

ENHANCED GREEN LABEL FOR PULP AND PAPER PRODUCTS EMPOWERS CONSUMERS

*Criteria will require companies to adopt sustainable business practices
and effective fire control measures*

Singapore, December 15, 2016: A revamped certification and labelling scheme will empower consumers to take a stand in support of the environment and against practices that cause the haze.

An initiative of Singapore Environment Council (SEC), the enhanced Singapore Green Labelling Scheme (SGLS) for pulp and paper products will commence in January 2017 and will have more rigorous criteria benchmarked against environmental practices used in the EU, Australia, New Zealand and Japan.

The assessment criteria have been enhanced to include the way companies prevent the outbreak of fire on their plantations as well as how they manage their environmentally sensitive peatlands.

Companies will be given time to strengthen their business practices to ensure they comply with the enhanced SGLS certification criteria. This means they have to put in place environmentally friendly and sustainable business practices including effective measures for fire control. Details of the certification will be announced at the launch in January 2017.

To help companies understand the enhanced SGLS criteria, the SEC will conduct a workshop for paper manufacturing companies on January 10, 2017. Companies wishing to take part in the workshop can register their interest via email at greenlabel@sec.org.sg.

Ms Isabella Loh, Chairman of the SEC said: "With more stringent measures including both fire management as well as peat management, the enhanced SGLS will provide consumers with a more reliable green label when choosing environmentally sustainable paper products."

“The effects of the haze each year can be felt right across Singapore and the region - from the impact it has on our respiratory health through to the millions of dollars it costs our economy. The enhanced eco-label for paper products gives consumers the ability to register their opposition to environmentally unfriendly practices that cause the haze.”

“Importantly, the enhanced green label will help profile responsible businesses that are doing the right thing. SEC is encouraging all paper product companies to apply for this enhanced labelling scheme,” Ms Loh said.

Mr Seah Seng Choon, Executive Director of CASE said: “Consumers have a vital role to play in changing the business practices that contribute to the haze. If everyone in Singapore purchased products produced in a sustainable manner, it will send a clear signal to paper companies across the region.”

“The enhanced SGLS is a means of mobilising consumer power to encourage more environmentally sustainable manufacturing,” Mr Seah said.

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ABOUT THE SINGAPORE ENVIRONMENT COUNCIL

Established in 1995, the Singapore Environment Council (SEC) is an independently managed, non-profit and non-government organisation (NGO). We influence thinking on sustainability issues and coordinate environmental efforts in Singapore.

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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