



FOR IMMEDIATE RELEASE

SEC targets SMEs for Singapore Environmental Achievement Awards 2013

SEC revises criteria for Services and Manufacturing categories as well as eligibility for Regional and Public Sector categories

Singapore, 20 February 2013 – The Singapore Environment Council (SEC) today opened applications for the Singapore Environmental Achievement Awards 2013. Into its 16th year, the SEC is opening up the awards by encouraging more small and medium enterprises (SMEs) to apply, particularly for the Manufacturing and Services categories via a two-pronged approach of revising the awards criteria and ramping up its marketing outreach to SMEs.

“SMEs account for 99% of enterprises in Singapore and over 50 per cent of Singapore’s national GDP¹. Simply put, the combined potential for SMEs to make a weighty impact in the domain of environmental excellence is huge,” said Mr Jose Raymond, Executive Director of the SEC.

This year’s awards criteria will see the assignment of varied weightages to the application questions for SMEs, vis-à-vis large organisations and MNCs for both the Manufacturing and Services categories. The definition of SMEs will be based on annual sales turnover, or employment size based on the guidelines by Spring Singapore².

“We appreciate that SMEs may have different strengths as compared to larger organisations – such as greater flexibility due to their small size which fosters innovation. Hence, they should be evaluated independently from larger organisations. Now in its 16th year, we hope to harness the SEAA as a platform to influence organisations by honouring them for exemplary efforts at achieving environmental excellence regardless of how large or small the organisation is,” added Mr Raymond.

Of the 5 SMEs that participated last year, 3 achieved stellar performance and were recognised in the Singapore Environmental Achievement Award (Regional), Singapore Environmental Achievement Award (Services) and SEC-Senoko Energy Green Innovation

¹ Refer to <http://www.spring.gov.sg/aboutus/pi/pages/performance-indicators.aspx>

² Refer to Spring Singapore, Performance Indicators:

<http://www.spring.gov.sg/aboutus/pi/pages/performance-indicators.aspx>

categories. These are PT Beton Elemenindo Putra, Sea Hounds and Hydroemission Corporation respectively.

“The reputational gain that a company receives is enormous, and it immediately pushes you into the league of the 'big boys',” said Mr Paolo Nalin, Founder of Hydroemission Corporation which specialises in developing biodegradable controlled release technology for environmental applications, such as pest control.

“To participate in the SEAA is by itself an opportunity to push the company's learning curve. In the weeks leading to the event you are pushed to discuss and rethink your business plan; to focus on what you are doing well; and to improve what is below par. Moreover, the SEAA allow you to share your vision with executives of different backgrounds and industries and to check the health and sustainability of your business proposition,” added Mr Nalin.

Eligibility for the Regional category has been revised to allow Singapore-based companies with overseas operations to apply in 2013, thereby providing an avenue to gain recognition in the region. Similarly, eligibility for the Public Sector category has been revised to allow any non-profit organisations (NPOs) - including inter-governmental organisations (IGOs) and non-governmental organisations (NGOs) – to apply. Previously, the criteria for the Public Sector category only allowed applications from any ministries, statutory boards, organs of state, other organisations and public services listed in the Singapore Government Directory³.

“We have been made aware of several NPOs, IGOs and NGOs which are exemplary in their role as Stewards of the Environment, and we would like to reach out to them and recognise them for their efforts,” explained Mr Raymond.

The award categories for SEAA 2013 are:

- Singapore Environmental Achievement Award (Manufacturing)
- Singapore Environmental Achievement Award (Services)
- Singapore Environmental Achievement Award (Public Sector)
- Singapore Environmental Achievement Award (Regional)
- SEC - Senoko Energy Green Innovation Award
- CDL Outstanding Singapore Environmental Achievement Award

The SEC has also launched a paperless online application portal (www.seaa.sg), and is planning to aggressively reach out to over 10 associations across various industries to leverage their networks in garnering applications. This will be done through electronic direct mailers that allow organisations to nominate peers deemed worthy of recognition for exemplary environmental performance.

³ Refer to <http://www.sgdi.gov.sg/>

The SEC has also brought on two representatives among last year's winners as members of the SEAA 2013 Steering Committee. These are Ms Ruth Yeoh, Executive Director and Head, Sustainability Division of YTL Corporation and Mdm Sung Mee Har, Principal of Woodgrove Secondary School. Last year, YTL Corporation Bhd clinched the Singapore Environmental Achievement Award (Regional), while Woodgrove Secondary School clinched both the Singapore Environmental Achievement Award (Public Sector) and CDL Outstanding Environmental Achievement Award.

