



## **Launch of Singapore Environment Council - World Environment Environmental Photography Competition 2002**

April 30, 2002

To create greater awareness of environmental issues, the Singapore Environment Council (SEC) along with World Environment (WE) magazine, will organise the island's second international environmental photography competition. This meaningful project is supported by Singapore Tourism Board, City Developments Limited and ABB.

Titled "Ecotourism in Asia", the competition will revolve around the central theme of ecotourism<sup>1</sup>. This theme was chosen to coincide with the United Nations' (UN) awareness campaign for year 2002 - 'International Year of Ecotourism'.

Through this competition, SEC aims to reinforce the UN's efforts in urging the international community to actively review and discuss ecotourism experiences, in order to maximise the economic, environmental and social benefits of ecotourism.

Commenting on the competition is Mr Howard Shaw, Senior Manager, SEC: "Just as the rest of the world is undergoing rapid changes of globalisation and economic landscape, Singapore is also experiencing the same. We have to prudently balance our natural and cultural heritage amidst the growing demands of urbanisation to avoid turning into a concrete jungle."

Supporting the event is the Singapore Tourism Board (STB), who apart from developing Singapore into a premier tourist destination, also recognises the environmental and economic imperatives in embracing the benefits of ecotourism.

"This competition is an excellent platform for Singapore to showcase and raise the awareness of her nature-based assets such as Sungei Buloh and Pulau Ubin. The Bukit Timah Nature Reserve is also one of only two rainforests in the world within city boundaries. Visitors to Singapore will be pleasantly surprised by our myriad of flora and fauna species here," says Mrs Pamela Lee, Senior Director of Special Projects & STB Consultancy.

Commenting on the company's continued support of this project, Mr Kwek Leng Joo, Managing Director of CDL said, "As a developer and hotel operator we see preserving the environment and promoting sustainable tourism as a social responsibility and absolute necessity. This photo competition is an effective way to promote the appreciation of the beauty of nature and underline the delicate balance existing between man and environment."

The closing date for entry submissions is 30 September 2002. The award presentation ceremony for winning entries will take place in November 2002, and top entries will be exhibited at the STB premises from 5th to 8th November 2002, and at roaming exhibitions at Republic Plaza as well as Lot 1.

<sup>1</sup> The International Ecotourism Society defines ecotourism to be an act of 'responsible travel to natural areas that conserves the environment and sustains the well-being of local people.'