

[For immediate release]

Media Release



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News Editor

REUSE BEFORE RECYCLING: SHARE-YOUR-BOOK @ SOUTH WEST

- **New initiative Share-Your-Book @ South West encourages residents to share books on Sharetings App and donate books to Community Library @ RCs and reading corners located in South West District.**
- **Seeding ideas to fight climate change**

Clean Up South West! (全面环保在西南) took place on Sunday, 16 January 2022 at Hillview Community Club where Guest-of-honour, Mr Gan Kim Yong, Minister for Trade and Industry and Adviser to Chua Chu Kang GRC GROs launched the Share-Your-Book @ South West initiative (西南书籍分享计划). The event combined both physical and virtual elements, to provide in-person experience and real time interaction with the event broadcasted live on the South West CDC Facebook Page and Zoom.

2 Singapore being a tropical and low-lying island, is subjected to climate changes over the years. As part of the efforts to curb climate change, there has been constant effort to mitigate carbon emissions¹. In the South West district, the CDC

¹ [Climate Change \(mse.gov.sg\)](https://mse.gov.sg)

works closely with partners to realise the goals in the Sustainable South West masterplan, which complements the Singapore Green Plan 2030 to build a sustainable future.

Partnership with ALBA

3 South West CDC is partnering ALBA E-Waste Smart Recycling Pte Ltd, the E-waste Producer Responsibility Scheme Operator appointed by the National Environment Agency, to collect regulated consumer e-waste across Singapore for proper treatment and recycling. Residents will be able to earn CO2 points on the ALBA STEP UP sustainability mobile app while exchanging their recyclables for groceries during the recycling drive. CO2 Points accumulated can be exchanged for rewards such as e-vouchers for eco-friendly products. Through the digitalisation of recycling, residents will earn rewards and learn more about proper recycling simultaneously. Apart from the collection points, QR codes will be displayed at the community libraries for the community to scan and receive points, which can be exchanged for rewards.

Social Innovations Come to Fruition

4 Under its Sustainable South West Masterplan, the South West CDC has been supporting ground up organisations and partners to develop green initiatives into functional social innovation. One of such initiatives is Sharetings, a project supported by South West CDC's Eco Fund Plus in 2019. Sharetings aims to encourage residents to donate their pre-loved books to over 14 Community Library @ RCs and reading corners located in the South West District. Residents will be able to use Sharetings, a sharing platform App to donate books. Mr Jonathan How, founder of Sharetings, is one of the many passionate youths who has put his ideas into action and develop an innovative solution to minimise wastage and encourage the reuse culture.

5 Two other youths Mr Bernie Ang and Ms Amanda Tay also tapped on the Zero Waste Testbed funding initiative to create furniture using eco-friendly material Jesmonite' that are mixed with recyclable wastes like plastic waste. They have started selling coasters made with Jesmonite online and will be sharing their journey at the event.

6 Minister Gan said, "Climate change is a global challenge, with its impact felt around the world. We have to push ahead with our relentless efforts to advance Singapore's national agenda on sustainable development and maintain our green city and liveable home. The Clean Up South West! encourages every one of us to do their part for the environment. Promoting sustainability is a long-term commitment that requires all of us from the people, private and public sector to work together to strengthen Singapore's resilience to climate change."

7 Mayor of South West District, Ms Low Yen Ling said, "We hope the Share-Your-Book @ South West initiative will give residents a chance to share their pre-loved books and keep them in use for longer, and reduce the amount of waste produced. If more things can be reused even before recycling, the levels of waste will come down. Having little book-sharing communities across our district will contribute to a growing culture of sharing and reusing that supports our South West district's goal to be a Zero Waste community."

8 Mr Fons Krist, General Manager of ALBA E-Waste Smart Recycling Pte Ltd said, "ALBA is excited to work with South West CDC to promote conscious consumption and proper recycling. Through the Clean Up South West event, we hope that more would join us in the sustainability journey physically and digitally. Beyond the event, we hope to continue working with South West CDC towards a Zero Waste Nation and community."

