

Heroes get into action to protect environment

THE H3ROES Green Initiative is a recent collaboration between Canon and the National Environmental Agency (NEA) to educate and empower youths with practical knowledge on waste minimisation and management.

About 77 outstanding student leaders from 22 secondary schools are currently undergoing a six-month training programme to learn conservation concepts through hands-on learning. They are expected to put their knowledge to practical use in their schools and communities by initiating measurable environmental outreach programmes focusing on the 3Rs of Reduce, Reuse and Recycle.

Mr Satoshi Kimura, president and chief executive officer of Canon Singapore, says: "Canon is proud to conceptualise, design and spearhead this initiative with NEA. We believe that environmental consciousness and action should start from young, and H3ROES would be the ideal platform to create this opportunity for the next generation. "H3ROES aligns with our corporate phi-



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losophy of kyosei, which means living and working together for the common good. With H3ROES in action, Canon looks forward to further contributing to preserving the clean and green Singapore environment."

Upon completion of the training, the 77 students will be grouped into teams and embark on recycling outreach projects from December to April next year. Sharing sessions will be held in February for the teams to exchange ideas with judges from non-governmental organisations (NGOs)

and interest groups, who will then shortlist the best projects and award the top three teams by the middle of next year.

The schools will implement each year's projects for the five-year collaboration period and beyond. H3ROES 2011 alumni will also be involved in designing and implementing the 2012 training programme with Canon and NEA. Networking and bonding sessions will be organised to build up the alumni.

The CEO of National Environment Agency, Mr Andrew Tan, says: "In support of national recycling efforts and NEA's 'Keep Singapore Clean', which encompasses various community-led initiatives to keep Singapore clean and green, the H3ROES initiative will go a long way towards cultivating the recycling habit in our youths from young. By actively practising the 3Rs of reducing, reusing and recycling, the amount of waste disposed will be minimised, leading to less litter and a cleaner and greener environment."

Visit www.h3roes.com.sg to track the progress of the training and projects.