

SEC APP MAKES IT FUN AND EASY TO MEASURE A GREEN LIFESTYLE

See how small lifestyle choices can make a big difference in the fight against climate change

Singapore, July 10, 2018: Want to know your personal carbon footprint? Wonder how your daily actions contribute to climate change? Want to do your part for the environment?

Living a low-carbon lifestyle has never been easier with the launch of the EcoLifeSG app by the Singapore Environment Council (SEC). The new web-based app for individuals shows how daily decisions – from your transport choices to the food you eat – contribute to climate change.

The EcoLifeSG app has a second version created for organisations, which allows users to track their organisation’s energy, water, paper usage and air travel frequency to help them build an eco-friendly workplace.

EcoLifeSG App for Individuals

For individuals, challenges pertaining to transportation, energy usage, food consumption and waste generation help users to translate their daily actions into carbon footprint generated. This helps them to monitor their environmental impact one easy step at a time.

For example, when you enter a trip’s start and end locations and your mode of transport, the app will tell you how much carbon was produced to complete your journey. And when you choose not to use plastic straws and cutlery during a meal, the app will reveal the amount of carbon saved by that choice.

The app uses gamification as a way of encouraging eco-friendly behaviour. Once an individual creates their user profile, they will be given an Eco Avatar that will grow as they achieve more carbon reductions. (See Appendix 1 for details of the Eco Avatars.)

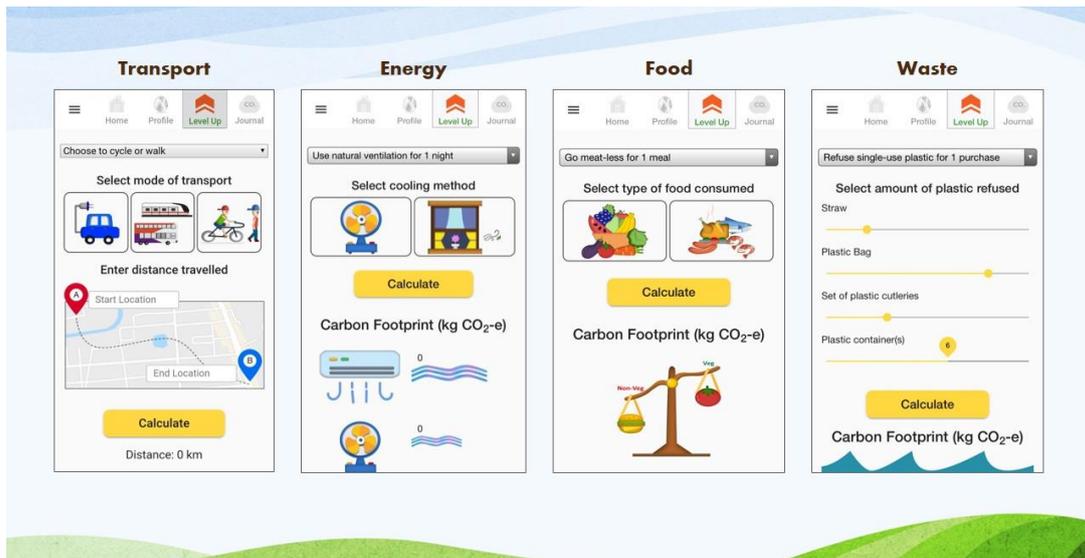


Image 1: EcoLifeSG App for Individuals

EcoLifeSG App for Organisations

For organisations, monthly records of electricity, water, paper consumption, as well as air travel, help organisations to track their carbon emissions. The app also allows them to track their monthly carbon emissions through the form of a carbon journal.

Other features include practical eco tips to help reduce resource consumption and tools to identify trends in their organisation’s resource usage.

