



## **Singapore Furniture Industries Council and Singapore Environment Council Collaborate to Raise Industry's Sustainability Standards**

- *SFIC and SEC signs MOU to further promote the awareness of environmental sustainability and encourage the adoption of green best practices among Singapore furniture companies*
- *Green initiatives and community outreach programme to over 100,000 people during SingaPlural*

**Singapore, 19 February 2013** – The Singapore Furniture Industries Council (SFIC) and Singapore Environment Council (SEC) signed a Memorandum of Understanding (MOU) today to heighten the awareness of environmental sustainability and encourage the adoption of green best practices.

The MOU outlines a three-year plan where SFIC and SEC will work together to improve furniture manufacturers' sustainability expertise through various programmes. This includes training seminars and conferences, as well as programmes to help companies undertake the SEC's Singapore Green Labelling Scheme (SGLS), a leading environmental standard and certification mark. The SGLS motivates and empowers manufacturers to adhere to international environmental best practices in their manufacturing process. The SGLS was successfully audited by the Global Ecolabelling Network (GEN) as meeting ISO 14024 and ISO Guide 65 standards for the GENICES accreditation in October 2011, thus providing manufacturers with opportunities for regional expansion through a global network of eco-labels.

To date, 11 SFIC members have attained green certifications awarded by both local and international bodies. The SFIC aims to double this number by 2014.

Mr Ernie Koh, President of SFIC says, "Our Singapore furniture companies are already well-recognised in the global market for their high quality and professional business management. This MOU will further enhance our standing and raise our competitiveness and reputation in the eco-friendly furniture market."

The MOU also calls on both organisations to jointly educate consumers on the value of environmentally sustainable products through community outreach programmes, beginning with the School Green Awards (SGA) showcase to be featured during **SingaPlural 2013**.

Currently in its 11<sup>th</sup> year of running, the SGA is a simple environmental audit programme that has seen the participation of 284 schools island-wide, ranging from primary schools to junior colleges and international schools. During the programme, students work in teams to gather data and conduct an audit on their school's environmental performance. Through such activity-based learning, students will increase their understanding of environmental and sustainability issues.

By featuring the works of schools that have participated in this programme on the SingaPlural platform, both SFIC and SEC aim to raise the level of awareness of issues such as waste minimisation, resource conservation and greening of the environment, using the schools to reach out to both industry and the public.

"This partnership is a strategic move in facilitating the Council's role in driving sustainable business and consumer practices. We hope to extend the outreach and awareness of the SGLS in the furniture sector by harnessing SFIC's network, thereby facilitating our pursuit of enhancing Singapore's position as a 'green dot' in the business world," said Mr Jose Raymond, Executive Director of the Singapore Environment Council.

The MOU underscores the growing importance of sustainable manufacturing and enhances SFIC's vision of developing a sustainable furniture industry.

Supported by International Enterprise Singapore and SPRING Singapore under the LEAD Programme, several furniture sustainability exhibits will take spotlight at the upcoming **SingaPlural 2013**. This week-long design celebration from 8-15 March will be held in the city streets of Singapore, in conjunction with the annual International Furniture Fair Singapore (IFFS).

For the list of sustainability-focused activities on showcase at SingaPlural 2013, please refer to **Annex A** or go to [www.SingaPlural.com](http://www.SingaPlural.com).

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**About Singapore Furniture Industries Council (SFIC)**

Singapore Furniture Industries Council was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95% of established furniture manufacturers in Singapore, of whom 65% have subsidiary manufacturing plants in the region including China, Indonesia, Malaysia, Myanmar, Thailand and Vietnam. Its primary role is to promote the interests of its members and the Singapore furniture industry. Many of its initiatives aim to facilitate members' exposure to the world market, develop local talent and encourage entrepreneurship.

Through SFIC Institute, its training and education arm, the SFIC offers development courses to ensure its graduates remain competitive and relevant to the latest industry developments. It also manages the International Furniture Centre and organises SingaPlural, the annual design week, held in conjunction with International Furniture Fair Singapore/ASEAN Furniture Show, The Décor Show and The Hospitality Show. To ensure the industry's growth and viability, SFIC continues to forge close partnerships with the government and trade-related agencies to harness technology, knowledge and information for effective strategic planning.

