



FOR IMMEDIATE RELEASE

Koufu at SMU: Singapore's First Food Court to Say No to Plastic Straws!

- The food court will take steps towards eliminating the use of plastic straws
- It will also switch to biodegradable takeaway packaging and reusable utensils
- Koufu at SMU to attempt a national record of having the most number of people drink with bamboo straws at the same time on 29 March 2018

SINGAPORE, 29 March 2018 – According to Waste and Recycling Statistics for 2016 provided by the National Environment Agency, plastics constitute the highest amount of disposed waste (762,700 tonnes) and have the lowest recycling rate of a mere seven per cent¹. Driven by a vision to be more environmentally responsible, Koufu at SMU is poised to be Singapore's first food court to launch a *Say No to Plastic Straws* initiative. By initiating this *Say No to Plastic Straws* campaign, it aims to raise awareness amongst Singaporeans and residents on the need to reduce unnecessary plastic waste.

Using plastic straws is a habit picked up from childhood for most Singaporeans. Though seemingly insignificant, the impact of plastic straws on the environment is in reality far reaching and damaging. Being non-biodegradable, plastic straws add to waste pollution in land-scarce Singapore. A report by TODAY states that straws make up 12 per cent of litter collected at coastal clean-ups in Singapore². By taking steps to reduce the use of plastic straws entirely — Koufu at SMU aims to help safeguard the environment. Should this initiative gain traction, Koufu will implement this initiative at its other outlets.

“As Singapore continues to thrive economically and grow in population, the amount of solid waste generated by us will increase as well. We hope that by taking real action today, we can inspire others to take responsibility for the environment,” said David Yang, Chief Development Officer. “We are proud to kickstart this initiative with Singapore Management University (SMU), who has always been a champion of environmental sustainability, from being an early adopter of ISO 50001 Energy Management Certification and its urban farming initiatives, to the sharing of best practices with the community under SMU GROW and Sustainability.”

¹ <http://www.nea.gov.sg/energy-waste/waste-management/waste-statistics-and-overall-recycling>

² **Straw-free Tuesdays get youths started on plastic-lite journey:**

<http://www.todayonline.com/singapore/straw-free-tuesdays-get-youths-started-plastic-lite-journey>



When asked of SMU's response to this *Say No to Plastic Straws* initiative, Bernadette Toh, Consultant of SMU GROW and Sustainability responded, "We are very heartened by this move. Sustainability is a long term commitment. For it to take root, we need to change our attitudes and behaviour, and break certain habits in order to progressively embrace sustainable practices as a way of life. Since 2014, SMU has been studying best practices and putting in place green measures, at both corporate, as well as individual levels.

The *Say No to Plastic Straws* movement is another small, yet significant, step in our efforts to collaborate with partners such as Koufu, to raise awareness of the ways in which each of us can do our part on the green journey. Our city campus, located in the heart of the concrete jungle of Singapore, can be a living example of sustainable practices. We will continue to develop sustainable solutions and grow a culture of greening the environment in which we live, work and play."

In addition to its *Say No to Plastic Straws* initiative, the food court will be using biodegradable takeaway packaging as well as reusable utensils, encouraging members of the community to reduce usage of disposable items.

Said SMU President Arnoud De Meyer, "I personally believe that sustainability is imperative, and the time is now. I have always impressed upon our SMU community that one of the measures of our success is when we engage our partners, neighbours and members of the public in causes close to our hearts. I am therefore very happy that Koufu stepped up to take the lead in discouraging the use of plastic straws at its SMU outlet. This will go a long way towards cultivating a mindfulness about the harmful use of plastic, not just within the university, but also among members of the public who patronise Koufu. It is my hope that all F&B outlets at SMU will follow this excellent example."

A record-breaking event

To commemorate this milestone, Koufu at SMU will attempt a national record of having the most number of people drink with bamboo straws at the same time. The event will take place on 29 March 2018, Thursday, from 12:30pm to 1:30pm. Participants include SMU students, faculty, staff and members of the public, all of whom will support this small but significant step towards creating a more sustainable environment. The bamboo straw is a product birthed from *The Sustainability Project*, which is a brainchild of SMU School of Accountancy undergraduate, Joline Tang.