9 As an ongoing effort of Clean Up South West! 2022, South West CDC will continue to partner grassroots organisations, community and corporate partners, and schools to organise recycling points throughout the year. Over 50 collection points

have been set up within the South West District across two weekends from 8 to 16 January 2022, as residents begin their spring cleaning ahead of the festive season. Collectables for recycling may include pre-loved clothes, paper, cartons, newspaper, e-waste and story books.

10 There was a series of virtual workshops and environmental talks by our partners after the launch ceremony from 1pm to 4pm. The virtual workshops aim to educate residents and encourage them to go green and lead sustainable lifestyles. Some topics for the workshop include:

- a. The Beauty of Ugly Food – Food Sustainability Talk
- b. Grow Your Own Vegetables with Hydroponics (Workshop)
- c. Turn Your Fruit Peels to Multi-Purpose Cleaner (Workshop)

11 Mr Jonathan How, Founder of Sharetings said, “In this year's Clean Up South West! 2022 event, Sharetings have partnered with South West CDC to roll out a series of community libraries where residents can donate and take books from the sharing shelves. For the past two years, Sharetings have been an online initiative where sharing takes place through the means of the internet, it is the first time where we are bringing it into an offline experience, and I believe that this is a meaningful initiative as residents get to see and touch these books in the community library. The goal is really to increase public awareness and to provide them with an avenue to share their pre-loved items. Using books or a community library is a good starting point to cultivate the habit of sharing among the community.”

12 Ms Amanda Tay and Mr Bernie Ang, Co-Founders of Brambe said, “Brambe is happy to design the plaques for Sustainable South West Awards 2021. These plaques incorporated wastes, albeit recyclable, with eco-friendly “Jesmonite” as a medium. Through this, the materials can and will be recycled and reused, resulting in a zero-waste process. We aim to redefine the future of user-centric products and furniture by maximising waste incorporation and reducing both non-recyclable wastes and contaminated recyclable wastes that are incinerated. We would love to be an integral part of South West CDC and craft many more sustainable products

that are both eco-friendly and elevate the surroundings of our heartlands with a meaningful story and message to share with all.”

13 Sustainable South West Awards 2021, recognises schools, community and corporate organisations for their contributions and efforts towards environmental and social sustainability in 2021. The CDC received a total of 37 nominations for the three categories, a 48% increase as compared to 2020. The awardees will receive the awards at the physical event. Please refer to Annex A for the list of awardees.

14 Clean Up South West! is an annual environment flagship event in South West District to foster the habit of recycling in the residents and rally the community to build a sustainable environment. The programme comprises two components: (a) District-wide recycling drive to provide a platform for residents to donate recyclables (b) an event to raise awareness and educate residents on environmental efforts and sustainability in the District. The initiative is in its 17th run this year.



The launch of Share-Your-Book @ South West initiative at Hillview Community Club. (L-R: Mr Tiew Chew Meng, BBM, Chairman, South West CDC Environment Functional Committee, Mayor Low Yen Ling, Minister Gan Kim Yong, Mr Jakob

Lambsdorff, CEO, ALBA W&H Smart City Pte Ltd, Mr Jonathan How, Founder, Sharetings)



Minister Gan Kim Yong and Mayor Low Yen Ling with Mr Jonathan How, Founder of Sharetings. Sharetings app allows residents to donate and take books from any of the 14 Community Library @ RCs and reading corners in the South West District.

15 Photos for the **Clean Up South West! 2022** may be downloaded from the following [link](#). For more information, please contact our Media Liaison Officers below.

