



## PRESS RELEASE

### SEMBWASTE PARTNERS SINGAPORE POLYTECHNIC TO PILOT SMART RECYCLING INITIATIVE IN PUNGGOL SHORE

**Singapore, December 17, 2022** – SembWaste, a wholly-owned subsidiary under Sembcorp Industries (Sembcorp) today launched a joint initiative with Singapore Polytechnic (SP), *Rebottle*, which aims to boost PET bottle recycling rates in Singapore, starting with Punggol Shore precinct. *Rebottle* was unveiled at an event witnessed by Grassroots Adviser to Pasir Ris-Punggol Grassroots Organisation, Ms Yeo Wan Ling, where a three-month pilot for this initiative will be deployed at 10 selected HDB blocks within the Punggol Coral estate, as well as Prime and Ang Mo supermarkets in Punggol Shore.

*Rebottle* is a smart recycling initiative that uses refurbished roller cages incorporating IoT solutions to provide real-time waste collection data. This data will enable SembWaste to monitor the number of bottles disposed off in the cages and optimise collections when the cages are full.

SembWaste's Chief Executive Officer Mr Lee Kok Kin said, "Our waste, if sorted, can be recycled as a valuable resource. The roller cages at void decks and supermarkets make it convenient for Singaporeans to deposit and recycle plastic bottles. With *Rebottle*, we hope to encourage better recycling rates in Singapore, which also reduces the country's landfill disposal."

Before the launch, SembWaste completed a waste profiling exercise to study the composition of materials placed in the blue recycling bins at Punggol Coral. Statistics from the study showed that only 1% of the materials were recyclable PET bottles and about 52% were eliminated for recycling either due to contamination or rejected items that are



not recyclable. SembWaste will be working closely with the Punggol Shore constituency to triple their overall PET collection rates while lowering the estate's waste contamination rate by at least 10%, hence effectively improving recycling rates.

*Rebottle* was jointly developed with students from SP's Electrical and Electronic Engineering as well as Media, Arts and Design schools. The students tapped on insights from interviews with residents and their skillsets to support their design and deployment of the smart receptacles. For instance, by identifying the common areas with the highest footfall such as void decks and lift lobbies, the smart receptacles could be placed at accessible and convenient locations for the deposit of used PET bottles.

Acting Director of the School of Electrical and Electronic Engineering, Singapore Polytechnic, Dr Lim Joo Ghee said, "In land-scarce Singapore, there is a pressing need to conserve our limited landfill space, which is set to run out by 2035<sup>1</sup>. Through *Rebottle*, our students learnt how to ideate, design, and implement innovative sustainability solutions for real-life issues. SP is dedicated to working with SembWaste to encourage residents to cultivate a habit of recycling, by making it easier and more accessible. We hope that by bringing these smart recycling receptacles to the heartlands, more people will be motivated to make a difference."

SembWaste will also be partnering with Sheng Siong to roll out *Rebottle* at their 301 Punggol Central outlet. This partnership aims to lower the carbon footprint by leveraging the partner's existing resources and centralised collection point to consolidate the materials. In the longer term, results from the *Rebottle* pilot will be used by SembWaste and the Singapore Environment Council (SEC) to jointly determine the most cost-effective and lowest carbon-footprint methods to harvest clean stream recyclables.

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<sup>1</sup> <https://www.towardszerowaste.gov.sg/zero-waste-masterplan/>

“By focusing on the correct methods for recycling PET bottles, Rebottle presents a unique opportunity to both reduce waste and raise awareness of proper recycling practices. On a broader scale, this collaboration between SEC and Sembcorp, engaging large groups in the community, is yet another step towards achieving one of our nation’s 2030 Green Plan targets: to reduce waste sent to landfills by 30%,” said Ms Jen Teo, Executive Director of the Singapore Environment Council.

Through the *Rebottle* initiative, residents from the 10 selected blocks in Punggol Coral can take part in a block recycling competition when they recycle PET bottles through smart receptacles. Participating households from the winning block will receive a S\$10 reward voucher at the end of the pilot.

Ms Yeo Wan Ling, Grassroots Adviser to Pasir Ris – Punggol Grassroots Organisations shared “We are glad to have mobilized both community partners and our residents to support this pilot initiative. Recycling is a topic close to the hearts of our Punggol Shore Community as we continue our efforts of sustainability towards achieving Punggol in Bloom – a livable neighbourhood that our Punggol Shore residents would be happy and proud to call home. Through this pilot, I hope that more neighbourhoods too can replicate these efforts for it is only when we come together as one that we can rally behind our Punggol Shore residents to build a vibrant community featuring beautiful common spaces, meaningful activities and lively events that brings all of us closer and more united through shared experiences.”

### **About SembWaste Pte. Ltd.**

SembWaste, a wholly owned subsidiary of Sembcorp Industries, is a leading environmental services provider in Singapore, focused on waste management, public cleaning and recycling services. It offers a comprehensive suite of services such as



collection, processing, recycling and disposal of solid waste to customers in the municipal, industrial and commercial sectors.

### **About Singapore Polytechnic**

Established in 1954, Singapore Polytechnic (SP) is Singapore's first polytechnic. It has 10 schools that offer 30 full-time diploma courses and three common entry programmes for more than 12,800 students. SP adopts a proven creative teaching and learning framework and offers students a holistic, authentic and industry-relevant curriculum, innovative and vibrant learning spaces, and enriching overseas programmes.

The Polytechnic is committed to producing competent and versatile graduates who are also imbued with sound values so that they can be work-ready, life-ready and world-ready. Currently, SP has more than 218,000 graduates and among them are successful entrepreneurs, top executives in multi-national and public-listed corporations, and well-known professionals across various industries and leaders in government.

SP clinched the inaugural ASEAN People's Award in 2015 for its contributions toward the region's community-building efforts. SP is also the first polytechnic to be awarded the President's Award for the Environment in 2010 and the President's Social Service Award in 2011, as well as the President's Award for Teachers in 2017, 2018 and 2020.

Follow SP on Facebook at <https://www.facebook.com/singaporepolytechnic/> and Twitter and Instagram at @singaporepoly.

### **About People's Association**

The [People's Association](#) (PA) is a statutory board established on 1 July 1960 to promote racial harmony and social cohesion, and to act as a bridge between the Government and the people. We offer a wide range of community [programmes](#) and volunteering opportunities for Singaporeans from all walks of life.

Our network includes close to 2,000 [Grassroots Organisations](#) (GROs), over 100 Community Clubs, five Community Development Councils, National Community Leadership Institute and PAssion WaVe. More information at [www.pa.gov.sg](http://www.pa.gov.sg).

### **About Singapore Environment Council**

Established in 1995, the Singapore Environment Council (SEC) enables businesses in their sustainability journeys through its globally recognised environmental certification programme under the Global Ecolabelling Network (GEN). In line with the national targets outlined in the SG Green Plan 2030, SEC focuses on raising public awareness on sustainability issues and fosters capability and capacity building through Public Private People (3Ps) partnership. As a not-for-profit, non-governmental organisation (NGO), SEC is approved under the Institution of Public Character (IPC) which extends tax exemption to donors.

For details, please visit <https://www.sec.org.sg>

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