Koufu at SMU National Record Attempt

Date: 29 March 2018, Thursday

Time: 12.30pm – 1.30pm

Venue: Main Entrance, Koufu food court @ SMU Basement Concourse

70 Stamford Road, #B1-26/28, University City Campus, 178901

Campus Map: <http://www.smu.edu.sg/campus-map>

About Koufu

“Koufu” refers to the Chinese belief that it is one’s good fortune to feast on good food. Since our establishment in 2002, we have held this same belief. To bring forth ‘Koufu’ to everyone, we make it our mission to provide good food and services that everyone is able to enjoy through our deep roots in traditional Singaporean cooking and in true coffee shop tradition.

We adopt this comprehensive approach to provide such good fortune for generations of loyal customers. Koufu’s logo represents the company’s commitment to making a difference to the well-being of everyone through its food services.

Sweeping calligraphic brush strokes depict the Chinese character for the word “mouth”, linking the logo to the food business and the company’s emphasis on treasuring traditions. In contrast to the bold monolithic Chinese character is the Hanyu Pinyin representation of the name underneath. It conveys the youthfulness and friendliness of the business. This juxtaposition between the traditional and the modern demonstrates Koufu’s drive to stay competitive while preserving traditions. The Chinese phrase for Koufu reinforces this ideology.

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About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU education is known for its highly interactive, collaborative and project-based approach to learning, and for its technologically enabled pedagogy of seminar-style teaching in small class sizes.

Home to around 10,000 undergraduate and postgraduate students, SMU comprises six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors, masters and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in interdisciplinary combinations of these areas.

SMU has an emphasis on generating rigorous, high-impact, and relevant multi-disciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities from USA, Europe, China and India, as well as with partners in the business community and public sector, through its research institutes, centres and labs. SMU's city campus is a state-of-the art facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. www.smu.edu.sg

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APPENDIX

A) Efforts to Enhance Environmental Performance of SMU campus

Over the past few years, the Singapore Management University (SMU) has been taking progressive steps to enhance the environmental performance of its campus in the following areas:

1. Energy consumption management

SMU received the Energy Efficiency National Partnership (EENP) Awards 2016, winning in the "Excellence in Energy Management" category in recognition for its initiatives towards energy efficiency improvement.

The awards judging panel noted that "SMU was one of the early adopters of ISO 50001 Energy Management Certification, and felt that SMU had a strong energy management team with good senior management support, a long-term energy efficiency plan, and a comprehensive energy efficiency training programme for their staff. SMU had achieved good energy savings (33% in 9 years) and good 'energy indicator' improvement (65% in 9 years), and had also significantly improved their data centre, lighting and chiller plant efficiency."

The judging panel also commended SMU for their efforts to overcome challenges in building an energy efficiency culture in SMU, and continuously looking for new ways to improve energy efficiency in both their building facilities and in their data centre.

2. Review of infrastructural provisions

SMU adopted 'management systems' (ISO 50001, SS 564, SS 570) which enabled the university to implement sustainability measures in a more structured and systematic manner. Such efforts resulted in significant savings from more effective use of energy resources and enabled the SMU City Campus to clinch the Green Mark Platinum certification awarded by the Building & Construction Authority (BCA).

To safeguard water resources, SMU monitored the level of water usage in its buildings and retrofitted existing taps and fittings with water-saving features. Such measures resulted in overall water savings of 3% annually.

To improve the efficiency of the air-conditioning systems in the SMU City Campus Buildings, SMU retrofitted the central chiller systems with the high efficiency chillers. As a result, the efficiency of the air-conditioning systems has improved by 35%.

Such efforts were affirmed at the SGBC-BCA Sustainability Leadership Awards 2016, where the SMU City Campus was selected as the winner for "Leadership in Sustainability in Design & Performance (LSDP) - Institutional Sub-Category". The SGBC-BCA Sustainability Leadership Awards 2016 is jointly organised by the Singapore Green Building Council (SGBC) and the BCA.



3. SMU GROW & Sustainability

SMU's sustainability movement, aimed at inspiring change internally and externally, was given a boost 3 years ago with the launch of SMU GROW & Sustainability under the Office of the President. Starting as urban farming initiative in January 2015, SMU GROW has joined a global movement in creating awareness on sustainable urban living, food production and consumption, food waste reduction, as well as providing for underprivileged members. GROW welcomes people from all walks of life to join the city-campus university in building a green and sustainable community, cultivating change through experiential and reflexive learning.

