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GOVT URGES DEEPER COMMITMENT TO SUSTAINABLE DEVELOPMENT

New benchmark label to promote green business

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SINGAPORE – In line with promoting sustainability in businesses here, the Singapore Business Federation (SBF) has come up with a new benchmark label to recognise and encourage companies that incorporate such practices as part of their culture and strategy.

Coined the Singapore Sustainability Label, the new benchmark provides an additional platform for organisations to measure their business practices on sustainability, said the SBF yesterday as it launched the label at its annual Singapore Sustainability Awards (SSA).

The label will also benefit companies looking to venture into international markets with strict regulatory standards, as it will enable the businesses to differentiate themselves and stand out in the region, said Min-



LOCAL ECO-FRIENDLY COMPANY WITH AN INTERNATIONAL AUDIENCE

It was the first attempt by this landscape building, construction and environmental engineering company to contest the award. Call it beginner's luck, but this green company won the top honour — the best accreditation possible — at the Singapore Sustainability Awards, held by the Singapore Business Federation (SBF) last night.

"We are proud to have won the award, this is a validation of our efforts to being a green company," said Mr Alan Lee, executive chairman of Elmich Pte Ltd. The company was the sole recipient of the top honour title under the Green Technology Awards Small & Medium Enterprise category.

"Elmich presented a well-

thought-out sustainability plan and stood out with their exceptional business strategy implementation. They also demonstrated a strong commitment to sustainable business practices through their value proposition, with sustainability incorporated across four areas — people, processes, products and planet," said SBF.

Elmich develops products from recycled materials. Founded in 1985, the company is headquartered in Singapore but has branches in Australia, Germany, Malaysia, Switzerland, the United States and a partner network covering six continents in more than 27 countries.

"We are a Singapore company with an international presence,"

said Mr Lee. "Using Singapore as the base, we wanted to produce goods that are exportable and have a global demand ... Hence the need for our goods to be top quality and environmentally friendly," he said.

The company is not resting on their laurels and have bigger dreams to be even more eco-friendly. Elmich ships goods to customers in their respective countries, but is also considering moving operations closer to them, Mr Lee said.

"We are looking to bring our goods closer to customers located in the European Union and the US. This will be more economical and also help reduce our carbon footprint made by exporting of goods to overseas," he said. **ANGELA TENG**

ister for the Environment and Water Resources Masagos Zulkifli, who was guest of honour of the event,

At the event, Minister Masagos also touched on the Sustainable Development Programme (SDP) under the Singapore Cooperation Programme, an initiative announced by the then Minister for the Environment and Water Resources, Vivian Balakrishnan, at the United Nations 2030 Agenda summit last month.

The SDP, which will serve to offer leadership training and work with UN bodies on development plans and provide solutions for the developing world, needs participation from all stakeholders, said Minister Masagos.

"These programmes require deeper commitment and partnerships with all stakeholders — government, international organisations, international financial institutions, the private sector and civil society. We look forward to guiding Singapore's development following the 2030 Agenda with our fellow nations.

"Today, with rapid urbanisation and globalisation worldwide, it is important for the Singapore business community to leverage available platforms for green growth opportunities ... Through the concerted efforts of our community, there is much potential for Singapore to become a leading hub for sustainable ... practices and innovative green business solutions."

At the SBF SSA awards ceremony, 10 private and public sector organisations were recognised for their commitment to sustainable business practices. The winners were lauded for their pro-environment operations and performance management systems, corporate social responsibility, innovation and green technology implementation. The SBF represents 21,500 companies, as well as some local and foreign business chambers.