

## AWARD CATEGORIES AND WINNERS

### **Futuremakers Award**

This award seeks to recognise schools that effectively utilised the Earth Hour platform to help their students live green.

### **Winner – Red Swastika School**

Following Earth Hour 2013, Red Swastika School organised a Challenge Week from 2 April 2013 to 5 April 2013 where Science Club members, different cohorts of pupils from Primary 3 to Primary 6, and the teachers challenged one another to do their part in recycling and conserving the environment. In addition, the school utilised Earth Hour 2013 to kickstart its year-long recycling programme where each class will set up its dedicated recycling corner and appoint Green Monitors/ Ambassadors. The school also partners with Sembcorp to produce a quarterly report of recyclables collected by the school population that will be announced to further motivate the students. Green Monitors/ Ambassadors and members of the Science Club were treated to a nature trail conducted by nature guides of National Geographic Explorer. Within a short span of a week , the school achieved impressive results – 2,198 bottles/ cans and 3,720 newspapers/ magazines were collected.

### **Staff Engagement Award**

This award aims to recognise the organisation that has made significant and sustainable impact via its internal stakeholder engagement activities.

#### **Winner – ING Bank**

As part of “ING for Something Better in Asia”, a competition to create a photo collage to capture the essence of Earth Hour and ING staff was held. 120 staff from different departments in various countries participated and all entries were sent to all staff to raise awareness. 360 staff voted for the eventual winner. Beyond Earth Hour, a challenge was issued. For every ING employee who commits to use re-usable tumblers/ mugs, a specific team in ING Bank volunteers to ensure that support is extended to MyShelter Foundation’s Liter of Light project that provides “solar bulbs”, made from recycled plastic bottles, to homes and schools in poverty-stricken in several parts of the world.

### **Community Award**

This award seeks to recognise efforts in reaching out and empowering more groups of individuals to help propagate the Earth Hour environmental message to a larger community.

#### **Winner – West Coast GROs**

West Coast GROs engaged various community partners, schools and government agencies to successfully hold the Earth Hour 2013 event on 23 March 2013 at Block 728, West Coast Promenade, Clementi West Street 2. To ensure participation, a variety of publicity channels, including social and traditional media as well as face-to-face soliciting, were utilised.

Event highlights included 16 game booths that promoted “green” messages such as those pertaining to climate change and environmental protection, recycling booths set up by SembWaste and NEA to encourage residents to bring their recyclables to exchange for a token gift, and stage performances; the latter included a specially written Earth Hour song rendition by Singapore Char Siew Bao! In addition, proceeds from recyclable collections will be donated to the Jamiyah Nursing Home.

Going beyond the hour, West Coast GROs will form an “Environmental Sustainability Interest Group” that will be made up of GRO representatives, residents, schools and other agencies. This group will look into regular activities and programmes pertaining to environmental sustainability and climate changes.

### **Customer Activation Award**

This award aims to give due recognition to companies that have activated their customers to participate in an Earth Hour initiative and beyond.

#### **Winner – Greenbox**

Greenbox switched off lights during Earth Hour and illuminated its store with Sun Jars taking the opportunity to promote renewable energy. The company also went beyond the hour by pledging to switch lights off on every Wednesday from 7pm till 10pm. The cost of energy saved from doing so is passed on to customers as a 10% discount on every purchase during this weekly switch-off period. As a result, Greenbox has seen a 30% increase in green product purchases. Greenbox also encourages its customers to recycle plastic bottles; upon doing so, customers will receive Green Points which can be accumulated to redeem Green Products.

### **Certificate of Commendation – Balestier Hill Primary School**

Balestier Hill Primary School ran an “I Will If You Will” challenge as part of its participation in Earth Hour this year. The principal and vice-principal of the school challenged all the pupils to go vegetarian for 1 meal a week while they would not use the elevator one day a week. In order to do this, the school worked with the canteen vendors to serve only vegetarian dishes every Friday, even past Earth Hour. In addition, the school planned and held a number of customised environment-related classroom activities catered for students of each level. Primary 1 and 2 students were tasked to make lanterns using waste paper and inculcated on the virtue of switching off lights when not in use. Primary 3 and 4 students were taught the sources of greenhouse gases and pollution. Primary 5 students were educated on global warming. Primary 6 students discussed how they could play a part to help reduce global warming.