

Singapore Environment Council's GreenDNA Aims to Get Singapore Going on Environmental Sustainability

Singapore, 20 August 2020 - In an effort to encourage locals especially Singaporeans to take ownership of environmental stewardship, the Singapore Environment Council (SEC) has launched the GreenDNA approach to encourage local residents through their organisations including CDCs, in embarking on their very own personal green journeys. GreenDNA guides and we at SEC endorse each individual's sustainability journey through the adoption of three simple attributes: One Less; Low Carbon Lifestyle; and Responsible Consumption and Production. GreenDNA is the new accreditation for SEC to recognise individual actions taken. Please see attached certificate of accreditation in recognition for individuals and organisations.



One Less calls for people to use no more than they need, for example, going digital and not printing unnecessarily at home and at the workplace. Low Carbon Lifestyle encourages people to contribute to reducing carbon emissions and footprints, such as by taking public transport to work as a habit. Lastly, Responsible Consumption and Production advocates for the purchase and procurement of eco-friendly and sustainable products. Examples of sustainable

products include those that carry the Singapore Green Label, Singapore's leading eco-label administered by the Singapore Environment Council. This is the only Singapore-based eco-labelling body that is a member of the Global Eco-Labelling Network (GEN).

Ms Isabella Huang-Loh, Chairman, Singapore Environment Council, said,

“GreenDNA is SEC's new enablement approach in helping individuals through their organisations jointly mitigate climate change. As SEC's activities are UNEP as well as globally recognised, GreenDNA is the globally recognised accreditation for the organisations and individuals.

This marks the start of a new exciting chapter as SEC marks its 25th year in sustainable advocacy for climate action this Climate Action Week.

We hope that each of you can take every small step, come together and create a big impact for future generations to come. More importantly, the GreenDNA accreditation will provide recognition for individuals for their efforts and thus prepare and professionalise them for future green jobs as businesses transform during this crisis.”

GreenDNA is also aligned with the United Nations Sustainable Development Goals (UNSDG), which aims to advance a sustainable, inclusive and just society by 2030. GreenDNA achieves this by driving awareness of sustainability issues through Training & Education programmes that educate communities as well as organisations on sustainability issues.

It also empowers them to lead green lifestyles by reducing consumption of resources such as water and energy. Through the Singapore Green Label and Eco-Certifications, GreenDNA also sets sustainability standards for green consumerism, thus empowering employees to take actions by internalising mindsets to shift businesses and consumer actions towards a greener future.

As part of GreenDNA's launch, local residents will be able to discover their environmental sustainability profile from an online quiz hosted on the SEC GreenDNA microsite. GreenDNA provides a starting point for individuals to adopt a more sustainable and environmentally responsible lifestyle. This is in line with SEC's vision. Individuals and organisations will be able to tap on SEC's diverse range of programmes to find the appropriate point of entry that fits their profile.

The launch of GreenDNA is in support of Climate Action Week 2020, which is organised by the Ministry of Sustainability and the Environment (MSE). Climate Action Week aims to rally Singaporeans to take climate action through innovative ground-up initiatives and lifestyle adjustments.

Sustainability challenges are multi-faceted, requiring concerted, coordinated collaborations between a multitude of stakeholders. Guided by GreenDNA, SEC will build partnerships with the 3Ps (people, private, public) to achieve greater awareness on waste issues and arrive at decisive actions through campaigns and outreach activities. These efforts will help engage industry players as well as individuals on circular practices, to support SDGs as well as the greater sustainability concerns of our future.

Singapore has set out long term goals under the Singapore Climate Action Plan to mitigate as well as adapt to the challenges of climate change. GreenDNA hopes to bring Singapore closer to realising her climate change targets and obligations, as well as the 14 UN Sustainable Development Goals.

About Singapore Environment Council

Established in 1995, the Singapore Environment Council (SEC) enables businesses in their sustainability journeys through its globally recognised environmental certification programme under the Global Ecolabelling Network (GEN). In line with the national targets outlined in the SG Green Plan 2030, SEC focuses on raising public awareness on sustainability

issues and fosters capability and capacity building through Public Private People (3Ps) partnership. As a not-for-profit, non-governmental organisation (NGO), SEC is approved under the Institution of Public Character (IPC) which extends tax exemption to donors.

For details, please visit <https://www.sec.org.sg>

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