

For Immediate Release



Search Begins For Asia's Best Environmental Story and Journalist

Former Minister Mah Bow Tan and GreenKampong founder Nadya Hutagalung among list of judges of inaugural Asian Environmental Journalism Awards

Singapore, 16 January 2012 – The Singapore Environment Council (SEC) today launched Asia's first journalism awards for the environment.

The island state has driven its economic growth in a sustainable way that is pro-environment. Voted as Asia's greenest metropolis by the Asian Green City Index, Singapore is well placed to serve as a hub to promote environmental journalism in Asia.

Regarded as the umbrella body for environmental non-governmental organisations (NGOs) in Singapore, SEC has taken upon itself, the role of encouraging good environmental reporting in Asia.

"As one of the most outspoken and prominent advocates of environmental sustainability in Singapore, SEC is constantly working to inspire as many organisations and individuals as possible – locally and abroad – to adopt, promote and share successful green practices. More importantly, through these awards, SEC hopes to send a message to local and regional media that their responsibility to society lies above and beyond reporting the news. Through its coverage and operations, the media plays a vital role in urging all stakeholders to put in real efforts to achieve the collective vision of a sustainable, clean and green city, and remaining watchful to ensure that they do so. By rewarding excellent coverage, individual journalists and media organisations, the Asian Environmental Journalism Awards (AEJ Awards) is a platform that encourages that," said Mr Jose Raymond, Executive Director, SEC.

There are three categories of awards for the inaugural AEJ Awards 2012:

- **Coca-Cola Environmental Story of the Year:** Recognising professional and/or citizen journalists who have displayed outstanding journalistic qualities in covering an environmental issue in Singapore or the region.
- **CDL Environmental Journalist of the Year:** Recognising professional and/or citizen journalists who have established an outstanding body of at least five environmental articles from 1 September 2011 – 1 June 2012.
- **Excellence in Environmental Reporting by a Media Organisation:** One media organisation will be awarded for a consistently high performance in covering environmental issues in Asia.

The awards accept applications from citizen journalists, professional journalists and media organisations in 46 countries.

“With the large number of countries eligible for the AEJ Awards, it is a good opportunity for journalists to showcase their work and reach out to a bigger audience in Asia,” said Mr Raymond.

The judging panel for the AEJ Awards consists of a distinguished group of leaders and experts from the Singapore government, private and NGO sectors. Among them is founder of GreenKampong.com, and a strong advocate for giving back to the environment, Ms Nadya Hutagalung: “I know the power of media and how it can influence entire generations to a certain lifestyle or behaviour. Impartial coverage is therefore an important criterion for a truly responsible piece of environmental journalistic work. The public has the right to know the good, the bad and the ugly, about every topic that makes it in the news.”

Applications to the AEJ Awards are now open, and will close on 30 June 2012. Following the close of applications, the judging panel will assess the applications, and the winners will be announced at the Singapore Environmental Achievement Awards 2012 (SEAA) scheduled for 23 August 2012.

Interested parties should visit www.sec.org.sg/awards/asianjournalism for application guidelines and competition details.

**For a complete list of eligible countries, please refer to Appendix.*

****END OF MEDIA RELEASE****

NOTES TO THE EDITOR



About the Asian Environmental Journalism Awards

The Singapore Environment Council's inaugural **Asian Environmental Journalism Awards (AEJ Awards)** aim to recognise and reward excellence in environmental journalism at all levels of society.

From passionate citizen journalists, to outstanding professional journalists, to the environmental attitudes of overall media organisations, the AEJ Awards highlight exceptional journalistic work, and encourage continued high-quality coverage of environmental issues in Asia. The awards are open to Asian journalists, as well as journalists working in and writing about Asian countries.

For more information about the Asian Environmental Journalism Awards, please visit www.sec.org.sg/awards/asianjournalism.



About the Singapore Environment Council

Established in 1995, the Singapore Environment Council (SEC) is an independently managed, non-government organisation that nurtures, facilitates and co-ordinates environmental causes in

Singapore. SEC's work is founded on three pillars of action – Firstly, partnership with the people, private and public sectors of Singaporean society, to nurture a culture aligned with sustainable development concepts. Secondly, SEC rewards environmental excellence through awards schemes and product endorsement programmes, such as the Singapore Green Labelling Scheme. Thirdly, the SEC collaborates with partners to develop and implement training and learning programmes to build competencies in environmental sustainability within companies, thus keeping our business leaders ahead of the curve. Visit our website at www.sec.org.sg.

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For more information, please contact:

Mr Jose Raymond

Executive Director

Singapore Environment Council

Tel: (65) 6337 6062

Mobile: (65) 9147 8040

Email: jose.raymond@sec.org.sg

Ms Michele Sit

Senior Communications Executive

Singapore Environment Council

Tel: (65) 6337 6062

Mobile: (65) 9794 6340

Email: michele@sec.org.sg

Appendix: List of Eligible Asian Countries

1. Afghanistan
2. Bahrain
3. Bangladesh
4. Bhutan
5. Brunei
6. Cambodia
7. China
8. Hong Kong
9. India
10. Indonesia
11. Iran
12. Iraq
13. Japan
14. Jordan
15. Kazakhstan
16. Democratic People's Republic of Korea
17. Republic of Korea
18. Kuwait
19. Kyrgyzstan
20. Laos
21. Malaysia
22. Maldives
23. Mongolia
24. Myanmar
25. Nepal
26. Oman
27. Pakistan
28. Philippines
29. Qatar
30. Saudi Arabia
31. Singapore
32. Sri Lanka
33. Syria
34. Tajikistan
35. Thailand
36. Timor-Leste
37. Turkmenistan
38. United Arab Emirates
39. Uzbekistan
40. Vietnam
41. Yemen