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JOINT MEDIA RELEASE

LEADING ENTERPRISES LAUNCH INDUSTRY'S FIRST-EVER SUSTAINABLE MANUFACTURING LABEL

- *Launch of Sustainable Manufacturing Label Programme*
- *Companies learn about sustainable manufacturing practices at Envirotech Capability Development Seminar*
- *Introduction of Sustainable Manufacturing Programme pilot programme*

3 November 2009 – Companies in Singapore can soon seek excellence for Sustainable Manufacturing through a structured framework developed by a tripartite collaboration. An initiative by Singapore Manufacturers' Federation (SMa), audited and certified by Singapore Environment Council (SEC) and supported by SPRING Singapore (SPRING), the Sustainable Manufacturing Label will represent a pinnacle of standards that differentiate the sustainability-viable companies from its competitors.

Consisting of a 3-level progression, the framework will enable manufacturers to:

1. Conduct self-assessment on the current maturity level of their sustainable manufacturing practices
2. Get audited on their facilities; companies attaining at least the minimum standard levels will be awarded with a certificate and Label on their achievements
3. Participate in the Singapore Environmental Achievement Awards – SME category

With the growing awareness and demands for eco-friendly manufacturing practices, the Sustainable Manufacturing Label will enable companies to establish a baseline on their current sustainable operations. To align with the company's sustainable practices, it can also serve as a tool to keep track of business objectives and restructuring of processes and procedures. Some of its notable benefits include:

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- Promoting sustainable practices
- Improved process flow efficiency
- Energy conservation
- Improved productivity and profit margins by converting by-product waste into higher value-end products
- Preferential procurement by environmentally-conscious consumers
- Positioning as a good corporate citizen

Mr Renny Yeo, President of SMA, said: "It is increasingly important for manufacturers to adopt green practices as a means to not only boost their corporate social responsible profiles, but also to attain long-term sustainability and gain competitive edge in a market of growing environmentally-conscious consumers. SMA is pleased to play an active role in leading the Sustainable Manufacturing Label initiative and helping our manufacturers to embark on this journey; encouraging them to embrace technology and innovation for long term sustainability."

Commenting on the new labelling standard, Mr. Howard Shaw, Executive Director of SEC, said: "This comprehensive labelling standard for manufacturers embraces core aspects and policies that any manufacturer should address in order to remain competitive in the new green economy. We hope that businesses, regardless of size or sector, will benefit not only from the recognition that it brings, but also further evolve good practices through adherence to the Sustainable Manufacturing Label framework."

"Global demand for environmental technologies in areas such as emissions control, energy conservation, water reclamation and waste management has been on the rise in recent years. The global market for environmental technologies is expected to grow to approximately US\$700 billion by 2015. Singapore companies must be quick to identify and capture the growth opportunities that the environmental sector has created for both the local environmental technology services and manufacturing companies. The newly launched Sustainable Manufacturing Label will help improve market access for Singapore-made products and increase our companies' competitiveness in environmentally-friendly markets worldwide," said Mr Ted Tan, Deputy Chief Executive, SPRING Singapore.

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Companies that have successfully attained the Sustainable Manufacturing Label will also have the minimum standards to participate in the Singapore Environmental Achievement Awards promoted under the umbrella of Singapore Green Summit annual event; joining a outstanding cohort of businesses around the world to affirm their commitment to environmental causes. The Singapore Environmental Achievement Awards is organized by Singapore Environment Council and supported by National Environment Agency, SMA and Association for Small and Medium Enterprises.

In conjunction with the launch of Sustainable Manufacturing Label, the organisers also held a half-day seminar on Envirotech Capability Development to enable the sharing of best practices by companies who incorporated sustainability into their operations with a strong turnout of over 200 participants.

As part of the objectives outlined in the Memorandum of Understanding signed between SMA and SEC in April this year, a Sustainable Manufacturing Programme pilot project involving a consortium of players in Singapore was also rolled out. The pilot project — consisting of a food manufacturer, Prima Foods, and two packaging solutions providers, Greenpac and Winrigo – was also part of the first industry collaboration facilitated by SMA and supported by SPRING, under the Local Enterprise and Association Development (LEAD) Programme. Companies participating in this Sustainable Manufacturing Programme are able to tap on SPRING Singapore’s EnviroTech Capability Programme and the support level is up to 70% of qualifying costs for SMEs and industry projects.

“This growing trend will also unlock new opportunities for our manufacturers and hence, new requirements for competency skill-sets,” added Mr Yeo.

To equip trainees with relevant skills and knowledge on Sustainable Manufacturing, SMA’s Continual Education Training Centre (or Centre for Corporate Learning) will be introducing three new training programmes:

1. Implementing Sustainable Manufacturing
2. Transforming into a Sustainable Supply Chain
3. Implementing Best-In-Class Lean Methods and Tools for Improving Manufacturing Efficiency

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Interested companies are encouraged to contact the official centre, EDC@SMa, at Tel: (65) 6826 3020 for more information.

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About Singapore Manufacturers' Federation (SMA)

Established since 1932, SMA's mission is to represent the interest of the Singapore manufacturing community and to drive its competitiveness and sustainable growth through serving industry-specific needs.

SMA is supported by 11 industry groups to serve diverse industry-specific needs, as well as five Centres of Excellence to offer a holistic approach towards improving competitiveness, upgrading skills and capitalizing on new technologies to grow market share. Current membership is more than 2,600 corporate ranging from MNCs to SMEs, and SMA carries out a myriad of activities to enhance the competitive edge of our members.

Spearheading this collaborative initiative is one of its Centres of Excellence, e-Supply Chain Management Council, that promotes IT and e-Supply Chain best practices in the community. Its objectives are to increase the competitiveness of companies and to establish Singapore as the key Collaborative Manufacturing Services Hub in Asia.

For more information, please visit <http://www.smafederation.org.sg>

About Singapore Environment Council (SEC)

Established in 1995, the Singapore Environment Council (SEC) is an independently managed, non-government and registered charitable organisation that strives to nurture, facilitate and co-ordinate environmental causes in Singapore. SEC's work is founded on three pillars of action – firstly, to create awareness and educate the public on sustainable development concepts through partnership with the people, private and public sectors.

Secondly, SEC rewards and endorses environmental excellence through programmes such as the Singapore Environmental Achievement Award, Green Office Labelling Scheme and Singapore GreenLabel for products.

Lastly, the Council trains and builds environmental expertise locally by engaging experts and reaching out through workshops, roundtable discussions, and training courses.

For more information, please visit <http://www.sec.org.sg>

About SPRING Singapore

SPRING Singapore is the enterprise development agency for growing innovative companies and fostering a competitive SME sector. SPRING works with partners to help enterprises in financing, capabilities and management development, technology and innovation, and access to markets. As the national standards and accreditation body, SPRING also develops and promotes internationally-recognised standards and quality assurance to enhance competitiveness and facilitate trade.

For more information, please visit www.spring.gov.sg.

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For Media queries, please contact:

Evelyn Tan (Ms)
Director, Research & Corporate Communications
Singapore Manufacturer's Federation (SMA)
Mobile: (65) 9765-1758
DID: (65) 6826-3057
Fax: (65) 6826-3068
Email: evelyntan@smafederation.org.sg

Howard Shaw
Executive Director,
Singapore Environment Council
Tel: (65) 6337-6062
HP: (65) 9636-0400
Email: howard@sec.org.sg

Nelyn Nah (Ms)
Head, Corporate Communications
SPRING Singapore
Mobile: (65) 9112 9632
DID: (65) 6279 3799
Email: nelyn_nah@spring.gov.sg