

## Media Release

### Singapore Environment Council Starts the New Year with GreenDNA Certification Launch and Award to Recognise First Movers of Carbon Emission Reduction

**Singapore, 13 January 2021--** The Singapore Environment Council (SEC) honoured 12 organisations with the GreenDNA certification as champions of environmental stewardship in Singapore. These exemplary organisations were awarded the GreenDNA certificate by Guest-of-Honour, Ms. Grace Fu, Minister for Sustainability and the Environment of Singapore. Held earlier today, the **GreenDNA Certification Launch cum Award Presentation Ceremony** marks what could be the start of a new wave of companies and businesses seeking to be future ready to take advantage of an emerging Green economy.

Holders of the GreenDNA certification attained an added edge as they transform their business and organisational practices, mind sets and actions tuned to a sustainability agenda that is fast gaining ascendancy in the post-Covid 19 pandemic recovery.

SEC's GreenDNA is a system that helps businesses and organisations optimise their resources, lower carbon emissions and attain climate action achievements by encoding green practices into the DNA of the organisation and its employees.

The GreenDNA is built on the back of SEC's Eco Certification and Green Label programmes that lay down clear goals and measurable targets using metrics tracking energy/ carbon reduction, water efficiency, waste management, amongst other things.

In addition, other requirements including fulfillment of designated training programmes, showing improvements in resource consumption that lead to positive outcomes and meeting clearly set indicators are necessary.

The list of these first-mover organisations receiving the GreenDNA certification comprises a wide spread of businesses from banking, business services, consumer, construction, F&B, hospitality, property and transport. They include local companies, SMEs and international businesses. (Please refer to the appendix for a complete listing),

**Ms Isabella Huang-Loh, Chairman, Singapore Environment Council**, said, "I am heartened to see so many companies today, from local to global and SMEs from various sectors coming forward to take this bold but necessary step. Collectively, the 12 companies have committed to reduce their current baseline of 0.138 million tonnes CO<sub>2</sub>e by 10%. This is a great start to a collective effort.

I believe this is only the start of a new wave as more organisations and businesses begin to accept the reality that the sustainability agenda is critical to their success. GreenDNA is one of the newest enablers that would help to achieve the 36% carbon intensity reduction target by 2030.

**Ms Jen Teo, Executive Director, Singapore Environment Council**, said "With SEC's GreenDNA in support, we look forward to helping all stakeholders turn the tide on carbon emission. In the process, new technologies and innovations will be introduced and adopted to help accelerate de-carbonization and hopefully we will get to see some companies arrive at carbon negative."

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**Notes to Editor:****List of *GreenDNA* Certificate Recipients**

<b>No.</b>	<b>Name of Company</b>
1.	SBS Transit Ltd
2.	Grand Hyatt Singapore
3.	Procter & Gamble (Singapore) Pte Ltd
4.	Arcadis Singapore Pte Ltd
5.	Office Planner P/L
6.	DBS Bank Ltd
7.	Frasers Property Aquamarine Trustee Pte Ltd
8.	DTC World Corporation
9.	ComfortDelGro Corporation Limited
10.	Frog'ys Pte Ltd (French Café Name: Merci Marcel)
11.	City Developments Limited (CDL)
12.	Jim & Hall's Pte Ltd

**List of *Eco Office+* Certificate Recipients**

<b>No.</b>	<b>Name of Company</b>
1.	Attorney-General's Chambers
2.	Tampines Town Council

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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-governmental organisation (NGO). As Singapore's first United Nations Environment Programme (UNEP)-accredited environmental NGO, we influence the thinking of sustainability issues and coordinate environmental efforts within the nation.

As an approved charity which offers tax exemption to donors, SEC continuously engages all sectors of the community through a range of holistic programmes: such as the Singapore Environmental Achievement Awards and the School Green Awards, Singapore Green Labelling Scheme, Eco-Office, Eco-Shop and Eco-F&B. In addition, we have built a pool of committed volunteers under our Earth Helpers programme. Through Training and Education, we provide people in both public and private sectors with the opportunity to develop and harness the awareness, knowledge, skills and tools necessary to protect our environment for a more sustainable future.

Strong partnerships with corporations, government agencies and other NGOs are deeply valued by us - as these partnerships are vital to sustain our programmes for positive change. Over the years, the SEC has strengthened and directed the environmental movement in Singapore.

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