



## FOR IMMEDIATE RELEASE

3M and South East CDC launch 3M Green Challenge @ South East to promote sustainability, aim to raise over \$102,000 in product donations

*For every sustainable action contributed,  
3M will donate a product to a vulnerable family*

**Singapore, August 31, 2022** – In a bid to create a more sustainable world for future generations, global science company 3M and South East Community Development Council (CDC) today launched the 3M Green Challenge @ South East to encourage Singaporeans to build sustainable habits while doing good for their communities. For every sustainable action contributed, 3M will donate a product to a vulnerable family in the South East District.

The campaign launch at Paya Lebar Quarter Plaza was officiated by Mr Mohd Fahmi Aliman, Mayor of South East District, and Mr Jannik Termansen, 3M Director and Regional Head of Government Affairs & Markets. Around 400 people also participated in sustainable activities available during the launch. They tried their hands at making environmentally-friendly soap, turned old t-shirts into tote bags, old fabric yarn into coasters, and pledged their commitments to go green, all with the singular goal to raise aid for vulnerable residents. Also present was a booth showcasing some sustainable innovations from 3M.

Said Mr Termansen: “We are extremely excited about the potential of our campaign. 3M believes in an equitable, inclusive, and sustainable world, so we think, work, and act to drive meaningful change that endures, and we are thankful for our communities for joining us in these efforts. In the short-term, these sustainable actions translate into product donations for the community. In the long-term, we hope Singaporeans will permanently incorporate these sustainable actions into their lifestyle.”

“As we mark the 10<sup>th</sup> year of our meaningful partnership, South East CDC and 3M launched a brand new campaign - 3M Green Challenge @ South East. In support of the national roadmap of building a greener and more sustainable society, this campaign seeks to help Singaporeans cultivate better green habits. I would like to encourage all Singaporeans to join me in this purposeful initiative to keep our environment green while doing good by earning household products for vulnerable families in the South East District,” remarked Mayor Fahmi.

From now till 31 October 2022, 3M aims to gather 18,000 participants and donate over \$102,000 worth of 3M household products to 3,000 vulnerable families in the South East District.

### **Unlimited ways to contribute**

Reducing plastic use; recycling; and using public transport. These are the top three actions Singaporeans have taken in the past six months to become greener, the [3M State of Science Index 2022](#) found.

However, the abovementioned activities are just the tip of the iceberg. The 3M Green Challenge @ South East seeks to highlight simple yet creative ways that Singaporeans can embed sustainability into their lifestyle.

Participation is simple. The public can pitch in through simple activities such as recycling, reducing their electricity or water use, attending eco-workshops, or opting for greener commutes. More suggested activities are listed on the 3M Green Challenge @ South East [microsite](#), but actions are limited to one's creativity.

There are two ways for participants to make their actions count. First, they can post photos or videos of themselves completing eco-friendly activities on their public Instagram or Facebook account, and use the hashtag #3MGreenChallenge or #southeastcdc, or tag [@3MSingapore](#) and [@SouthEastCDC](#) (IG) and [@secdc](#) (FB). The second way to participate is through submitting an [online form](#).

### What beneficiaries will receive

At the end of the campaign, each family will receive a 3M product pack worth \$34. Each pack consists of five household items:



1. Scotch-Brite™ General Purpose Cloth
2. Scotch-Brite® Gentle Clean Scrub Sponge
3. Scotch-Brite® Easy Clean Scrub Sponges
4. Command™ Medium Utility Hooks
5. Command™ Broom Gripper

### Celebrating over a decade of partnership

This year marks the 10<sup>th</sup> year of partnership between 3M Singapore and South East CDC. Both organizations previously organized fitness-charity program 3M Step-Up Challenge annually since 2013, which was rebranded to 3M Moves @ South East in 2020. With the simple aim of improving the lives of those in need, the campaigns galvanized Singaporeans to exercise to raise product donations for vulnerable communities.

Explaining the pivot this year, Mr Termansen said: “Sustainability is an urgent agenda in Singapore and worldwide. We thus renewed this campaign to educate and motivate more Singaporeans to take up eco-friendly lifestyles. Still, the key motivation is the same – to encourage active citizenry, nurture volunteerism and inculcate a giving spirit in Singapore.”



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### **About 3M Singapore**

3M has been improving lives in Singapore for more than 50 years. Since its founding in 1966, 3M Singapore has grown from its humble beginnings with only 8 employees, to a company with more than 1,800 employees and established local capabilities to serve the needs of local, regional and global customers. 3M's presence in Singapore includes two manufacturing plants at Woodlands and Tuas, an R&D Center at Woodlands, and a Customer Technical Center, supply chain and business operations based at Ang Mo Kio. For more information on 3M, please visit [www.3M.com.sg](http://www.3M.com.sg).

### **About South East Community Development Council**

South East CDC was set up on 24 November 2001. It oversees the Marine Parade Group Representative Constituency (GRC), East Coast GRC, Mountbatten Single Member Constituency (SMC) and MacPherson SMC, and serves a population of about half a million residents. At the helm of South East CDC is Mayor Fahmi Aliman, who leads the team in fulfilling the CDC's function – an Aggregator of Needs and Resources, Builder of Capability and Capacity in Partners and Networks and Connector of Communities. South East CDC initiates and manages programmes in collaboration with both community and corporate partners, so as to nurture a vibrant and self-reliant community.

More information on South East CDC at [www.cdc.gov.sg/southeast](http://www.cdc.gov.sg/southeast) or be our Facebook fan at [www.facebook.com/secdc](http://www.facebook.com/secdc).

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### **About 3M**

3M (NYSE: MMM) believes science helps create a brighter world for everyone. By unlocking the power of people, ideas and science to reimagine what's possible, our global team uniquely addresses the opportunities and challenges of our customers, communities, and planet. Learn how we're working to improve lives and make what's next at [3M.com/news](http://3M.com/news) or on Twitter at [@3M](https://twitter.com/3M) or [@3MNews](https://twitter.com/3MNews).



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