As part of the Steering Committee (*please see Annex for full list of Steering Committee members and TWG members*), Ms Yeoh and Mdm Sung will be involved in selecting the final winners based on recommendations put forth by the SEAA's Technical Work Group Committee, which comprises professionals and leaders within the sustainability sector of Singapore and the region.

Ms Yeoh said: "We are humbled that YTL is the first regional organisation to be recognised with the Singapore Environmental Achievement Award 2012. It has encouraged us to continue striving in our sustainability efforts to do more and share our best practices with others to inspire a collective, positive change. We are all Stewards of this Good Earth and I am honoured to serve on the SEC Steering Committee to acknowledge and guide organisations, as well as individuals, in their goal to create a better environment for future generations."

The SEAA was launched in 1997 by Mr Yeo Cheow Tong, Singapore's former Minister for the Environment and aims to inspire Singapore-based and regional organisations to become more committed to environmental and social responsibilities. The SEAA motivates the industry to incorporate environmental sustainability into everyday business-as-usual activities on a holistic level, taking into consideration factors such as systems and management, performance, innovation and leadership.

SEAA 2013 will be graced by Dr Vivian Balakrishnan, Minister for the Environment and Water Resources and the awards ceremony will be held on 22 August 2013 at the Conrad Centennial Singapore.

The deadline for applications is 19 April 2013. Interested parties should visit www.seaa.sg for more information on eligibility, application guidelines, award categories, and to submit applications.

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

NOTES TO THE EDITOR



ABOUT THE SINGAPORE ENVIRONMENTAL ACHIEVEMENT AWARDS

The SEAA was launched in 1997 by Mr Yeo Cheow Tong, Singapore's former Minister for the Environment. The award, presented by the Singapore Environment Council, is to inspire Singapore-based organisations to become more committed to environmental and social responsibilities. It is the only local award that addresses overall environmental initiatives and awareness within an organisation. The criteria for the Singapore Environmental Achievement Awards focuses on assessing the leadership displayed by the company, the real environmental improvement made as well as the ability of an organisation to establish procedures, train staff and innovate in order to achieve breakthroughs in environmental performance. For more information, please click on the following link www.sec.org.sg/seaa.



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.

[@SECSingapore](https://twitter.com/SECSingapore)

www.facebook.com/SingaporeEnvironmentCouncil

For more information about the Singapore Environmental Achievement Awards, please contact:

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References

1. Spring Singapore, Performance Indicators:
 - <http://www.spring.gov.sg/aboutus/pi/pages/performance-indicators.aspx>
2. Singapore Government Directory:
 - <http://www.sgdi.gov.sg/>

Annex

Role of Steering Committee

- To provide leadership and direction for SEAA 2013 and its expansion to cross regional borders with the SEAA (Regional) award category
- To evaluate and select the winners for all categories, based on the recommendations put forth by the Technical Work Group

Members of SEAA 2013 Steering Committee

Chairman		
Mr George Huang	President	Singapore Manufacturers' Federation
Members		
Ms Isabella Loh	Chairman	Singapore Environment Council
Mr George Madhavan	Director, 3PN	PUB
Mr Jose Raymond	Executive Director	Singapore Environment Council
Ms Ruth Yeoh	Executive Director	YTL (Singapore)
Mr Eu Pui Sun	Managing Director	Senoko Energy Supply Pte Ltd
Mr Tay Kok Chin	Head, Corporate Citizenship	IBM (Singapore)
Mdm Sung Mee Har	Principal	Woodgrove Secondary School
Mr Eugene Tay	Director	Green Future Solutions

Role of Technical Work Group Committee

- Comprising professionals and leaders within the sustainability sector of Singapore and the region, the committee's role is to assess SEAA applicants for all award categories.
- To provide recommendations of the SEAA shortlisted nominees to the Steering Committee.

Members of SEAA 2013 Technical Work Group

Mr K. Sadashiv	Partner	Ernst and Young LLP
Mr Chee Wee Tan	Supervisor	Ernst and Young LLP
Ms Neerada Poduval	Environmental Engineer	Singapore Environment Council
Ms Bhavna Narayanan	Projects Executive	Singapore Environment Council
Mr Darrell Farley	Principal Consultant	Envirosolutions and Consultants
Mr Louis Wong	Senior Consultant	E2C Consulting
Mr Chris Tobias	Assistant Director (Knowledge & Resource Centre)	National Environment Agency
Ms Farizan d'Avezac de Moran	Senior Partner	Green A Consultants