[www.singaporefurniture.com](http://www.singaporefurniture.com)

**About Singapore Environment Council (SEC)**

Established in 1995, the Singapore Environment Council (SEC) is an independently managed, non-government organisation that nurtures, facilitates and co-ordinates environmental causes in Singapore. SEC's work is founded on three pillars of action – Firstly, partnership with the people, private and public sectors of Singaporean society, to nurture a culture aligned with sustainable development concepts. Secondly, SEC rewards environmental excellence through awards schemes and product endorsement programmes, such as the Singapore Green Labelling Scheme. Thirdly, the SEC collaborates with partners to develop and implement training and learning programmes to build competencies in environmental sustainability within companies, thus keeping our business leaders ahead of the curve.

[www.sec.org.sg](http://www.sec.org.sg)

**List of sustainability-focused activities on showcase at SingaPlural 2013**

**About SingaPlural 2013 – Celebrating Design**

**SingaPlural** Celebrating  
Design 2013  
8·MAR — 15·MAR



*SingaPlural 2013 – Celebrating Design* returns for a 2<sup>nd</sup> edition to showcase the best design elements from the multi-faceted creative spectrum - Architecture, Urban Planning, Landscape Architecture, as well as Interior, Furniture, Graphic and Fashion Design. *SingaPlural 2013* is held in conjunction with International Furniture Fair Singapore 2013/30<sup>th</sup> ASEAN Furniture Show, The Décor Show 2013 and The Hospitality Show 2013.

Together with network partners of DesignS, this week-long design celebration features Singapore's very own home-grown talents across the creative industries. From Singapore Expo to the hustle of Orchard Road, local audiences and international visitors are in for a visual treat from 8 to 15 March 2013 with more than 220 installations and exclusively curated design spaces, symposiums, competitions and many other activities to engage and evoke their design senses.

For more information, please refer to [www.singaplural.com](http://www.singaplural.com); [www.facebook.com/SingaPlural](http://www.facebook.com/SingaPlural).

**Furniture Design Platform (FDP) & FutureCraft Showcase**

**9 – 12 March 2013**

**Singapore Expo, Hall 4**

Featuring prototypes launched by new and promising furniture designers in Singapore and the region, the FDP provides opportunities for design talents to kickstart their careers as potential manufacturers and companies from international markets cast their eyes on them at the International Furniture Fair Singapore.

13 designers and design studios from Singapore, Indonesia as well as Swedish design studio, FormUsWithLove, will also launch their creative works developed during their workshop in Solo City, Indonesia. Titled "FutureCraft", the workshop aimed to create new approaches towards modern-day design using traditional materials. This initiative by SFIC and Himpunan Desiner Mebel Indonesia (HDMI) aims to encourage designers to create new approaches towards modern-day design using traditional materials such as teak, bamboo, rattan, recycled wood and ceramic.

**Green Pavilion****9 – 12 March 2013****Singapore Expo, Hall 4**

Curated by UK material expert Chris Lefteri, the Green Pavilion houses a creative showcase of sustainable furniture designs by Singapore furniture companies and eco-material samples. It also functions as a hive of information introducing sustainable practices, material use and trends in the furniture industry and global environment sustainability through on-site workshops and networking opportunities to cross-share knowledge and experiences.

**Design Conversations****9 – 12 March 2013****\*SCAPE Warehouse**

Design Conversations is a series of sharing sessions based on the theme "Unity in Diversity" by accomplished industry professionals from Netherlands, Singapore and UK. They include Ineke Hans, Luke Hughes, Chris Lefteri, Voon Wong and others who will share their thoughts and ideas with students and design aficionados.

**Furniture Design Award (FDA) 2013 & 20<sup>th</sup> Anniversary Showcase****8 – 12 March 2013****\*SCAPE Warehouse**

The FDA is an annual competition that celebrates the best achievements in furniture design, in an industry that continues to innovate, surprise and defy boundaries in Singapore and around the world. This year's theme, "Co-exist", challenges designers to rethink their roles and contemplate issues that are affecting lives around the world today.

2013 also marks the 20th Anniversary of FDA. Highlights include works by previous FDA winners including Nathan Yong, Gabriel Tan, Wendy Chua of Singapore; as well as Apirat Boonruangthaworn from Thailand, Jarrod Lim from Australia and Kenneth Cobonpue from the Philippines.

**Design\*SCAPE****8 – 12 March 2013****\*SCAPE Warehouse**

Conceptualised to alter the conventional way of individual exhibition, Design\*SCAPE features a congregated platform for local talents to showcase their artworks. This offers visitors a unique opportunity to see a variety of international and local brands all showcasing in one location.

