

[For Immediate Release]

Media Release



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News Editor

SUSTAINABLE SYNERGY: CLEAN UP @ SOUTH WEST 2024 UNITES PARTNERS TO CULTIVATE ECO-CONSCIOUSNESS IN THE COMMUNITY AND SCHOOLS

- **Annual recycling drive serves as a platform for residents to understand more about eco-friendly habits and sustainable living.**
- **New activity booklets to inspire and enhance awareness of sustainable practices in schools by encouraging learning through play.**

Clean Up @ South West 2024 has brought together corporates, schools and residents in a collective effort to realise the shared vision of a Sustainable South West. This year's event highlights the South West Community Development Council (CDC)'s commitment to build a more sustainable community through partnerships with schools, corporations and other community partners. Residents learnt more about sustainable living through interactive booths set up by partners.

2 To further instil eco-consciousness among students and to start green education from young, the CDC partnered Life3 Biotech Pte Ltd in rolling out a set of activity booklets to engage students. The booklets were unveiled by Mr Gan Kim Yong, Minister for Trade and Industry and Ms Low Yen Ling, Mayor of South West District on 28 January 2024.

3 Specially curated for primary and secondary school students, the activity booklets are part of GROW @ South West (**GR**een **ON** Wednesday), a programme that aims to nurture our youth to become stewards of the environment and develop their understanding and care for food security, health and sustainability.

4 Studies have shown that hands-on learning experiences are pivotal in delivering effective sustainability education.¹ With fun and engaging exercises that encourage learning through play, the activity booklets will allow students to gain a deeper understanding of how their lifestyle choices can make an impact on the environment. Students can also translate this knowledge into action, by opting for Peasy Balls² – plant-based balls, which are integrated into the schools’ canteen menus for a 4-week period.

5 As part of GROW @ South West, Life3 Biotech will also be working with ITE College West to craft innovative recipes using the Peasy Balls. The innovative dishes will be on showcase at the event for participants to taste. Participants will also be able to learn more about Peasy Balls and how they can incorporate sustainable eating into their daily lives. In addition, the South West CDC has been actively promoting sustainability education to schools through the Green Schools @ South West programme since it was launched in 2007. In 2023, the programme has reached out to more than 40,000 youth from 42 schools. Please refer to **Annex A** for the full list of activity booths at the event.

6 Mayor Low Yen Ling says, “We aim to cultivate green habits and eco-values among the students of South West district through the GROW @ South West programme. Last year, we reached out to some 40,000 youth from 42 schools. As the children and youth make sustainable practices their way of life, we will be able to speed up our green transformation and better protect our environment. Our long-standing Clean Up @ South West effort is an annual effort that has collected over 1,000 tonnes of recyclables since 2006. This is equivalent to saving more than 18,000 trees. Every

¹ <https://www.weforum.org/agenda/2023/10/why-corporations-governments-ngos-and-educators-must-all-help-deliver-sustainability-education/>

² Peasy is a locally produced versatile plant protein ready-mix that can be conveniently incorporated into formats like patties, sausage fillings and balls to complement a wide range of culinary preparation methods. It is 100% clean label and free from preservatives, colouring and flavouring additives.

action or contribution, no matter how big or small, is valuable and adds up to create a better world.”

7 Mr Ricky Lin, CEO and Founder of Life3 Biotech, says, “GROW @ South West creates teachable moments and encourages students to be more proactive in making informed meal decisions. Youths today are the leaders of tomorrow, hence by instilling eco-consciousness at a young age, our aim is for this practice to become a lasting habit in adulthood, inspiring meaningful change and cultivating responsible consumers to lead a healthier and sustainable lifestyle while contributing to a more food resilient Singapore.”

8 Close to 1,100 tonnes of recyclables has been collected since 2006, which is equivalent to saving more than 18,300 trees. As part of Clean Up @ South West 2024, a total of 76 recycling points were set up across the district for residents to bring down their recyclables.

9 Details of the event are as follows:

Event	: Clean Up @ South West 2024
Date	: 28 January 2024
Time	: 2.00 pm to 5.00 pm (Media is invited at 1.30 pm)
Venue	: Westgate The Courtyard (outside Samsung), Level 1 3 Gateway Drive Singapore 608532
Guest of Honour	: Mr Gan Kim Yong Minister for Trade and Industry
Host	: Ms Low Yen Ling Mayor of South West District

10 Clean Up @ South West is an annual recycling programme organised by the South West Community Development Council (CDC), supported by Grassroots Organisations (GROs) in the district, corporate partners and schools. The programme has been organised in the South West District since 2006 and supports the

Sustainable South West (SSW) masterplan⁴ 'Our Zero Waste Journey' pillar to reduce waste as a community and increase residents' awareness of the importance of the 3Rs (Reduce, Reuse, Recycle), as well as 'Our Active, Gracious People' pillar to celebrate and showcase the efforts of like-minded stakeholders, promote environmental ownership and a caring and sharing community.

11 Photos for **Clean Up @ South West 2024** may be downloaded from the following [link](#). For more information, please contact our Media Liaison Officers below.



Minister Gan Kim Yong and Mayor Low Yen Ling launched a set of activity booklets as part of GROW @ South West, to engage students and cultivate sustainable habits from young. They are accompanied by Mr Ricky Lin, CEO of Life3 Biotech Pte Ltd and Mr Tiew Chew Meng, BBM and Chairman of South West CDC's Environment Committee.



Residents participated in interactive sustainability activities at the event.



Residents were able to bring down their recyclables to recycle, in exchange for groceries.



Winners of the Sustainable South West (SSW) Awards 2023, received their awards from Minister Gan Kim Yong and Mayor Low Yen Ling.

(Photo credits: South West Community Development Council)

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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.

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.southwest.cdc.gov.sg.

Programme

Time	Administrative Programme
11.00 am	Start of Event and Booth Activities for Residents
1.55 pm	Arrival of Host Ms Low Yen Ling Mayor of South West District
2.00 pm	Arrival of Guest of Honour (GOH) Minister Gan Kim Yong Minister for Trade and Industry and Adviser to Chua Chu Kang GROs
2.05 pm	Sharing by Boon Lay Secondary School on Sustainability Initiatives
2.15 pm	Welcome Address by Mayor
2.20 pm	Speech by GOH
2.25 pm	Commencement of Launch Event: Launch of Activity Booklets for GROW @ South West
2.30 pm	Presentation of Sustainable South West Awards 2023
2.35 pm	Tour of Booths
3.00 pm	End of GOH programme <i>*Media doorstep to be arranged, subject to media request.</i>
5.00 pm	End of Event

Annex A – Activity Booths

Activities will be happening throughout the entire duration of the event, from 11am to 5pm.

S/N	Booth	Details
1	Boon Lay Secondary School	Students will explain the Lego Topography that depicts green spaces.
2	Green Sproutz Singapore	Participants can craft their own coin pouch using repurposed beverage cartons.
3	Life3 Biotech Pte Ltd	An array of innovative dishes made from Peasy balls will be on display for attendees to taste.
4	National Environment Agency	Interactive game booths.
5	National University of Singapore	Informative booth on Zero Waste Journey.
6	Plastify	Participants can create a personalised recycled coaster using plastic waste.
7	Razer Inc.	An informational booth set up by Razer Inc to showcase their company's sustainability initiatives.
8	Swedish Chamber of Commerce & Cosy Gardeners from Bukit Batok Zone 2 RN	A showcase of sustainable features within Green Innovation Centre @ Bukit Batok Zone 2 Residential Network.