

SEC LAUNCHES ASIA'S FIRST DIGITAL GREEN MAP TO HELP EVERYONE ENJOY A GREEN LIFESTYLE

Smartphone app details Singapore's amazing environmental assets and how to experience them

Singapore, December 12, 2017: Want to buy eco-friendly products, or find the nearest site where you can recycle or sell old items? What about discovering green activities organised by non-governmental organisations?

These are just some of the things you can do using Singapore's first digital Green Map – a platform that allows you to connect with Singapore's unique environment in ways that are fun, educational and sustainable.

Launched today by the Singapore Environment Council (SEC), the SEC Green Map is a downloadable application for smartphones that brings together information on Singapore's many green assets and how they can be accessed and enjoyed. Through its existing initiatives, SEC has reached out to close to 850,000 people in Singapore. With the SEC Green Map platform, the Council hopes to engage more than 3.5 million people.

The Android application is available for download on the Google Play store and will soon be available on the Apple App store before Christmas this year.

The SEC Green Map was launched by Mr Masagos Zulkifli, Minister for the Environment and Water Resources at the inaugural SEC Eco-Certifications Appreciation Lunch 2017.

SEC produced the first Green Map of Singapore in 2000, the first of its kind in Southeast Asia and only the second in Asia. The Council has decided to leap forward by developing an interactive, digital version of the Green Map.

Ms Isabella Loh, Chairman of SEC said the SEC Green Map is a platform to enable and assist people to

embrace a green lifestyle. The app will be launched in phases, with more developments to come as SEC gathers feedback from the people, private and public (3P) sectors to improve the app and allow for ground up initiatives.

“A growing number of Singaporeans want to behave more sustainably and reduce the waste and carbon footprint generated by their activities. The SEC Green Map is like a “Green Go Where” platform – it gives users easily accessible information on ways to reduce the environmental impact of their actions. For example, it shows where they can access recycling services, as well as the locations of eco-friendly shops and restaurants. Through the SEC Green Map, users can also take part in activities that enable sustainable action or simply enjoy Singapore’s parks and nature reserves.”

“The SEC Green Map is an example of how Singapore is moving towards its goal of becoming a Smart Nation and its drive towards Green 4.0 transformation. It brings information of the green lifestyle to the community by harnessing the power of networks, data and technology.”

“We would like to encourage the public to give the SEC Green Map a try and contribute their feedback, which would go towards building a better platform for all things green,” Ms Loh said.

Examples of how you can use the Green Map as part on a green lifestyle include:

- Plan your next meal out at an eco-friendly restaurant or cafe;
- Locate the nearest collection points where you can donate second-hand items or exchange recyclable items for cash;
- Discover Singapore’s natural heritage and be fascinated by its rich biodiversity amidst the densely packed metropolis

The SEC Green Map will introduce new features progressively over the next 12 months. At a later stage, users will be able to use the SEC Green Map to calculate their own carbon footprint and be rewarded for choosing to reduce their carbon consumption through a series of activities.

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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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新加坡环境理事会简介

新加坡环境理事会（SEC），成立于 1995 年，是非政府组织（NGO），也是非盈利机构。我们致力于推广新加坡可持续发展项目同时协调环境改善事务。

我们是一个获得认可的慈善机构，捐赠者可享受税务优惠。通过举办一系列整体项目如新加坡环境成就奖 (Singapore Environmental Achievement Awards)、亚洲环境新闻奖 (Asian Environmental Journalism Awards)、SEC-星和校园绿化奖 (SEC-StarHub School Green Awards)、新加坡绿色标签计划 (Singapore Green Labelling Scheme)、绿化办公室计划 (Project: Eco-Office)、绿化商店计划 (Project: Eco-Shop) 和绿化餐饮计划 (Project: Eco-F&B)，新加坡环境理事会持续在社会各个领域发挥作用。

通过志愿环保战士 (Earth Helpers) 项目新加坡环境理事会组织了一支队伍协助和改善环境。我们的培训与教学部门旨在提高人民、政府部门及社会各领域的环保意识，知识与技能，并提供相关教材。多年以来，新加坡环境理事会一直支持并引导着新加坡的环保运动，通过与企业、政府机构和其他非政府组织建立密切的合作关系以更积极的行动达成改善环境的远景，这对于我们项目的可持续发展是至关重要的。



ABOUT GREEN MAP

Green Map® System promotes inclusive participation in sustainable community development worldwide, using mapmaking as its medium.

The system supports locally-led Green Map projects as they create perspective-changing community 'portraits' which act as comprehensive inventories for decision-making and as practical guides for residents and tourists. Mapmaking teams pair adaptable tools and universal iconography with local knowledge and leadership as they chart green living, ecological, social and cultural resources.

Over 550 unique, vibrant Green Maps have published to date, and another 450 are interactive Open Green Maps. Both the mapmaking process and the resulting Green Maps have tangible effects that:

- Strengthen local-global sustainability networks
- Expand the demand for healthier, greener choices
- Help successful initiatives spread to even more communities

Green Map System has been developed collaboratively since 1995, and the movement has spread to over 950 cities, towns and villages in 65 countries.