

## INTERVIEW: North West CDC - Reduce @ North West



**1. Your project has well-captured the diversity of residential areas. Which part of the project do you feel has the largest impact on environmental sustainability, and how so?**

*Mayor Alex Yam:*

Reduce @ North West aims to educate and encourage residents to do their part in fighting climate change by reducing energy and water consumption, and food wastage. Through

educating residents on practical tips that they can adopt easily at home, about 2,000 households saved a total of 25,012 kWh of energy collectively in FY2019, enough to power up close to 100 3-room flats for a month.

The programme also has a long-term environmental impact in terms of promoting green advocacy. Students are trained by NEA on best practices on resource conservation, which they then share with residents in the North West District through house visits or digital channels. The students also impart the knowledge on sustainability issues with their family and friends. Effectively, Reduce @ North West has not only inculcated green values in young ones from an early age, but also created this culture of sharing green knowledge and tips, for the greater good of environmental sustainability.

**2. What would you want to do to ensure the longevity and sustainability of your project?**

*Mayor Alex Yam:*

North West CDC works with partners and volunteers to help sustain and widen the outreach of our green programmes.

Each year, Reduce @ North West equips student volunteers with knowledge about energy and water conservation and food wastage, and they subsequently conduct house visits in the community to spread the green messages. In FY2019, over 2,200 students were engaged under the initiative. Since its launch, student volunteers have conducted outreach to 600,000 household.

In addition, the CDC also works with partners such as Tzu Chi Foundation with topic expertise – volunteers from Tzu Chi Foundation supports the CDC in sustaining our 25 Recycle @ North West monthly Active Recycling Points across the district by imparting proper recycling techniques and green knowledge to residents and guiding them in sorting recyclables. These participants are encouraged to join us as regular green volunteers to pass on their knowledge on recycling to even more residents.

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

*Mayor Alex Yam:*

North West CDC Green Living Standing Committee's Co-Chairman, Mr Allen Ang, first introduced COLA to the CDC. Through COLA, the CDC hopes to showcase the district's best green efforts, to inspire more residents to step up in the fight for a sustainable future. The CDC also hopes to strengthen community efforts by raising awareness on the green movement and through collaboration and innovation, elevate Singapore into a sustainable and future-ready city with stronger environmental ownership.

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

*Mr Allen Ang, North West CDC Green Living Standing Committee Co-Chairman:*

Study the existing community green programmes and think about how you can value-add or bring in expertise to help solve existing environmental problems. The green movement is a concerted effort, which requires support of partners and individuals with different skillsets.



**5. What would you like to tackle next to make Singapore an even more lovable city?**

*Mr Allen Ang, North West CDC Green Living Standing Committee Co-Chairman:*

We hope to tackle the issue of public hygiene in shared spaces to ensure Singapore remains a lovable and sustainable city that can be enjoyed by future generations. Through the Clean Toilets @ North West initiative, we are working with various partners and coffeeshop operators to improve public hygiene at coffeeshop toilets through toilet design, maintenance and usage.