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MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY

4 November 2024

To News Editor

**FOOD SUSTAINABILITY FESTIVAL OFFERS INTER-GENERATIONAL BONDING
MOMENTS**

*3-day weekend Sustainability Festival provides various opportunities for
the community to learn about food sustainability through fun and
immersive activities and workshops*

For over 5,000 participants, **The North West Sustainability Festival 2024** will take them on an immersive food sustainability journey, from learning about the impact of food choices, to how food moves from farm to table to planet, to actionable steps to protect the Environment. The Festival aims to continue North West CDC's longstanding efforts in building Sustainable Communities, through green education offering simple tips for families to adopt a green lifestyle. Participants of all ages can join the Festival, which offers free entry and free activities, to learn more about food sustainability through experiential activities, and create important shared memories with loves ones.

2 Parents looking to bond over food with their children could sign up for a “Zero Waste Cook-Off”, where parent-child teams produce a worthy dish in a friendly competition while aiming to minimise food waste. For families looking to unwind with some retail therapy, they could visit the Farmers’ Market which has around 20 stalls, all carefully selected for their emphasis on sustainable food. This includes two stalls will retail insect snacks, a sustainable and nutritious source of food, while another will sell locally produced sustainable teas. Residents looking to apply Green learnings to their home cooking will be spoilt for choice, with daily cooking demonstrations from 8 November to 10 November by celebrity chefs, such as one-Michelin-Star chef Benson Tong, who will engage the audience on 10 November, the last day of the Festival (see [Annex A](#) for media programme).

3 Sharing more about the focus on food sustainability this year, **Mr Alex Yam, Mayor of North West District**, said: “The CDC is scaling up our efforts to educate the community on taking green actions sustainably and for this year’s edition, we are spotlighting food sustainability. The sharper focus allowed us to design engaging activities for our residents to learn about food sustainability in a fun way, and pick up learnings that could easily be integrated into their daily lives. Through this annual event, and our regular Green Living programmes aimed at providing Green education to our residents, we hope to build up a Green culture where North West residents find it easy to live and breathe sustainability.”

4 The North West Sustainability Festival, which will be held from 8 to 10 November at Hillion Mall Outdoor Plaza, has a comprehensive line-up of interactive activities and installations, informative green workshops and sharing suitable for all ages, as well as storytelling sessions and colouring booths designed to engage children on green messages in creative and hands-on ways. The public’s response to the various workshops and sharing sessions have been resounding, with many already fully subscribed or near capacity. Residents can still enjoy other free activities at the Festival.

5 Among the residents who have signed up are Ms Evelyn and her family, who will be participating in the “Zero Waste Cook-off” on 10 November, where they will be cooking a signature dish with the mystery ingredients provided. In addition to contesting in the cookoff, the family has signed up for some of the workshops, including “Waste Not! It’s Edible”, to learn simple ways in assessing the edibility of food and the difference between expiry and best before dates. One other interesting workshop is “Meat for Mushrooms”, to explore replacing meat with mushrooms and how to harness the nutrition and taste of mushrooms to cook up two delicious dishes: Golden Vegan Rendang and Easy Hummus with Shiitake.

6 Another family attending the Festival is Ms Shanmuga Priya and her family, who have embraced a Green lifestyle in recent years. They participated in the Reduce @ North West challenge, where they realised that small actions at home, such as installing a water flow regulator to reduce the water flow of the tap, and designating a laundry day to save water, resulted in significant Green outcomes. The family succeeded in the Reduce @ North West challenge as they reduced their energy and water consumption over a four-month period. Motivated by their success, the family also took on the Green Homes @ North West programme, where they adopted energy efficient appliances in their home. The family is looking forward to attending the Festival to pick-up more Green tips from the various workshops and sharing sessions. More information about Reduce @ North West and Green Homes @ North West are in the following links, <https://go.gov.sg/nw-reduce> and <https://go.gov.sg/nw-greenhomes>, where the public can also read about North West CDC’s other Green programmes.

7 Over the years, North West CDC has developed a holistic green community, encompassing various green programmes to educate on green practices and encourage behavioural change amongst residents. Our supportive network is made possible by the CDC’s Green Champions, schools, community, and corporate partners coming together to share experiences, access resources and learn from one another. The Green ecosystem comprises different aspects of Green Living, including: (i) practicing the **5Rs** in day-to-day life – Refuse, Reduce, Reuse, Repair and

Recycle; (ii) Maintaining a **Clean Environment** through consistent green actions in the community; and (iii) Promoting **Education** to increase Green awareness and knowledge among residents of all ages. (See [Annex B](#) for Media FAQs).

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Media Invitation

Media is invited to **North West Sustainability Festival 2024** at Hillion Mall, Outdoor Plaza, on 10 November 2024. A media interview with the following spokespersons, including Mayor Alex Yam, residents, and partners, could be arranged subject to availability. See below for details of the media event.

North West Sustainability Festival

Date: Sunday, 10 November 2024
Media arrival: 12.30pm
Venue: Hillion Mall, Outdoor Plaza
17 Petir Road, Singapore 678278

Contact Person for Media:

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Enclosed:

- 1) Annex A – Media Programme for North West Sustainability Festival 2024
- 2) Annex B – Media FAQs (Appended separately)

[About North West Community Development Council \(CDC\)](#)

The North West District comprises Marsiling-Yew Tee GRC, Nee Soon GRC, Sembawang GRC, Holland-Bukit Timah GRC, and Bukit Panjang SMC.

The Community Development Councils (CDCs) were established to build a tightly knit, compassionate and self-reliant community. North West CDC works closely with various community and corporate partners to strengthen Singapore's social fabric; and encourages the more able and successful to come forward to help the less successful, and to foster greater sense of community ownership and self-help among the residents.

We develop cohesive and resilient communities, through growing networks, promoting volunteerism, fostering collaboration, cultivating social innovation.

Mission

(a) Aggregator of Needs and Resources

To help the less fortunate through local assistance programmes

(b) Builder of Capabilities and Capacities

To bond the community through projects & programmes to bring them closer to one another

(c) Connector of Communities

To develop strategic partnerships with corporate and community partners to better serve our residents

Five Communities

i. Caring Communities

Encourage a giving culture and uplift the lives of residents through social support programmes and networks

ii. Healthy Communities

Promote healthy lifestyle, encourage residents to bond and take charge of their own health

iii. Inclusive Communities

Strengthen social fabric by embracing and involving different segments of society

iv. Learning Communities

Promote lifelong learning mindset for personal and professional development

v. Sustainable Communities

Cultivate an eco-friendly lifestyle and building a green environment for our future generations

North West Sustainability Festival 2024

Sunday, 10 November 2024
17 Petir Road, Singapore 678278

MEDIA PROGRAMME

Time	Programme
12.30pm	Media Arrival
12.40pm	Arrival of Mayor Alex Yam
12.55pm	Mayor's Address
1.00pm	Launch of Cooking Contest: Ugly Food Cook-Off
1.10pm	Commencement of Tour 1. Farmers' Market (Zone C) 2. Game Booths (Zone C) 3. Giant Egg Tray Display (Zone C) 4. Exhibitions and Booths (Zone A/B)
2.15pm	Media Doorstop (Upon Request)
2.45pm	Prize Presentation for Cooking Contests
2.55pm	Group Photo
3.00pm	End of Media Programme