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**GREEN TRANSPORT WEEK 2009**

**22-26 August 2009**



**SINGAPORE ENVIRONMENT COUNCIL**

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**FOR IMMEDIATE RELEASE**

## **GREEN TRANSPORT WEEK 2009**

**Presented by the Singapore Environment Council (SEC) and SMRT Corporation Ltd., Green Transport Week 2009 (GTW09) is a community initiative that aims to raise awareness about the need for more environmentally friendly transport habits amongst Singaporeans, and encourage the adoption of green commuting habits and modes of transportation. GTW09 will be officially launched on 22 August 2009 by Dr. Amy Khor, Senior Parliamentary Secretary, Ministry of Environment and Water Resources.**

The scope of transport-related issues addressed by this year's Green Transport Week is greater than in previous years. With increasing awareness of the contribution of cars to contemporary environmental issues, it is also important to make knowledge and resources concerning greener travel habits readily accessible to consumers.

From green motoring habits to hybrid technology to viable public transport alternatives, Green Transport Week takes a holistic approach towards encouraging eco-friendly commuting habits that address the lifestyle needs of individuals from all ages and walks of life.

### **The need for Green Transport**

There are close to half a million privately owned vehicles in Singapore today. Roads take up about 11% of land in Singapore as compared to 13% for housing and less than 3% for natural forest reserves. Additionally, cars are also harmful to the environment due to the amount of greenhouse gas emissions they result in, and the high resource consumption and pollution that their production process entails. For example, the average car produces about 3kg of greenhouse gas emissions per litre of petrol consumed; additionally, even the best cars only run at 35-45% fuel efficiency, as up to 70% of each litre of petrol burning in the engine is wasted in the form of heat and overcoming internal component friction.

With this in mind, Green Transport Week opens up a world of greener transport alternatives for all – from car owners seeking to switch to more eco-friendly and fuel efficient cars to those turning to public transport or even cycling and walking to work and school daily.

Said Mr. Howard Shaw, Executive Director of SEC, "With increasing knowledge about the environmental impact of the transport sector, the need to reconsider the way we travel is undeniable. It is more important than ever to undertake a collective effort to mitigate the environmental damage that the global transport sector causes. This year, we are showcasing a wide

range of solutions, from high-end electric vehicles to folding bicycles to address the needs and interests of as wide an audience as possible.”

“SEC urges all Singaporeans – students, professionals and families alike – to pledge to take whatever measures they can to make their daily transport a greener affair. While not everyone may be able to forsake cars for the greener alternative of public transport, there is a wide range of options for them to green their driving habits too, including carpooling, and choosing more fuel-efficient, or even better, hybrid cars. With the quality of public transport continually improving, commuting by bus and train is certainly an eco-friendly, economical and viable option for those wishing to reduce their carbon footprints.”

## Event Highlights

### Green Cars

Moving towards a transport system that is less reliant on carbon-intensive fuel technologies is key to reducing the sector’s negative impact on the environment. Tackling this challenge requires joint action by fuel suppliers, vehicle manufacturers and road transport users. While it is improbable that the increasingly affluent and mobile Singapore population would cease using private transport altogether, there are a range of solutions to meet a wide range of travel needs. Low-carbon options such as electric or hybrid cars are ideal for a densely populated, small city like Singapore.

The Green Transport launch will feature an exhibition featuring some of the latest eco-friendly cars this year. The exhibition will be held at SMU Campus Green, where Hybrid Motors and Borneo Motors will showcase hybrid cars, and vehicles that run on Compressed Natural Gas (CNG). Car sharing is another option for infrequent car users and KahShare will be present to share the advantages of car sharing schemes. Three tertiary institutions – ITE College West, the National University of Singapore and the Nanyang Technological University will also be displaying their very own eco-cars. The wide range of green alternatives for private vehicle ownership underscores the fact that there is no single solution to solving the need for more environmentally-friendly transport solutions. It is therefore crucial that market regulations encourage constant innovation and excellence in exploring greener alternatives for all aspects of the transport chain, from fuel, to production to user consumption.

### Public Transport – affordable, convenient, fast!

Singapore’s premier public transport provider SMRT Corporation Ltd., GTW09 event presenter, will share the environmental-friendly measures adopted by the company in the ‘SMRT is Green’ exhibition, and showcase its CNG-powered SMRT Eco Taxi. GTW09 visitors can also do their part for the environment by participating in SMRT’s ‘Join the Green Revolution’ public transport promotion. They can pledge to go green with SMRT and stand a chance to win 1-year free travel on SMRT trains, LRT and buses in a grand lucky draw on 15 October 2009.

SMRT’s Vice-President of Corporate Marketing and Communications Mr Goh Chee Kong shared, “As a public transport service provider, SMRT is well-placed to drive long-term sustainable environmental benefits, as we impact the lives of millions daily. We are happy to support GTW09, to heighten public awareness that every individual can contribute to sustainable living by making eco-friendly choices.”

## Green and Healthy lifestyle options

There is also potential for lifestyle choices that are as healthy as they are green: there will also be a display of Green Transport Alternatives, where the latest designs and trends in products and accessories related to cycling, in-line skating and even skateboarding will be highlighted.

For those looking to take a more active role in GTW09, there will be an all-day mass-cycling event kicking off from both sides of the island (East Coast Park and West Coast Park respectively) in the afternoon, towards the Singapore Management University campus. Three groups have helped to organise this leisurely ride to SMU for the event - BaikEarth, Diginexx and Joyriders. Joyriders will be leading the eastern and western routes while riders from the Diginexx group will be leading those with folding bicycles, an increasingly popular urban transportation choice.

The event will culminate in the Formula Green Concert, which features a star-studded line-up including Kumar, Jack and Rai, Michaela Therese and Dawn Ho. The upbeat and festive vibe of this concert hopes to inspire the audience to take a positive and enthusiastic stance towards green transport efforts.

## Inspiring long-term action

In the build-up to Green Transport Week, SEC has been inviting members of the public to make their commitment towards greening their transport habits through a pledge on the event's official website. Every pledge collected will be displayed at the exhibition on 22 August, and will inspire those reading the pledges to take similar steps towards a greener lifestyle.

Green Transport Week is organised by the Singapore Environment Council and presented by SMRT Corporation Ltd. Borneo Motors and Hybrid Motors are the event's official partners. Power 98 FM is the official radio station, and IS Magazine is the official media partner for Green Transport Week. All outdoor media is presented in collaboration with SMRT Corporation Limited. The official t-shirts for the mass cycling event have been sponsored by NuSkin. The official venue SMU Campus Green is sponsored by the Singapore Management University.

For more details, please log on to the Green Transport Week 2009 website at [www.greentransportweek.sg](http://www.greentransportweek.sg).

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