



News Release

11 July 2015

YOUTHS TRACE THEIR FOODPRINT IN CDL RACE AGAINST WASTE

- *Over 400 participants embarked on first-of-its-kind youth eco-adventure race in Singapore on reducing food waste*

In Singapore, the amount of food waste generated has increased by about 48% over the past 10 years, from 531,500 tonnes in 2005 to 788,600 tonnes in 2014. Food waste in Singapore is expected to rise further in tandem with a larger population and greater affluence.

Recognising food waste as a pressing environmental issue, City Developments Limited (CDL) has adopted “Trace Your FOODprint” as the theme for its annual signature eco-race for youths this year. The CDL E-Generation Challenge 2015, co-presented with The Food Bank Singapore, aims to foster greater consciousness about the environmental impact of food waste among over 400 participants aged 17 to 25 years old. More importantly, the Challenge seeks to cultivate a future generation of influencers to drive and advocate eco-friendly practices and habits for a more sustainable future.

CDL’s Chief Sustainability Officer, Ms Esther An said, “Reducing and recycling food waste is part of the Sustainable Singapore Blueprint’s goal towards a Zero Waste Nation. Our youths represent Singapore’s next generation of leaders and will be the key group of consumers in the future. Through the various challenges, the participants have learnt that food waste can and must be tackled holistically in terms of minimisation, redistribution and recycling.”

Ms An added, “Through a ripple effect amongst their sphere of influence, the youth participants will also be able to raise awareness of sustainable lifestyle choices and purchase decisions. In turn, this will grow the number of socially responsible consumers.”

Co-founder of The Food Bank Singapore, Ms Nichol Ng said, “Reducing food waste requires partnership from different stakeholders. The Food Bank Singapore is proud to partner CDL in this eco-initiative that helps youths appreciate the magnitude of this pressing issue. We hope the participants will take home meaningful tips on reducing food wastage within the whole supply chain.”

Participants travelled by green modes of transport throughout the rally to overcome various stations which involved both physical challenges and knowledge-based puzzles. At the “Trace Your FOODprint” station, participants had to carry increasing loads while maneuvering an obstacle course which highlighted the impact of accumulated food waste down the supply chain. At the station with specially-configured escape rooms in CDL’s Republic Plaza, participants solved puzzles on how food waste can occur throughout the food chain, thereby unlocking the code to “Escape the Hunger Game”.

To drive home the message on reducing food wastage within CDL, the Group’s employees also took a shot at “Escape the Hunger Game” a day before the CDL E-Generation Challenge was held. In overcoming the various puzzles, they gained insights on the global scale of food wastage.

The CDL E-Generation Challenge 2015 is supported by the Building and Construction Authority (BCA), National Environment Agency (NEA), and the National Parks Board (NParks). Event partners include City Square Mall and Star Horizon Learning. The inaugural competition in 2010 saw over 260 youths participating. To-date, into its sixth year, the CDL E-Generation Challenge has reached out to some 2,200 youths.

Please refer to Annex A for the list of winners and a selection of event photos.

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Annex A

CDL E-GENERATION CHALLENGE 2015 WINNERS LIST

1st Prize – S\$2,000	10 Years Bro
2nd Prize – S\$1,500	Rainbow Unicorns
3rd Prize – S\$1,000	D'A Team
Institution Challenge (3 Prizes) S\$1,000 to be donated to each school	Anderson Junior College Dunman High School Singapore Polytechnic

CDL E-GENERATION CHALLENGE 2015 PHOTOS

VISUALS	CAPTION
<p>Flag Off</p> 	<p>Over 400 youth participants flagged off the CDL E-Generation Challenge 2015 at City Square Mall, Singapore's First Eco-mall.</p>
<p>Station: Escape the Hunger Game</p> 	<p>In specially-configured escape rooms at CDL's Republic Plaza, participants solved puzzles on how food waste can occur throughout the food chain, thereby unlocking the code to "Escape the Hunger Game".</p>

Station: Trace Your FOODprint



At the “Trace Your FOODprint” station, participants had to carry increasing loads while maneuvering an obstacle course which highlighted the impact of accumulated food waste down the supply chain.

Station: Aim for Zero Food Waste



By answering questions on food waste correctly, participants earned darts to “Aim for Zero Food Waste”, connecting the game with the message of bringing food waste to a minimal.

Station: Minute-to-Save-it



By conquering various challenges within a minute, participants learnt about the carbon footprint incurred as a result of food choices, and the need to save the environment by making more eco-conscious purchases.

CDL Employees Escape The Hunger Game



This year, to drive home the message on reducing food wastage within CDL, the Group’s Chief Sustainability Officer Ms Esther An (second from left) and employees also took a shot at the “Escape the Hunger Game” station.