daisy Award, while the Daisy Sustained Achievement Award is given to preschools for attaining the Daisy Award three times in a row.



ABOUT THE SINGAPORE ENVIRONMENT COUNCIL

Established in 1995, the Singapore Environment Council (SEC) is an independently managed, non-profit and non-government organisation (NGO). We influence thinking on sustainability issues and coordinate environmental efforts in Singapore.

We are also an approved charity and offer tax exemption to donors. SEC continuously engages all sectors of the community by formulating and executing a range of holistic programmes, such as the Singapore Environmental Achievement Awards, Asian Environmental Journalism Awards, School Green Awards, Singapore Green Labelling Scheme, Project: Eco-Office, Project: Eco-Shop and Project: F&B. In addition, we build a pool of committed volunteers under our Earth Helpers programme. Our Training and Education arm provides the people, public and private sectors with the opportunity to develop awareness, knowledge, skills and tools in order to protect and improve our environment for a sustainable future.

Strong partnerships with corporations, government agencies and other NGOs are valued by us. These partnerships are vital for sustaining our programmes, leading to positive action and change. Over the years, SEC has given strength and direction to the environmental movement in Singapore.

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ABOUT STARHUB

StarHub is Singapore's fully-integrated info-communications company, offering a full range of information, communications and entertainment services for both consumer and corporate markets. StarHub operates a mobile network that provides 4G, 3G and 2G services. It also manages an islandwide HFC network that delivers multi-channel pay TV services (including HDTV, Internet TV and on-demand services) as well as ultra-high speed residential broadband services. StarHub operates an extensive fixed business network that provides a wide range of data, voice and wholesale services. Over Singapore's fibre-based Nationwide Broadband Network, StarHub offers a broad range of home and business broadband plans, as well as commercial and residential IPTV services.

Launched in 2000, StarHub has become one of Singapore's most innovative info-communications providers, and the pioneer in 'hubbing' - the ability to deliver unique integrated and converged services to all its customers. StarHub, listed on the main board of the Singapore Exchange since October 2004, is a component stock of the Straits Times Index, MSCI Singapore Free Index and SGX Sustainability Leaders Index.

Annex A: Awards criteria and breakdown of awards achieved by schools in 2015 and 2016

AWARD	CRITERIA	2016	2015
 <p>SCHOOL GREEN AWARDS DAISY AWARD A SINGAPORE ENVIRONMENT COUNCIL INITIATIVE SUPPORTED BY STARHUB</p>	Preschools with an overall score greater than or equal to 50% will receive the Daisy Award.	70	51
 <p>SCHOOL GREEN AWARDS PALM AWARD A SINGAPORE ENVIRONMENT COUNCIL INITIATIVE SUPPORTED BY STARHUB</p>	Schools with an overall score greater than or equal to 70% but less than 85% will receive the Palm Award.	20	7
 <p>SCHOOL GREEN AWARDS HIBISCUS AWARD A SINGAPORE ENVIRONMENT COUNCIL INITIATIVE SUPPORTED BY STARHUB</p>	Schools with an overall score greater than or equal to 85% but less than 90% will receive the Hibiscus Award.	58	19
 <p>SCHOOL GREEN AWARDS ORCHID AWARD A SINGAPORE ENVIRONMENT COUNCIL INITIATIVE SUPPORTED BY STARHUB</p>	<p>Schools with an overall score greater than or equal to 90% but less than 95% will receive the Orchid Award.</p> <p>The school must provide evidence of having showcased at least one innovative environmental project.</p>	60	29
 <p>SCHOOL GREEN AWARDS LOTUS AWARD A SINGAPORE ENVIRONMENT COUNCIL INITIATIVE SUPPORTED BY STARHUB</p>	<p>Schools with an overall score of 95% and above will receive the Lotus Award.</p> <p>The school must show evidence of both of the following</p> <ul style="list-style-type: none"> showcased at least one innovative environmental project; and, participated in an external activity to promote Singapore's sustainability 	30	32
 <p>SCHOOL GREEN AWARDS LOTUS SUSTAINED ACHIEVEMENT AWARD A SINGAPORE ENVIRONMENT COUNCIL INITIATIVE SUPPORTED BY STARHUB</p>	Achieved on third consecutive Lotus award	142	225
 <p>SCHOOL GREEN AWARDS DAISY SUSTAINED ACHIEVEMENT AWARD A SINGAPORE ENVIRONMENT COUNCIL INITIATIVE SUPPORTED BY STARHUB</p>	Achieved on third consecutive Daisy award	25	13
TOTAL		405	376

Annex B: List of Best 3R Award winners

LEVEL	SCHOOL
Preschool	PCF Sparkletots Preschool @ Limbang Blk 543 (KN)
Primary	Da Qiao Primary School
Secondary	Queenstown Secondary School
Junior College	Pioneer Junior College
Institute of Higher Learning	ITE College East
International	Global Indian International School, Balestier Campus
Special Education	MINDS Fernvale Gardens School

Annex C: Winners of the Schools' Recycling Bin Design Competition and pictures of their bins

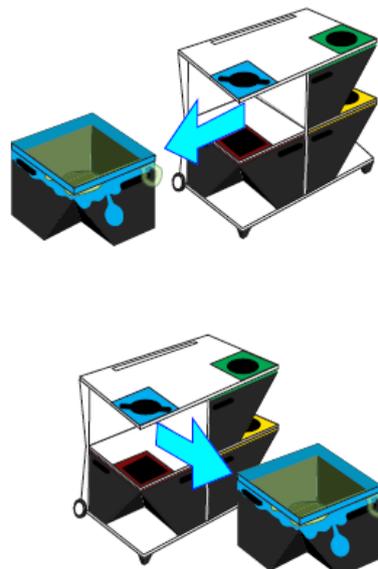
Winner of Below-16-year-old category, PCF Sparkletots Preschool @ Tampines West Blk 140-938 (KN)

A recycling bin that children can have fun with while learning and sorting out their recyclables. Design aims to attract and develop children's awareness to look out for materials to recycle.



Winner of above-16-year-old category, London School of Business and Finance

A "one-stop" bin featuring five compartments for general waste and recyclables, that is compact, portable with wheels and can be mounted on the wall.



Annex D: Pictures of Anderson Primary School's Tray Return project and Kinderland Preschools and Kindergartens' "I Love Pangolin" project

Anderson Primary School – Tray Return Project

Students engaged diners at the Market and Food Centre located at Block 628 Ang Mo Kio Avenue 4 to encourage them to be gracious to cleaners and fellow diners by returning the used crockery to the Tray Return Station after their meals. Dr Koh Poh Koon, Minister of State, Ministry of National Development & Ministry of Trade and Industry, graced the event held on 23 April 2016.



Kinderland Preschools and Kindergartens – “I Love Pangolin” project

Over 500 preschoolers participated in the “I Love Pangolin” carnival at the Singapore Zoo, where funds were raised via game booths and sale of products including hand-made pangolin magnets and water tumblers designed by the children. The proceeds went towards the adoption of the Pangolin for a year. Mr Tan Chuan-Jin, Minister for Social and Family Development, officiated the event which was held on 27 August 2016.

