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FOR IMMEDIATE RELEASE

**SMRT and SEC sign Memorandum of Understanding for *Project: Eco-Shop*, Singapore's First Comprehensive Eco-Certification Programme for Shop Owners**

SMRT Corporation Ltd (SMRT) and Singapore Environment Council (SEC) have signed a Memorandum of Understanding (MoU) to create Project: Eco-Shop, Singapore's first comprehensive Eco-Certification programme for shop owners.

Project: Eco-Shop is a certification programme aimed at guiding and encouraging shop owners to fit out their shops in an environmentally sustainable manner, as well as adopt eco-friendly habits in their daily operations. These include, for instance, turning off the electrical equipment when not in use, and using energy efficient lighting that will reduce both environmental and economic impact associated with excessive energy use. Shop owners who adhere to these guidelines will be able to benefit from the potential savings that may arise and at the same time, play their part to contribute to environmental sustainability.

Shop owners will be awarded the Eco-Shop Label upon successful completion of an audit that assesses the performance of their shops in the areas of Environmental Management & Awareness, Purchasing & Operations, Air Quality, Energy Conservation, Waste Management and Water Conservation.

SMRT and SEC will debut the programme with all 32 tenants at Woodlands Xchange, which is due to launch in the second half of 2013. SMRT and SEC will guide these tenants to qualify for Eco-Shop Label certification in time for the launch of Woodlands Xchange.

"SMRT's commitment to improving environmental consciousness dates back to the beginning of the company in 1987, and environmentally friendly practices are entrenched in our business operations today through the 'SMRT is Green' programme" said Desmond Kuek, President and CEO of SMRT Corporation Ltd. "Project: Eco-Shop is an extension of our commitment to environmental sustainability, and we are excited to take the lead in driving awareness among shop owners in Singapore. Our retail partners

will have the opportunity to be the first to be certified as we are starting with the tenants at the upcoming Woodlands Xchange.

Consumers who are environmentally conscious are also likely to make discerning shopping choices based on their eco-friendly predispositions. Shops that are certified with the Eco-Shop Label will appeal to such consumers, and thereby gain a competitive advantage.”

SEC Chairman, Ms Isabella Loh said: “This milestone partnership with SMRT Corporation Ltd marks the first of a nationwide network of shop owners’ conscious greening efforts. The birth of Project: Eco-Shop embodies the Council’s push to inculcate eco-friendly habits among shop owners. Our aim is to help shop owners start small, in light of their need to delicately juggle business and the bottom line.

With the greening of offices, food-courts and schools tucked firmly under the SEC’s belt through our Eco-programmes and the Singapore Green Labelling Scheme, we are raring to take up the mantle in inducing shop owners to change their habits thus passing on green benefits to the consumers.”

In the second phase of the programme following the opening of Woodlands Xchange, all shop owners in Singapore will be invited to be Eco-Shop Label certified, with a target of 600 shop owners certified in three years.

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## **ABOUT THE SINGAPORE ENVIRONMENT COUNCIL**

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. Visit our website at [www.sec.org.sg](http://www.sec.org.sg).

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## About SMRT Corporation Ltd

SMRT Corporation Ltd (SMRT) is Singapore's premier multi-modal public transport operator. SMRT serves millions of passengers daily by offering a safe, reliable and comprehensive transport network that consists of an extensive MRT and light rail system which connects seamlessly with its island-wide bus and taxi operations. SMRT also markets and leases the commercial and media spaces within its transport network, and offers engineering consultancy and project management as well as operations and maintenance services, locally and internationally.

SMRT's commitment to environmentally sustainable practices was formalised in 2008 with the launch of a company-wide 'SMRT is Green' programme. This programme directs our approach to environmental conservation and seeks to promote green practices among its business partners, customers and staff in the areas of energy, air, waste, water management and green resources. For our eco efforts, we have been recognised by, and received the Land Transport Excellence Award for Most Eco-Friendly Transport Partner and Most Creative Campaign (Land Transport), The Metro Award for Most Energy Efficient Metro, and made it to the FTSE4Good Index in 2010. We were also honoured with the President's Award for the Environment in 2011, the highest environmental accolade in Singapore.

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