Programme Flow

Time	Programme
9.45 am	Introduction and welcome by emcee
9.50 am	Welcome Address by Mayor
9.55 am	Sharing of E-Waste Recycling – What happens to your E-Waste after you recycle?
10.05 am	Q&A on E-waste Recycling by ALBA's Ambassador
10.10 am	Live E-Waste themed game/quiz with prizes

10.15 am	Launch of Share-Your-Book @ South West initiative
10.25 am	Speech by GOH
10.30 am	Presentation of the Clean and Green Singapore Awards and Sustainable South West Awards
10.40 am	Emcee to share about the upcoming workshops/talks in the afternoon
10.45 am	End of programme
Workshops and Talk	
1.00 pm	The Beauty of Ugly Food – Food Sustainability Talk
2.00 pm	Grow Your Own Vegetables with Hydroponics (Workshop)
3.00 pm	Turn Your Fruit Peels to Multi-Purpose Cleaner (Workshop)

Translated Terms

English	Chinese
Clean Up South West!	全面环保在西南
Share-Your-Book @ South West	西南书籍分享计划
Reuse before Recycling	回收前再利用
Brambe Co-founders: Ms Amanda Tay Mr Bernie Ang	郑卉婷 洪大胜
Sharetings App Developer: Mr Jonathan How	侯均耀

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About the South West Community Development Council (CDC)

The South West Community Development Council (CDC) was formed on 24 November 2001, with the mission to Assist the Needy, Bond the People and Connect the Community.

Through local help programmes, the South West CDC provides assistance to help the less fortunate in our community. The South West CDC also organises projects and programmes to promote community bonding and social cohesion. The South West CDC adopts the "Many Helping Hands" approach to encourage community ownership among residents, community partners and corporations to realise its vision of "Owning Your Community".

Ms Low Yen Ling was appointed the Mayor of South West District on 27 May 2014. Ms Low is also the Minister of State, Ministry of Culture, Community and Youth (MCCY) & Ministry of Trade and Industry (MTI) & Adviser to Chua Chu Kang GRC.

For more information, please visit: www.cdc.gov.sg/southwest

About Sharetings

Founded in 2018, Sharetings is a sharing platform that makes giving and receiving of pre-loved items easy and free. It helps to reduce waste and saves the environment.

Integrating environmental sustainability with social causes, Sharetings aims to drive a sharing economy and the habit of re-use/re-purposing through the giving/donation of pre-loved items to the community. In Sharetings, we believe that small actions can lead to big change. All of us can build a more sustainable future where resources are shared and not thrown away.

As a successful applicant of the South West CDC's Eco Fund, Mr Jonathan How, 26, managed to scale up our initiative from a Telegram Channel to a mobile application which is downloadable for both Apple Store and Android Play. By doing so, Sharetings managed to incorporate elements of gamification to encourage users to share more.

For more information, please visit: Website: www.sharetings.com or the Facebook/Instagram: Sharetings

About Brambe

Founded in June 2021 by Mr Bernie Ang, 26, and Ms Amanda Tay, 23, who both have a keen interest in sustainability and design, Brambe aims to upcycle wastes into user-centric furniture through a cradle-to-cradle production process. Brambe recollects end-of-life homeware and reuses them as input for future production. Brambe thus aims to reduce locally incinerated wastes as well as spread awareness of the large amounts of products we consume and wastes we produce throughout our lifetime.

Brambe humbly began by crafting small-scale homewares, such as coasters and trays while incorporating wastes. With the support of SWCDC, Brambe has since expanded to designing and handcrafting larger scale furniture, such as tables, through the Zero Waste Testbed Initiative. Moving forward, Brambe aims to redefine the future of homewares that are eco-friendly while at the same time elevating our heartlands with a meaningful message to be shared with all.

Social Media Platforms

Instagram: <https://www.instagram.com/brambe.sg/>

TikTok: <https://www.tiktok.com/@brambe.sg>

Website: <https://brambe.com/>

Sustainable South West Awards 2021 Awardees**Annex A**

Category	Winner
Community	Nanyang Youth Network (YN)
Corporate	Shell
School	Dazhong Primary School Bukit View Primary School [Commitment Award]

Clean and Green Singapore Awards (by NEA)

Category	Winner
CGS Awardee (Best Constituency) (District)	Hong Kah North Division
CGS Awardee (Most Improved Constituency) (District)	West Coast Division