



Interesting interview with Ms. Jean Leong Head of Marketing of Goodrich Global on project Love Gaia.

Goodrich Global; a Merit Winners for Cities of Love Awards. We were honored to have a quick interview with Ms. Jean Leong.

What inspired this project, and how do you hope to further develop it and extend its impact in social sustainability?

JL: It all started with how do we make better use of the leftover furnishings: wallcovering, wallpaper, carpets, fabrics and floorings. And we hope to upcycle and repurpose these products. It has become a source of income, better living space for charitable organizations.

Furthermore, it ignited creativity in our company in coming up with ways to reuse them into decorative items for gifting.

How do you think your project has developed the love that locals have for Singapore?

JL: For sure, it is not simply love but empathy. It has grown into empathy. Best of all our products are a part of the living space that we live in.

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

JL: We were drawn in by the essence of the COLA. Whether it is a small or large scheme of things, the COLA recognized the efforts that contributed to the social, economic or environmental sustainability.

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

JL: Start looking within your company what your company can offer. It is simply not restricted to products but one can explore services too.

What would be the next area you would like to see or be part of transforming in Singapore to make it a more lovable city?

JL: With the current COVID situation, we hope we can offer assistance in helping individuals / communities in some sustainable income so as to tie through this tough times.