

Press Release

20 April 2012

EARTH DAY ECO-ADVENTURE – 380 YOUTHS MEASURE THEIR CARBON SHOE SIZES AT THE THIRD CDL E-GENERATION CHALLENGE



Through the CDL E-Generation Challenge, CDL advocates the importance of the “E” for “Eco” element to encourage the youths to make more sustainable daily choices as they live, work and play. Pictured above (left to right): (1) The champion team show off the end result of their ‘upcycling’ challenge – an eco-bag; (2) Participant on a Trikke; (3) 380 Eco-Challengers at City Square Mall.

Held in conjunction with Earth Day (a global environmental initiative marked for this Sunday, 22 April), 380 youths between the ages of 17 and 25 embarked on an “Amazing Race”-style eco-adventure to uncover their earth impact and discover ways to mitigate their ecological footprints, in line with this year’s theme on Carbon Footprint – “What’s your carbon shoe size?”.

The Challenge took the participants to locales including Bishan - Ang Mo Kio Park, Singapore’s first Zero Energy Building at BCA Academy, Bollywood Veggies, MacRitchie Reservoir and Singapore’s First Eco-mall, City Square Mall, where they faced various green challenges which focused on six sustainability topics, namely Energy, Water, Shelter (Buildings), Biodiversity, Waste and Food. These issues are the building blocks of a sustainable lifestyle that will contribute towards mitigating the impact of climate change.

To reduce carbon footprint via transportation, all travel was on foot or public transportation. Participants also had the opportunity to try out greener modes of transportation including the Trikke (a human powered 3-wheel carving vehicle that utilises conservation of angular momentum to allow a rider to propel forward) and the R2X Eco-Rider.

The national competition is City Developments Limited (CDL)’s annual green rally, which aims to provide youths a fun platform to heighten environmental awareness and to cultivate “Eco-Change Agents”. Since the inaugural Challenge in 2010, the number of participants has increased by over 45%.

The Challenge has also been successful in reaching out to both greenies and non-greenies alike, with over 85% of the participants taking part for the first time. One of the first-time participants includes Melody Wong, a real estate undergraduate at the National University of Singapore (NUS). “The CDL E-Generation Challenge was fun! I’ve learnt that simple acts can make a real difference – something as easy as recycling an aluminium can instead of discarding it counts. For the same amount of energy to produce a new can from aluminium ore, you can produce 20 cans using recycled aluminium cans. To reduce my carbon footprint, I have been recycling my used drink cans since and encouraging my family and friends to do the same,” she said. Her team, ‘Success – SDE is the Best’, was one of the two teams from NUS’ School of Design and Environment, whose scores contributed towards their School’s pole position for the Institution Challenge prize, which includes a \$1,000 cash donation to the school.

The CDL E-Generation Challenge, which was held earlier this month, is amongst the various initiatives by CDL to promote eco-consciousness within the community. Other eco programmes held in celebration of Earth Day include support a sportswear recycling initiative at City Square Mall this weekend.

Please refer to Annex 1 for the CDL E-Generation Challenge 2012 highlights.

For more details about the Challenge, go to www.cdl.com.sg/egeneration2012 or www.facebook.com/CDLEGenerationChallenge.

The CDL E-Generation Challenge 2012 is supported by National Environment Agency and is a part of Clean and Green Singapore and Building and Construction Authority (BCA). Other event partners include Singapore Motor Sports Association, Environmental Challenge Organisation (Singapore), City Square Mall, Star Horizon Learning as well as My 3 Wheels and Emarco Enterprise.

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ANNEX 1

EVENT HIGHLIGHTS

Photo	Description
<p>1</p> 	<p>38 teams took off from City Square Mall on Saturday, 7 April 2012 for an exciting eco-adventure held in celebration of Earth Day.</p> 
<p>2</p> 	<p>Participants in the “Water & Biodiversity” sub-teams found out more about Singapore’s water sustainability at MacRitchie Reservoir.</p> 
<p>3</p> 	<p>Participants in the “Food & Waste” sub-teams travelled to the scenic Kranji Countryside where they learnt more about how to reduce their earth impact by adopting more sustainable consumption habits at Bollywood Veggies.</p> 

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Participants had the opportunity to zip around on alternative personal green transporters such as the R2X Eco-Rider (left) and Trikke (below).



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Participants visited Singapore's first Zero Energy Building at BCA Academy.



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Back at City Square Mall, the participants regrouped for a final team challenge that put tested their creativity in an 'upcycling' task. Each team had to create an 'eco-bag' using reusable materials picked up in their morning's journey.



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Beyond an eco-learning experience, participants also learnt the value of team work as they collaborated to create music during the Tubeedoo session.



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The Green Champs! Team '10 Years Bro' won \$2,000 cash.

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First runner up team – Team 'Tan Ku Ku' from Ngee Ann Polytechnic won \$1,500 cash.

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Second runner up team – 'Team Phong Khrai' received a cash prize of \$1,000.

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The Institution Challenge prize of a \$1,000 cash donation was awarded to the National University of Singapore (School of Design and Environment), which was represented by 2 teams.

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