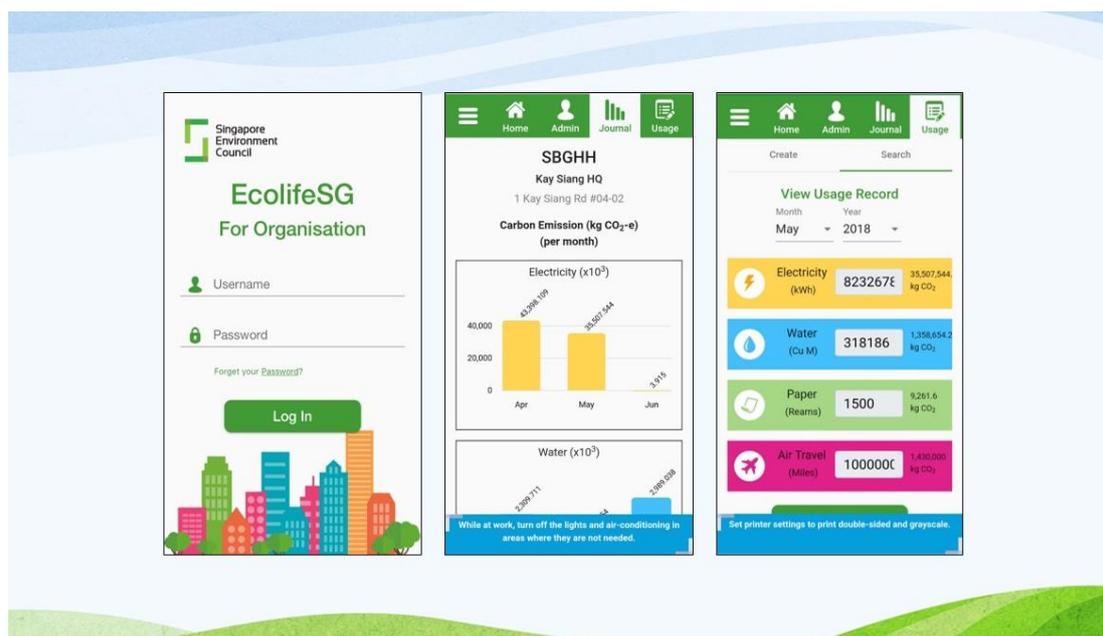


Image 2: EcoLifeSG App for Organisations

Minister for the Environment and Water Resources, Masagos Zulkifli said: “The Singapore Environment Council has developed an EcoLifeSG mobile app, to enable users to track their carbon footprint. Organisations can track their monthly carbon emissions via a carbon journal, and see the direct correlation between operational costs and carbon emissions.”

“The app has an interesting component for individuals. Users can “level-up” their Eco Avatar, just like in ‘Pokemon Go’, by reducing their carbon footprint. Challenges on transportation, energy usage, food consumption and waste generation help users to translate their daily actions into the carbon footprint generated. This helps them to monitor their environmental impact, one easy step at a time,” Mr Masagos said.

Chairman of SEC, Isabella Loh said the EcoLifeSG app is a useful tool for anyone pursuing a green lifestyle.

“The EcoLifeSG app is a starting point for individuals to measure green calorific value of their lifestyles. By using the EcoLifeSG app and recording their daily activities, each individual can track their carbon footprint. We are also encouraging organisations to build an environmentally friendly workplace with a separate app.”

“Once you know your carbon footprint, you can take steps to reduce it. The app lets you see how the different transport, energy, food and waste management choices you make can reduce the amount of carbon you produce. The daily challenges make reducing carbon emissions fun and show how small changes can have a big impact in the fight against climate change,” Ms Loh said.

The EcoLifeSG app is part of SEC’s digital engagement strategy which uses technology to encourage people to live more environmentally sustainable lifestyles. EcoLifeSG is SEC’s second digital engagement product, following the launch of Singapore’s first digital Green Map in December 2017.

For more information, please contact:

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Note to the Editors: SEC will be at the Partners for the Environment Forum 2018 on 10 July from 11.00 am to 3.30 pm to demonstrate the app.

*Venue: Level 4, Sands Expo & Convention Centre, Marina Bay Sands, outside the Melati Ballroom.
RSVP with Lorraine Chua if you would like to see a demonstration.*

**** END OF MEDIA RELEASE****



ABOUT THE SINGAPORE ENVIRONMENT COUNCIL

Established in 1995, the Singapore Environment Council (SEC) is an independently managed, non-profit and non-governmental organisation (NGO). As Singapore's first United Nations Environment Programme (UNEP)-accredited environmental NGO, we influence thinking of sustainability issues and coordinate environmental efforts in the nation.

