

[Embargoed till Sunday, 13 January 2019, 9.20 am]

Media Release



11 January 2019

News Editor

SOUTH WEST TAKES E-WASTE SERIOUSLY

- **Launch of Recycle Our E-waste @ South West to drive up e-waste recycling in the district**
- **South West tackles e-waste through Education to Empower and create a positive Effect in the community**
- **Pilot e-waste-for-good recycling programme with new corporate partner PC Dreams, to power ground-up environmental initiatives**

Electronic waste, or e-waste, is in the spotlight, with 60,000 tonnes generated annually in Singapore. Despite the high amount produced, only 6% of e-waste is recycled¹. More needs to be done to move the needle. In line with Singapore's movement towards reducing e-waste, where e-waste management will be mandated by 2021, and as part of the South West District's zero waste movement, the South West District is launching a district-wide e-waste recycling programme, **Recycle Our E-waste @ South West**.

2 Recycle Our E-waste @ South West will be the South West Community Development Council (CDC)'s umbrella programme to ramp up e-waste recycling. The programme will be launched at **Clean Up South West! 2019** at Bukit Gombak Sunshine RC on Sunday, 13 January 2019, supported by

¹ <https://www.mewr.gov.sg/news/speech-by-mr-masagos-zulkifli--minister-for-the-environment-and-water-resources-at-the-renew-mou-signing-cum-launch-event-on-5-june-2018>

corporate partner PC Dreams, HP Inc, ITE College West, and schools and Grassroots Organisations in the district.

3 Recycle Our E-waste @ South West focuses on three (3) areas:

(i) **Educate:** Promoting greater community awareness of the harmful effects of e-waste, how e-waste is recycled, and the types of e-waste that can be recycled through educational collaterals and roadshows. More than 10 community roadshows will be rolled out this year with a targeted outreach of 6,000 residents;

(ii) **Empower:** Spurring the community to reduce, repair and recycle their e-waste, and working with partners such as PC Dreams to provide platforms for residents to do so; and

(iii) **Effect:** Encouraging the community to give back through e-waste recycling. Funds raised from refurbished e-waste will be channelled towards the South West ECo Fund Plus, a grant by the South West CDC that supports ground-up environmental initiatives. The ECo Fund provides funding support for projects and initiatives spearheaded by predominantly youth in the community, and encourages youth to take the lead in greening the community.

Educate: Recycling and Upcycling

4 Residents will not only be able to exchange their recyclables for groceries and electronics vouchers, they will also be able to pick up upcycling tips and demos. To show that recyclables are not waste and can be given a new lease of life, students from ITE College West will demonstrate how to upcycle plastic bottles into PET LED bottles, and students from Juying Primary School will conduct a workshop where residents can try their hand at upcycling Tetra Paks into coin pouches and wallets. There will also be hands-on craft activities for families and young children to create items from recyclables.

5 12-year-old Rameshraj Puvirasi, a Primary Six student at Juying Primary School, will be at Bukit Gombak Sunshine RC to share about Tetra Pak upcycling with residents. A Green Ambassador in her school, she says, "I am passionate about nature and want to play a part to save the world. Tetra

Paks can be reused into wallets and other items; we do not need to waste money to buy new things. By teaching people how to upcycle, I am helping to spread the word to do good for the environment. I think it will be fun, and I think the residents will be happy to learn.”

Empower: New Record, New Partners

6 Organised by the South West CDC and the National Environment Agency (South West Regional Office) [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 14th year that the programme is being organised, and this year sees a record peak of 47 collection points. With more collection points, residents will have better access to participate in this district-wide recycling drive. 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. Clean Up South West! 2019 will also welcome five new corporate partners on board: Sumitomo Chemical Asia, Sony Electronics Asia Pacific Pte Ltd, Tasek Jurong Limited, SembWaste Pte Ltd and PC Dreams.

Effect: Powering a Sustainable District through E-waste Recycling

7 At Clean Up South West! 2019, which is the district’s annual trash-for-groceries recycling drive, residents can bring down their e-waste, such as tablets, mobile phones and laptops, to identified collection points across the district, in addition to paper and clothes. In exchange for the e-waste collected, the residents will receive Challenger vouchers (\$50 in value) as an incentive to encourage e-waste recycling habits.

8 This is part of a new pilot programme with PC Dreams, Challenger Singapore and Cimelia, known as Recycle for Good: E-waste @ South West, with a social component where people can give back to the community through recycling their e-waste. Six (6) dedicated e-waste collection points will be set

up, and the electronic waste collected during the two (2)-week Clean Up South West! will be refurbished and funds raised from it will be funnelled to the South West ECo Fund Plus.

9 The South West District is headed towards zero waste with its Zero Waste Campaign, and Recycle Our E-waste @ South West follows Foodprints @ South West², which encourages residents to reduce food waste, as well as 'Cool South West! Towards Zero Waste'³, which encourages residents to cut back on the use of disposables including takeaway containers.

10 Mayor of South West District Ms Low Yen Ling says, "We are continuing to invest our efforts to make e-waste recycling a priority and way of life for South West residents. Through education, our residents are becoming more aware of how their actions impact the world in which we live in. We hope that this exercise will help them develop the green habit of recycling e-waste and give them a chance to do good at the same time. Their actions will create a positive multiplier effect on our community and the environment."

11 Details of the event are as follows:

Event : **Clean Up South West! 2019**
Date : Sunday, 13 January 2019
Time : 8.00 am – 11.00 am (**Media is invited at 8.15 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

12 We would like to invite your reporter and photographer/TV crew to **Clean Up South West! 2019**. Interviews can be arranged upon request. Please

² 'Foodprints @ South West' was launched at South West Clean and Green Singapore Carnival on 12 November 2018.

³ 'Cool South West! Towards Zero Waste' was launched at South West Clean and Green Singapore Carnival on 17 November 2018.

contact our media liaison officer for queries. We look forward to receiving you and your crew/photographer.

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 Veldas Lim
Assistant Manager (Projects Management & Development)
South West Community Development Council
DID: 6551 9277
HP: 9297 0837
Email: Veldas_Lim@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
8.00 am	Collection of recyclables at Bukit Gombak Sunshine RC commences
8.30 am	Arrival of Mayor Low Yen Ling
8.35 am	<p>Tour of Clean Up South West! 2019 @ Bukit Gombak Sunshine RC</p> <ul style="list-style-type: none"> a) <i>South West CDC's Recycle Our E-waste @ South West booth, with games for residents</i> b) <i>E-waste Recycling Booth by PC Dreams which will showcase a dismantled working MacBook and collect e-waste in exchange for vouchers;</i> c) <i>Bukit Gombak Sunshine RC's recycling corner where residents are encouraged to recycle;</i> d) <i>HP Make I.T. Green Booth;</i> e) <i>Upcycling of PET Bottles by ITE College West;</i> f) <i>Tetra Pak Recycling by Juying Primary School;</i> g) <i>Sustainable art and craft activities for families and residents; and</i> h) <i>Cool South West Exhibit and Games by NEA (SWRO)</i> <p><i>*Media interview will be arranged upon request.</i></p>
9.25 am	Departure of Mayor Low
9.25 am - 11.00 am	Collection of recyclables at collection points continues offsite