The scope has ranged from urban farming, adopting technology for better yield and outreach, to food waste conversion, "save the uglies" markets and dining, to hands-on workshops, integrating SMU GROW into curriculum and students' community service programmes, and pooling together various green initiatives by students and alumni.

Besides Koufu, another F&B outlet on campus – the alumni bistro, B3, open to public as well - has embraced many green practices. It has been the pivotal hub for many SMU GROW initiatives – it serves food enhanced with the harvests from the GROW garden plot; organises Save the Uglies market every Friday, dining events featuring healthy and "ugly" food; and has made the switch to eco-friendly cooking oil. It uses and sells metal straws at their establishment.

4. Educating its community and sharing best practices

Sustainability has been a common theme in many of the activities and initiatives carried out by SMU stakeholders. These could include the SMU Grow initiative from the Office of the President, recycling efforts from the Office of Campus Infrastructure and Services, the 'Green Procurement Policy' from the Office of Finance, as well as the various green initiatives and activities carried out by the SMU Student Green Club (Verts) over the years.

B) Insights from SMU Case Writing Initiative (CWI)

1. CDL: Creating Value through Sustainability

City Developments Limited (CDL) has been publishing an annual dedicated sustainability report, in line with the Global Reporting Initiative's reporting guidelines, since 2008. In January 2016, Esther An, chief sustainability officer at CDL, produced the 2015 sustainability report using an integrated reporting approach. She saw the fundamental challenge of integrated reporting as communicating to stakeholders the business and financial impact of the firm's efforts in Environmental, Social and Governance (ESG) integration. The business environment was also changing as consumers demanded more transparency and regulators required more non-financial disclosure from companies.

Leaving external pressures aside, CDL had always taken pride in being a socially responsible company. For over two decades, CDL had embraced sustainability in its corporate philosophy and business strategy. This focus is evident in the management of its operations both as a developer and landlord, and also through its building designs and construction methods. Adhering to the integrated



reporting approach will allow a more holistic form of reporting that linked the impact of the firm's social and environmental performance to its financial bottom line.

Learn about the challenges and benefits that an organisation faces when it implements the integrated report or sustainability report and why sustainability is becoming a more important part of company reporting. [Click here to download the full case.](#)

2. National Library Board: Building Social Capital

Set in 2013, Elaine Ng, CEO of the National Library Board of Singapore (NLB), has to ensure the library remains relevant in the new knowledge economy. The goals of the library have changed from providing convenience and accessibility to information to building social capital and facilitating knowledge sharing under the auspices of the Ministry of Information and the Arts.

As a knowledge leader, NLB is taking the lead in environmental sustainability as they partnered with various organisations in conservation efforts. Their partnership with City Development Limited went a step further in creating the world's first green library for children, My Tree House. It was constructed using sustainable materials and was stocked with literature on environmentalism. The collaboration resulted in an on-going effort to educate the young in environmental sustainability. This case can be used to help one understand concepts related to social capital and the knowledge economy, analyse the benefits of public private partnerships and discuss the social, environmental and economic issues from a company's perspective as it engages in sustainable practices. [Click here to download the full case.](#)

3. Greenpac: The Challenges of keeping it 'Green'

'Greenpac' – a Singapore-based company, offering green, innovative, packaging solutions to clients. Under the leadership of its founder and CEO, Susan Chong, Greenpac has positioned itself as a company that offers unique, customised solutions to its clients. It focuses mainly on design and innovation to come up with a 'green' solution at a reduced cost. Its clients are mostly companies dealing with high-end, sensitive equipment, such as surgical microscopes; and a majority of its clients are manufacturers of medical and defence equipment.

In this case study, set in 2011, Greenpac has just made a pitch for an innovative packaging proposal to industry representatives of the ornamental fish industry in Singapore. Susan Chong (the CEO) has taken a conscious strategic decision for the company to step out of its comfort zone to enter an unfamiliar market. Greenpac has invested significant time, effort and money into the project. The packaging it has proposed is clearly superior to the existing packaging: it is green as well as innovative in terms of design and ease of handling. However, it is also significantly costlier. Will the industry representatives agree to go with this solution? Will they have the long-term vision to adopt an innovative solution even though it will increase cost? Or will they be conservative and stay focused on their bottom line?

The case can be used in topics related to innovation, strategy and business management. It focuses on the challenges faced by small/medium-sized companies, which offer innovative products and/or solutions, in terms of the commercial viability of these innovations. [Click here to access the full case.](#)