



## Sentosa Staff Leads the Way Towards a Cleaner Island

*New movement encourages employees to pick up after themselves  
Reduces reliance on cleaners*

**6 FEBRUARY 2014** – Sentosa is taking the lead in promoting greater civic consciousness by encouraging employees on the island to embrace a culture of keeping community spaces and their office surroundings litter-free.

It has embarked on a **Sentosa Embraces Litter Free (S.E.L.F.)** programme, as part of the *Keep Singapore Clean Movement* lead by Public Hygiene Council together with Singapore Kindness Movement, Keep Singapore Beautiful Movement and National Environment Agency. The programme kicked off today with the launch of a bi-monthly litter picking initiative which saw more than a hundred Sentosa staff, including the leisure group's CEO and senior executive team, rolling up their sleeves to pick up litter from the Beach Station to the Palawan and Siloso beaches.

Sentosa's corporate offices will also adopt a proactive stance towards rubbish disposal, where office staff would take charge of clearing their own waste paper baskets into central bins at the end of each day as opposed to cleaners emptying individual bins. The cleaners in the office will then be able to concentrate on common areas where visitor traffic is higher.

"While Sentosa is constantly kept litter-free and well-preened, many of us forget that behind the scenes, a battalion of cleaners are working hard to keep it this way," said Mike Barclay, Chief Executive Officer of Sentosa Development Corporation.

"Today's exercise will go a long way in raising awareness among our staff, island partners and guests, of how much effort it takes to present an immaculate island every day. In joining the anti-littering movement, we will be guided by three key principles: We will not create litter, we will pick up litter and we will remind others not to litter," he added.



## **Heightened Awareness**

Sentosa deploys 70 cleaners each day to ensure that the island is litter-free, garbage cans in public and office areas are emptied and toilets are kept clean and hygienic.

“We are delighted that Sentosa has decided to join the *Keep Singapore Clean* movement. Being one of the world’s leading leisure destinations and playing host to millions of visitors from around the world, it is important for Sentosa’s staff to take the lead, which they have today. As they go about their everyday duties, picking litter as they go becomes a culture and this sets a good example for others to follow,” said Liak Teng Lit, Chairman of the Public Hygiene Council.

To prepare for this initiative, Sentosa had worked with the Public Hygiene Council to train 144 staff as litter-free ambassadors. These frontline staff were equipped with skills to communicate anti-littering messages to guests, as well as how to approach litterbugs tactfully. To further this commitment, Sentosa has nominated 50 employees to be trained as Community Volunteers by the National Environment Agency.

This is the latest initiative in Sentosa’s suite of efforts to augment the island’s efforts in eco-tourism. In November last year, Sentosa, together with Nanyang Technological University unveiled Singapore's first tidal turbine system located beneath the Sentosa Boardwalk. The tidal turbine system tests the viability of tapping on tidal energy to generate electricity.

Sentosa is also often a test bed for environmental research projects. As part of the Energy Market Authority (EMA) and Land Transport Authority (LTA)’s electric vehicle test-bed programme, Sentosa has electric vehicle charging stations at three locations, namely the Beach carpark, Cove Village carpark and Quayside Isle carpark. This project aims to test the viability of electric vehicles which have less harmful emissions to our environment.

## **Moving forward**

Other initiatives taken on by Sentosa include recycling campaigns: public exhibitions of recycled art, appointing green ambassadors during our countdown beach party, rewarding guests for good recycling practices, regular collection of pre-loved items from staff for a charity thrift shop;



environmental education: environmental learning journeys for primary and secondary students, driving recycling efforts among staff and participating in International Coastal Cleanups.

With the launch of the S.E.L.F. programme, Sentosa hopes to garner support from major stakeholders to join in the Keep Singapore Clean Movement. Besides daily litter-free practices, Sentosa will also incorporate litter-free messaging and initiatives into major events held on Sentosa.

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## About Sentosa

Sentosa is Asia's leading leisure destination and Singapore's premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, operation of the various leisure offerings and management of the residential precinct on the island. The Corporation also manages the Southern Islands, and owns Mount Faber Leisure Group which runs Singapore's only cable car service.

The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences - making Sentosa a vibrant island resort for business and leisure. Making Sentosa its home, too, is Singapore's first integrated resort, Resorts World Sentosa, which operates South East Asia's first Universal Studios theme park.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive residential enclave. By 2014, it will be bustling with some 2,000 homes, romantic quayside restaurants, retail and specialty shops. Offering Singapore's only truly oceanfront residences, Sentosa Cove is fast becoming the world's most desirable address.

The Island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The Tanjong. In 2013, Sentosa Golf Club hosted the HSBC Women's Champions, featuring some of the world's best female golf professionals. This prestigious ladies event will continue teeing off at the Serapong till 2015.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore's goal to be a global destination to work, live and play. For more information, please visit [www.sentosa.com.sg](http://www.sentosa.com.sg).