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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新加坡环境理事会简介

新加坡环境理事会（SEC），成立于 1995 年，是非政府组织（NGO），也是非盈利机构。我们致力于推广新加坡可持续发展项目同时协调环境改善事务。在 2018 年，新加坡环境理事会被联合国环境规划署授予认证。

我们是一个获得认可的慈善机构，捐赠者可享受税务优惠。通过举办一系列整体项目如新加坡环境成就奖 (Singapore Environmental Achievement Awards)、亚洲环境新闻奖 (Asian Environmental Journalism Awards)、SEC-星和校园绿化奖 (SEC-StarHub School Green Awards)、新加坡绿色标签计划 (Singapore Green Labelling Scheme)、绿化办公室计划 (Project: Eco-Office)、绿化商店计划 (Project: Eco-Shop) 和绿化餐饮计划 (Project: Eco-F&B)，新加坡环境理事会持续在社会各个领域发挥作用。

通过志愿环保战士 (Earth Helpers) 项目新加坡环境理事会组织了一支队伍协助和改善环境。我们的培训与教学部门旨在提高人民、政府部门及社会各领域的环保意识，知识与技能，并提供相关教材。多年以来，新加坡环境理事会一直支持并引导着新加坡的环保运动，通过与企业、政府机构和其他非政府组织建立密切的合作关系以更积极的行动达成改善环境的远景，这对于我们项目的可持续发展是至关重要的。

APPENDIX 1

How to Use EcoLifeSG App for Individuals

In order to use EcoLifeSG, you need to complete the following steps:

- Access the app through your web browser by entering ind.ecolifeg.com into the address bar
- Complete or update your Eco Quest Profile
- Start a daily quest
- Complete the quest and record it in your journal on the same day
- Each completed quest helps you to achieve carbon reduction and makes your Eco Avatar stronger
- Complete more quests to achieve more carbon reduction!

About the Eco Avatars

You are ready to take action against climate change, and you are not alone. The Eco Avatars are here to help you on your quest towards an eco-lifestyle! Embark on your green journey with one of five unique Eco Avatars and complete daily challenges to help your new companion grow big and strong.

Note: The Eco Avatars are adopted from the mascots of the Sustainable Singapore Blueprint (SSB) with permission from the Ministry of the Environment and Water Resources. For more information on SSB, visit: <https://www.mewr.gov.sg/ssb/home>



SMART EDDIE

Hi there! I am Smart Eddie. I represent our “Eco-Smart Endearing Towns”. I like solving problems using design and smart technology, and can help you save energy and money with that! During my free time, I like to exercise, take a walk in parks and snap photos of the beautiful greenery.

Gender: Male

Personality: Hipster tech geek, fitness enthusiast

Favourite subject: Computer science, design, urban planning

Best friend: Smiley Ray

Likes: Cameras, technology, exercise

Dislikes: Wasting electricity



ZIPPY MAREE

Hi! I am Zippy Maree. I represent a “Car-Lite Singapore”! I fear the day where our roads will be congested with cars. Let’s play our part to make traveling easy and enjoyable! Why don’t you zip down to your destination with greener modes of transport!

Gender: Female

Personality: Happy-go-lucky

Favourite subject: Urban and transport planning

Best friend: Smart Eddie

Likes: Korean dramas, freedom, flowers

Dislikes: Traffic congestions, pollution, loud noise



ECO EVA

Hello! I am Eco Eva. I represent our “Zero Waste Nation”! During my free time, I enjoy experimenting with new recipes in my kitchen. My favourite way of enjoying food is to share! I think we have to learn that less is more – we must reduce, reuse and recycle to protect our environment and give our future generations a better life.

Gender: Female

Personality: Gentle, amiable, and creative

Favourite subject: Biology

Best friend: Caring Cora

Likes: Cooking, farming, sharing, cats, trees

Dislikes: Hairballs, leftover food, plastic bags, litter



SMILEY RAY

Hey! I am Smiley Ray. I represent a “Leading Green Economy”. Greener practices enable us to create exciting and meaningful opportunities that are beneficial for the environment and businesses.

Gender: Male

Personality: Practical, cheerful and positive

Favourite subject: Green Business

Best friend: Eco Eva

Likes: Efficiency, urban gardening, coffee and eggs

Dislikes: Wasting time, sleeping, procrastination, long showers



CARING CORA

Hello! I am Caring Cora. I represent “An Active and Gracious Community”. I love volunteering at all kinds of community events, especially litter-picking! It is tiring but happiness gained from helping others is something that money can’t buy. Let’s come together and be guardians of a greener and sustainable Singapore.

Gender: Female

Personality: Competitive, warm and friendly

Favourite subject: Social work

Best friend: Zippy Maree

Likes: Volunteering, making friends

Dislikes: Litter, conflict, rushing