

FOR IMMEDIATE RELEASE

# Zevero Joins Forces with SEC and Singapore Polytechnic to Advance Singapore's Product-Level Carbon Certification Ecosystem

**Singapore, 2 June 2025** — Zevero is proud to announce a strategic collaboration with the Singapore Environment Council (SEC) and Singapore Polytechnic (SP) to support the development of Singapore's product-level carbon certification ecosystem, a national initiative to bring greater visibility, credibility, and clarity to the climate impact and carbon footprint of products.



As Singapore accelerates its transition toward a low-carbon future, this collaboration will help lay the groundwork for a robust product carbon footprint (PCF) framework that empowers companies and consumers to make more informed, climate-conscious decisions. This work will also support the future development of a carbon label in Singapore, which will serve as a credible signal of a product's carbon performance in both local and international markets. The initiative supports Singapore's green economy, and sustainable living: two key focus areas of the Singapore Green Plan 2030. It also aligns with international regulations like the EU's Carbon Border Adjustment Mechanism (CBAM) and national programmes such as the Singapore Green Labelling Scheme.

*"Making climate impact visible is the next frontier of sustainability leadership," said Mr Shigeo Taniuchi, Chief Executive Officer of Zevero. "We're excited to contribute our digital platform and PCF expertise to support this ecosystem and help companies in Singapore take credible, data-driven action."*

## About the Initiative

This partnership brings together:

- **Singapore Environment Council**, Singapore's only member of the Global Ecolabelling Network, will lead the certification, standards development, and public engagement efforts.

- **Singapore Polytechnic** will provide training support and capacity building for businesses across industries.
- **Zevero** will deliver the digital infrastructure and technical advisory for carbon footprinting and life cycle assessment, helping businesses measure, manage, and communicate product-level emissions.

*“Through this initiative, we are not only helping businesses reduce their environmental impact — we are building a culture of transparency, integrity, and accountability,” said Mr Cheang Kok Chung, Executive Director of the Singapore Environment Council. “Product carbon footprint is an important step forward in Singapore’s sustainability journey, and we are pleased to be working with trusted partners to scale its impact.”*

The collaboration seeks to establish a scalable, credible ecosystem that empowers companies through education, certification, and practical tools to adapt to shifting consumer expectations and climate imperatives. By streamlining the measurement and reduction of product carbon footprints, the initiative helps guard against greenwashing and supports the growing demand from Singapore’s consumers and businesses for transparent, climate-conscious products.

## Why It Matters

Consumers want clarity: According to Singlife’s 2024 Sustainable Future Index, 70% of Singaporeans say sustainability matters to them, yet only 30% feel confident making climate-conscious choices, largely due to a lack of accessible and trustworthy information about product impact. This joint initiative helps close that intent-action gap by making climate data available at the point of purchase, empowering consumers to support brands aligned with their values.

For businesses, it’s a strategic opportunity to lead. Early adopters will gain visibility in Singapore’s national sustainability agenda and build trust with consumers, investors, and regulators through certified, product-level climate data. This also helps companies stay ahead of global trade and compliance requirements like the upcoming Digital Product Passport. For established brands, it safeguards access to key markets like the European Union; for newer enterprises, it’s a pathway to expand internationally. Most importantly, PCF insights enable companies to reduce emissions across their supply chains, drive innovation, and improve long-term environmental performance.

*Dr Tan Tuan Lin, Senior Director at the Computing, Chemical and Life Sciences Cluster, Singapore Polytechnic (SP), said, “For SP, sustainability education is not just about knowledge; it’s about action through collaboration. This partnership is a powerful vehicle to empower businesses with essential training and capacity-building and to foster a workforce and businesses that are truly prepared for a climate-resilient future.”*

## Looking Ahead

With early pilots already underway, the collaboration will continue to expand outreach, provide hands-on support to businesses, and refine certification and carbon labelling standards in line with global best practices. Participating companies will play a key role in shaping how Singapore communicates product-level climate impact at home and on the global stage.

## **About Zevero**

Zevero is a climate platform that helps organisations of all sizes track emissions, reduce their impact, and meet their climate goals. Combining AI-powered software with in-house sustainability experts, Zevero provides carbon accounting, product footprinting, and net zero strategy support for businesses across sectors.

For more information, visit [www.zevero.earth](http://www.zevero.earth)

## **About Singapore Environment Council**

The Singapore Environment Council (SEC) is a non-profit, non-governmental organisation (NGO) that catalyses action towards environmental sustainability via standards setting, consumer action, training and education. We work with the public, private and people sectors to influence thinking on sustainability issues and drive positive change.

We are a United Nations Environment Programme (UNEP) accredited NGO, and the only Singapore Member of the Global Ecolabelling Network (GEN), the non-profit association of leading eco labelling organisations worldwide.

For more information, visit [www.sec.org.sg](http://www.sec.org.sg) .

## **About Singapore Polytechnic**

Founded in 1954, Singapore Polytechnic (SP) is Singapore's first polytechnic, comprising 10 schools offering 30 full-time diploma courses and four common entry programmes, serving over 12,800 students. Pedagogical innovation is paramount at SP; it implements institution-wide Flipped Learning and cutting-edge Educational Analytics. SP spearheads the CDIO (Conceive-Design-Implement-Operate) Collaborative regionally. Its curriculum drives an industry-aligned and solution-focused internship programme. Committed to producing adaptable, value-driven graduates, SP nurtures life, work, and world-ready individuals, with over 240,000 graduates, including successful entrepreneurs, multinational executives, and government leaders. SP remains a beacon of educational excellence, recognised with the ASEAN People's Award and multiple President's Awards.

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