

Ms. Azurah Khalid – Team SG Athlete and Sustainability Advocate; a Merit winner for the Cities of Love Awards

Your F&B platform *Wilder* has remarkable success around environmental sustainability. What drives you to continue it every day?

Even though Wilder has evolved from when it first started, the vision has always been the same. I feel that we're only scratching the surface and there's more to be done. I want to create change as long as I am able to, especially if it's for something I truly believe in. Of course, there will be struggles along the way, but we have to keep at it.



How do you think your projects have equipped and helped people to love our city more?

The projects bring awareness and starts conversations about environmental sustainability. It shines a light on something that's rarely talked about and hopefully inspires everyone to create their own little change no matter how small.

As a next step for progress, how do you want to further express your love for the Singapore city with environmental sustainability?

To replicate and work towards more partnerships and collaborations to reach out to a bigger and wider community all around Singapore.

How did you find out about COLA and what attracted you to apply for it?

I was nominated by the Sport Singapore for the award

What advice would you offer to potential applicants who are keen to start their projects?

Start small, start with whatever you have, don't be afraid to ask and learn along the way, always be open to feedback and constructive criticism. Don't waste your time and energy on haters or nay-sayers.

What do you hope to see transform in Singapore to make it a more lovable city?

For us to achieve zero food waste as a nation. Around the world there are ~820 million people that go to bed hungry. Within Singapore, there are also people who go to bed hungry every day. We should have a deeper appreciation for what it means to have food on our table.