**DesignS PUSH Showcase****8 – 12 March 2013****\*SCAPE Warehouse**

PUSH Showcase will feature outstanding achievements by the eight network partners of DesignS, featuring works that helped position Singapore as a global centre for design solutions.

### **30 LifeStories – bench**

**8 – 15 March 2013**

#### **\*SCAPE, Park Mall, Dhoby Ghaut Green, Handy Road Open Space, URA Centre**

A nostalgic and meaningful exhibition that enables Singaporeans to remember the former National Stadium in a special way, bench began as a design competition that invited members of the public to recapture their memories of the old National Stadium through the design of an outdoor bench made from actual wooden planks salvaged from the stadium itself. A total of 30 creative outdoor installations by designers, artists and members of the public will reflect themes of stadium architecture, community, and social events.

### **Design Larger Than Life**

**8 – 15 March 2013**

#### **\*SCAPE Warehouse, Park Mall, Dhoby Ghaut Green, Handy Road Open Space**

10 oversized outdoor installations will invite visitors to immerse themselves into the works, and truly experience and appreciate the inherent beauty found in everyday objects. Designed to interact, these structural works of art prompt visitors to engage in playful action and emotive expression.

### **48 Hours Challenge**

**8 – 15 March 2013**

#### **Park Mall**

5 retailers will work with students from design institutions and participants will race against time to innovate, revamp and reinvent showrooms at Park Mall within 48 hours to create a sensorial buying experience. Visitors along the buzzing shopping belt can actively engage in the challenge by witnessing the transformation of the space from ground-up. The completed showcase will be displayed throughout SingaPlural.

### **Insights into Design**

**9 - 11 March 2013**

#### **\*SCAPE Warehouse**

Gain fresh perspectives into the working world of "Design", beyond the glamorous showcases and beautiful products. This is a rare public engagement where business and creative leaders from the design and creative industries will share with the audience their design breakthroughs, the need for entrepreneurship, working tips and more. Speakers include DDB Group Creative Director, Joji Jacob; Founder and Designer of Heads of State Millinery, Chee Sau Fen; leader in landscape design and President of Singapore Institute of Landscape Architects, Damian Tang; President of Design Business Chamber, Lawrence Chong; and, Chairman, SIA Young Architectural League Committee, Mark Wee.

### **Play Spots**

#### **By Singapore Institute of Landscape Architects**

**8 – 15 March 2013**

#### **Dhoby Ghaut Green**

Play Spots @ Dhoby Ghaut Green by Singapore Institute of Landscape Architects is an interactive urban installation that encourages play in unexpected places. Through various creative and strategic interventions on existing city spaces, these play spots aim to express

how landscape architects influence human behavior, flow patterns and space re-creation demonstrating their socially diverse and environmentally varied nature of work. Besides *Celebrating Design* under SingaPlural 2013, this non-profit public project also commemorates 50 years of greening Singapore in recognition of the profession's active contribution to society.

### **Art in the Park**

**By Singapore Institute of Planners**

**8 – 15 March 2013**

#### **Dhoby Ghaut Green**

Dhoby Ghaut Green transforms from a park into a captivating space for art – featuring visual art installations, music and literary performances, and more. Interweaving creative works into public spaces, our urban environment comes alive with human interaction.

### **School Green Awards Showcase**

**8 – 15 March 2013**

**Dhoby Ghaut Green, \*SCAPE Warehouse**

Currently in its 11<sup>th</sup> year of running, the School Green Awards is a simple environmental audit programme that has seen the participation of 284 schools island-wide, ranging from primary schools to junior colleges and international schools. During the programme, students work in teams to gather data and conduct an audit on their school's environmental performance. Through such activity-based learning, students will increase their understanding of environmental and sustainability issues.

SEC has outreached to several of our outstanding participants of the School Green Awards for participation, and we will be expecting 8 schools on board for SingaPlural. Their selected creative art pieces will be displayed from 8-12 March at Dhoby Ghaut and SCAPE. So far, these schools have expressed their intention to participate:

- Zhonghua Secondary School, which will showcase shoe racks transformed from industrial paper cores
- Dunman High School, which intends to showcase a furniture piece from students' 2011 GCE "A" Level Art
- Coral Secondary School is showcasing fashion costumes using reusable and recyclable materials. These were part of the school's 2012 Environmental Fashion Show winning costume collection.

Thereafter, SEC will have continued collaboration for each subsequent edition of SingaPlural in future.