

# Panasonic receives EcoFriend Award for mangrove conservation effort

EMILIA TAN  
emiliatankn@mediacorp.com.sg

**SINGAPORE** – For two years, a group of volunteers and their families had been seen scouring the mangrove forest at Pasir Ris Park on Saturday mornings, once every quarter, collecting and identifying snails, mudskippers and measuring trees in the swamp, in an effort to conserve and manage the forest for many years to come.

The conservation work by this group of volunteers, made up of Panasonic Asia-Pacific staff and their families, was part of a mangrove biodiversi-

ty monitoring study the company was working on with the National Parks Board. The two-year study, called the Panasonic Conservation Programme, involved biodiversity surveys and the monitoring of key indicative species in the mangrove forest to help with the long-term conservation and management of Singapore's wetlands.

Panasonic staff involved in the study were encouraged to take along their families to participate. In return, the volunteers were able to better appreciate nature, take ownership of its future and give back to the environment.

Last night, the firm's general man-



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**Mrs Chew Lai Mun**

MARSILING PRIMARY  
SCHOOL PRINCIPAL  
WHO WON AN  
ECOFRIEND AWARD

ager of environmental and external affairs, Mr Low Beng Huat, along with seven other individuals, received the EcoFriend Award from the National Environment Agency (NEA) for the company's outstanding contribution to the environment.

Mr Low said the task of attracting staff to volunteer for the programme when it kicked off in March 2012 was not an easy one. But he realised that recruitment efforts had begun to pay off when he noticed repeat participants. "Seeing repeat participants meant we had kind of influenced them to continue doing this activity," he said.



## OTHER RECIPIENTS

- Dr Goh Mong Song, ITE College West deputy principal
- Mr Tay Tse Chuan Eugene, director of Green Future Solutions
- Ong Kwee Tiong Ken, vice-chairman of Lam Soon Community Centre Youth Executive Committee
- Mrs Tang-Lee Choon Tien, Bedok Green Secondary School teacher
- Mr Victor Lee Hong Zhi, former president of SMU Verts, Singapore Management University
- Mr Tang Jun Ren Jarel, former president of Hwa Chong Institution Green Council

Another award recipient was Mrs Chew Lai Mun, who, as principal of Greenridge Primary School, had helped it achieve remarkable success in a recycling effort, collecting 20,000kg of recyclables. Now the principal of Marsiling Primary School, Mrs Chew has continued in her conservation efforts. She helped initiate several projects, such as setting aside a "green niche", where environmental projects can be carried out, and a recycling project that turns coffee grounds into compost.

Mrs Chew said the school believes in fostering an eco-friendly attitude not only in its staff and students, but also in their pupils' parents. "Only when parents (participate) would they understand the importance and encourage their children to do the same. All of us must come together as a community to be involved and do our part," she said.