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# Media Release



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12 January 2018

News Editor

## WASTE IS SERIOUS BUSINESS IN SOUTH WEST

- **Pilot of e-waste recycling programme for schools and the community, with funds raised from recyclables going to charity**
- **200 corporate, community and student volunteers to guide and educate residents on proper recycling**

You might recycle, but do you know how to recycle the correct way? Despite the 3Rs (Reduce, Reuse, Recycle) being a familiar term among Singaporeans, only about 61% of Singapore's waste is recycled every year, with only one-fifth of household domestic waste being recycled.<sup>1</sup> Efforts to recycle are also often hampered by contamination from food waste and other non-recyclable waste thrown into the recycling bin.

2 To raise greater awareness of recycling among South West residents, the South West Community Development Council (CDC) will be stepping up engagement efforts, with the help of volunteers, at this year's Clean Up South West!, the district's annual trash-for-groceries recycling drive. In addition, the South West CDC, together with HP and National Environment Agency (South West Regional Office) [NEA (SWRO)], will be piloting a new e-waste recycling outreach initiative, the HP Make IT Green Campaign.

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<sup>1</sup> <http://www.nea.gov.sg/energy-waste/waste-management/waste-statistics-and-overall-recycling>

3 This year, a total of 39 recycling points will be set up across the district, where residents can bring their recyclables, such as clothes and newspapers, in exchange for groceries. These collection points span community centres, Residents' Committee (RC) centres and Neighbourhood Committees for residents' ease of access, as well as office premises of participating corporate partners for their staff to deposit recyclables.

4 Student, grassroots and corporate volunteers will also be stationed at selected recycling points to guide and educate residents on recycling the correct way. They will share with residents tips on how to prepare their recyclables to maximise recyclability, such as ensuring their recyclables are clean and free from food waste, and to segregate their recyclables into plastic, paper and glass. Some 200 volunteers from Green Schools @ South West and corporate partners such as SembCorp and HP, as well as grassroots volunteers, will be involved in educating and engaging the residents. At Sunshine RC, there will also be hands-on craft activities for families and young children to create items from recyclables.

5 17-year-old Lee You De will be at Sunshine RC with his friends and schoolmates this Sunday to engage residents on recycling. Modest about his green efforts, You De, who studies at ITE College West, says that he tries to do his part for the environment on a daily basis, through simple acts such as switching off appliances when not in use and conserving water. In addition, he gives away old clothes and books that are in good condition to his relatives and neighbours instead of throwing them away. "I'm excited to be part of Clean Up South West! this Sunday and share more about how to recycle the proper way. It's a meaningful initiative to encourage more people to chip in to save the environment, and I even rallied my friends to not only recycle their items but also volunteer for this as well. I'm happy to do my part for the environment!" You De shared.

## **Pilot of e-waste recycling component**

6 E-waste is also on the rise and set to stay with digitisation. Singapore's Internet penetration rate is as high as 81.2%<sup>2</sup> and 9 out of 10 Singaporeans have access to a smartphone<sup>3</sup>. Singapore is churning out about 60 million kg of e-waste annually<sup>4</sup>, which if not recycled properly, can lead to harmful environmental pollution. A new addition to this year's Clean Up South West!, the pilot HP Make IT Green Campaign will reach out to schoolchildren and residents in the community to educate and empower residents and students to recycle their e-waste, as well as give back to the local community. All funds from the campaign will be donated in full to The Straits Times School Pocket Money Fund.

7 Other than going into schools to collect e-waste, the initiative encourages residents to drop off their e-waste at any of the Clean Up South West! recycling points spread across the South West District. The initiative will run until the end of 2018 and aims to collect 10,000 used PCs, laptops and monitors over the next 12 months. This is equivalent to 50,000 kg of e-waste.

8 This follows REcycling Nation's Electronic Waste @ South West (RENEW @ South West), which promotes e-waste recycling in the community. The South West CDC teamed up with StarHub, DHL and TES-AMM to set up RENEW bins at close to 80 locations in the district to collect e-waste from residents. There will also be RENEW bins at a portion of this year's Clean Up South West! recycling points.

9 "E-waste has increased with the spread of electronic devices. The need to educate and encourage users to recycle e-waste has become more pressing. Improper disposal of electronic items pollutes the environment and

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<sup>2</sup> <https://www.statista.com/statistics/281668/internet-penetration-in-southeast-asian-countries/>

<sup>3</sup> <http://www.todayonline.com/singapore/smartphone-penetration-singapore-highest-globally-survey>

<sup>4</sup> <http://www.straitstimes.com/singapore/environment/nea-studying-regulated-way-to-manage-e-waste>

harms our health. We hope to build on the healthy rate of recycling we have seen in the South West over the years, and ramp up our drive to recycle e-waste. We are expanding our partnership with HP Inc. to enable residents to recycle bigger electronic goods such as laptops and monitors. The exercise also turns their trash to cash for the underprivileged by donating funds raised from refurbished laptops to needy children,” said Mayor Low.

10 “HP is committed to drive sustainability in all aspects of our business. The launch of one of Singapore’s largest e-waste recycling efforts to date is our commitment to building community awareness and creating a circular economy that supports a good cause,” said Mr Lionel Chng, Managing Director of HP Singapore.

11 Organised by the South West CDC and NEA (SWRO), **Clean Up South West!** is supported by Grassroots Organisations (GROs) in the district to rally residents to recycle and offset their carbon emissions. This is the 13<sup>th</sup> year that the programme is being organised, with a total of 39 collection points set up district-wide for comprehensive community outreach.

12 Details of the event are as follows:

Event : **Clean Up South West! 2018**  
Date : Sunday, 14 January 2018  
Time : 9.00 am – 10.00 am (**Media is invited at 8.45 am**)  
Venue : Bukit Gombak Sunshine RC  
Void Deck of Blk 526 Bukit Batok Street 51  
Singapore 650526  
Guest of : Ms Low Yen Ling  
Honour Mayor of South West District

13 We would like to invite your reporter and photographer/TV crew to **Clean Up South West! 2018**. Interviews can be arranged upon request. Please contact our media liaison officer for queries. We look forward to receiving you and your crew/photographer.

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## **Media Liaison Officers**

Ms Leong Pei Xin  
Manager (Corporate Management & Communications)  
South West Community Development Council  
DID: 6551 9290  
Mobile: 9231 4085  
Email: Leong\_Peixin@pa.gov.sg

Ms Michelle Lim  
Assistant Manager (Projects Management & Development)  
South West Community Development Council  
DID: 6551 9937  
HP: 9228 5660  
Email: Michelle\_Lim\_from.TP@pa.gov.sg

## **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".

## PROGRAMME

Time	Programme
9.00 am	Arrival of Mayor Low Yen Ling
9.05 am	<p>Tour of Clean Up South West! 2018 @ Bukit Gombak Sunshine RC</p> <ul style="list-style-type: none"> <li>a) <i>Bukit Gombak Sunshine RC's recycling corner where residents are encouraged to recycle;</i></li> <li>b) <i>Sharing by youth volunteers on the types of recyclables and proper avenues of disposal;</i></li> <li>c) <i>Sharing on the e-waste recycling process by Mr Lionel Chng, MD (HP Singapore); and</i></li> <li>d) <i>Sustainable art and craft activities for families and residents.</i></li> </ul> <p><b><i>*Media interview will be arranged upon request.</i></b></p>
9.40 am	Reception
10.00 am	Departure of Mayor Low
10.00 am - 12.00 pm	Collection of recyclables at collection points offsite