

## FIRST PULP AND PAPER PRODUCTS CERTIFIED UNDER SEC'S ENHANCED GREEN LABELLING SCHEME

*Consumers encouraged to buy sustainable products which display the SEC Green Label*

**Singapore, December 12, 2017:** The Singapore Environment Council (SEC) today announced that 12 pulp and paper products<sup>1</sup> have been certified under its enhanced Singapore Green Labelling Scheme (SGLS).

Announced in January this year, the enhanced SGLS for pulp and paper products requires applicants to meet some of the world's toughest environmental standards, including zero-burning on plantations and the ability to quickly detect and suppress fires when they do occur.

For a product to receive certification the applicant must provide detailed information about its entire supply chain – from the sourcing and manufacturing right through to the distribution and sale of their pulp and paper products.

Each certified product was subjected to an objective evaluation including ground audits and reference checks on the company's forestry practices. The certified products will be subjected to annual as well as periodic ground surveillance audits to ensure compliance.

The certified products can now display the enhanced Singapore Green Label logo on their packaging, confirming they have been sustainably produced.

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<sup>1</sup> The SGLS only certifies products. The SGLS does not certify the companies who own the products.

Ms Isabella Loh, Chairman of SEC said that buying pulp and paper products with the enhanced SGLS logo is a way for consumers to take their personal most effective action on climate change.

“The SEC Green Label is a trusted symbol of good environmental practice. When a consumer buys a product with the SEC Green Label, they are rewarding companies which are doing the right thing and manufacturing sustainably.”

“Companies that do not follow sustainable practices can cause environmentally damaging deforestation and the discharge of hazardous chemicals into the water systems.”

“SEC will work in close partnership with manufacturers, distributors, retailers and other marketing platforms including online distribution, to help reach as many consumers as possible,” Ms Loh said.

The first 12 products to receive certification under the enhanced SGLS are all produced by consumer goods company Kimberly-Clark who produces brands like Kleenex®, Scott®, WypAll\* range of products.



Mr Zech Chan, Chairman of the Green Label Steering Committee at SEC said, “We are pleased to support companies like Kimberly-Clark Corporation, which have made additional commitments to ensure zero-burning on plantations and that fires are prevented and

effectively suppressed. We look forward to more companies coming forward to commit their resources to bring about cleaner air and adopt environmentally-friendly production practices.”

It is with great pride that Kimberly-Clark is the first company in Singapore to receive the new Enhanced Green Label certificate (for Pulp & Paper products). The process to achieve the label was a long and thorough one, but I’d say the hard work paid off in the end,” said Anuj Sinha, Cluster General Manager – Kimberly-Clark Professional, Asia Pacific. He added that, “this milestone is very much aligned with our own sustainability journey as part of our commitment to lead the world in essentials for a better life.”

Besides Kimberly-Clark Corporation, 12 other companies have applied to have their products certified under the enhanced SGLS. Companies’ products are sourced or manufactured in areas such as South Korea, Chile, Malaysia, China, Thailand, Indonesia, Canada, and countries in the Eurozone, the Nordic and Eastern Europe. All the applications are currently being evaluated.

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



### **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, SEC-StarHub School Green Awards, Singapore Green Labelling Scheme, Project: Eco-Office, Project: Eco-Shop and Project: Eco-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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 [SingaporeEnvironmentCouncil](https://www.facebook.com/SingaporeEnvironmentCouncil)

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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，捐赠者可享有税务优惠。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。

## Appendix 1

### THE ENHANCED SINGAPORE GREEN LABELLING SCHEME CRITERIA

Key features of the enhanced SGLS criteria include:

- **Full disclosure of supply chain** - the entire supply chain of a manufacturer will now be assessed and audited. This includes forests and plantations, pulp and paper mills, converting plants as well as distributors and retail companies.
- **Fibre source** - all fibre is required to be sourced from legal sources and the use of wood and fibre from protected or high conservation value areas is banned. The use of recycled fibre is required to be maximised.
- **Zero-Burning Policy** - the company, owner or concessionaire in charge of the plantation is required to have a zero-burning policy.
- **Fire Management** - companies are now required to undertake a comprehensive range of fire prevention and preparation activities so they can quickly detect and suppress fires before they get out of control. This includes the identification and mapping of fire risks, a fire prevention budget, engaging the community to promote alternatives to fire as a land preparation tool, daily hotspot monitoring, and putting in place firefighting training and equipment.
- **Peatland Management** - proper peatland management is crucial to the prevention of haze. Peatland is a naturally water-saturated landscape and an efficient carbon sink. Uncontrolled draining of peat to plant pulpwood timber makes it susceptible to fire and releases the stored carbon. Companies are now required to protect the biodiversity of peatlands through proper assessment and water management.
- **Annual Audits** - SEC will undertake annual surveillance audits of companies awarded the enhanced SGLS certification to ensure the criteria is continually met.