

## Media Release

### **ORCHARD ROAD BUSINESS ASSOCIATION LAUNCHES SUSTAINABILITY ROADMAP AND PLEDGE TO DRIVE COLLECTIVE EFFORTS TO REDUCE CARBON FOOTPRINT**

Singapore, 15 November 2024 - Orchard Road Business Association (ORBA) launched a Sustainability Roadmap and Pledge today for businesses along Singapore's iconic lifestyle belt to take eco-friendly actions, in a bid to reduce the precinct's carbon footprint.

Held at Hilton Singapore Orchard, the inaugural Orchard Road Sustainability Showcase was attended by ORBA members ranging from hotels to shopping malls, restaurant owners and retailers who have pledged to make collective efforts to reduce waste, usage of energy and water.

The Orchard Road Sustainability Roadmap was developed with ORBA members last year and outlines eight key areas where initiatives to tackle climate change can be implemented. The key areas are energy efficiency, green procurement, sustainability certification, waste management, and water sustainability - categorised under "sustainability approaches".

Under "placemaking approaches", the Roadmap highlights ways to develop capabilities, create sustainability-related experiences, and support heritage and community entrepreneurship. Refer to the Sustainability Roadmap Infographic in Annex 1.

Pledge signatories will commit to undertake at least four out of eight sustainability and placemaking approaches. A pioneering group of 25 members have signed the pledge, comprising 16 real estate developers, 4 hotels, 5 retail and dining establishments. Refer to the full list in Annex 2.

ORBA chairman Mr Mark Shaw said: "ORBA aims to leverage its position in connecting stakeholders to drive sustainability. This is a good start and we want to acknowledge members who have signed the Pledge as the first movers and key leaders in the precinct's collective effort to combat climate change.

"We hope their actions will spur others to seek ways to enhance their businesses in ways that reflect mindfulness towards the social and environmental impact of the economic activities taking place along Orchard Road. There is much for us to do collectively and we can't wait for a one-size solution to emerge, nor should we wait for others to do their part before we do ours."

Ms Guo Teyi, Director of Retail and Dining, Singapore Tourism Board, said: "ORBA's Sustainability Roadmap is a first-of-its-kind for a lifestyle precinct in Asia and aligns with Orchard Road's rejuvenation plans. It is by no mean feat that stakeholders from a diverse range of sectors can come together collectively to enable a wider transformation towards a more sustainable future. We believe the Roadmap will contribute to our national sustainability goals and reinforce Orchard Road's position as a must-visit lifestyle destination."

Many in the pioneering group of members have already incorporated ESG (environmental, social and governance) practices into their operations. For example, Orchard Road hotels such as Grand Hyatt Singapore, Hilton Singapore Orchard, Pan Pacific Orchard, and Pullman Singapore Orchard, have upgraded their chiller systems and installed food waste digesters onsite. They also use motion sensors in rooms to power down the LED lights and air-conditioning when no human presence is detected, harvest rainwater, and procure sustainable food ingredients, amongst other initiatives.

Mr Rupert Hallam, General Manager, Hilton Singapore Orchard, said: “At Hilton, we believe that hospitality can be a force for good in the world, so we work conscientiously to contribute positively to the environment and communities we serve. This is reflected in Hilton’s Travel with Purpose 2030 goals, which includes science-based targets to reduce greenhouse gas emissions by 75% in managed hotels and by 56% in franchised ones, by 2030.”

Hilton Singapore Orchard’s sustainability initiatives span across ORBA’s Sustainability Roadmap, including water conservation and waste reduction. The 1,080-room hotel eliminates the use of approximately 1.2 million plastic bottles annually with the installation of a water filtration and bottling system using glass bottles on-premise.

Ms Hwee Lee, UNIQLO Singapore’s senior director for sustainability, said: “UNIQLO’s LifeWear concept encompasses a new industry that extends from creating products sustainably to sustaining the value of clothing products that are no longer needed. Through ‘Neighbours Helping Neighbours’ and RE.UNIQLO, we engage UNIQLO customers in this process, by developing a closed loop so that we can continue to utilise LifeWear to support a sustainable society.

“We take responsibility for our clothing by developing innovative reuse, recycle, repair and remake or upcycling services and technologies that give LifeWear a new lease of life. By extending a circular economy for clothing, and with our waste management solutions, we seek also to create a more sustainable society through our give-back activities. UNIQLO is delighted to pledge our support to promote responsible business practices with ORBA.”

To evaluate the impact of the ‘Neighbours Helping Neighbours’ programme on their beneficiaries, UNIQLO and Singapore Management University Lien Centre for Social Innovation did a joint study. The findings showed that sustainable fashion initiatives can improve recipients’ perceived wellbeing, happiness and sense of dignity, with almost 9 out of 10 of the respondents indicating higher degrees of happiness. This first-of-its-kind, data-driven study lays a firm foundation for scaling this clothing circularity model for social good.

Meanwhile, Metro Singapore demonstrated how its Product Development Team weaves sustainable ideas into its designs, and how it works with mills that promote environmental responsibility. It developed stain-repellant capabilities for its in-house brand, Kurt Woods, made from 100% premium cotton from Socktas Tekstil. The Turkish fabric maker adopts regenerative farming practices and focuses on traceability for its cotton production, using blockchain technology developed in partnership with UNECE (United Nations Economic Commission for Europe) to verify sustainability credentials from farm to shelf.

### **Website on Sustainability**

ORBA has also launched a microsite to highlight the Sustainability Roadmap and showcase members' sustainability initiatives to raise awareness, share best practices, and foster collaboration. ORBA will organise B2B events for its members with sustainability-centric discussions across various formats such as forums, panels, and events, such as the experiential workshop conducted in August 2024 at 67 Pall Mall.

One of ORBA's key roles as place manager is advocacy, and the first step towards sustainability was taken in 2022 when ORBA commissioned a feasibility study on the topic. Supported by STB, ORBA conducted a membership-wide survey and a series of 1-on-1 engagement sessions with ORBA members. Through the study, the material topics of the highest priority were identified. The survey was designed based on the Sustainability Accounting Standards Board materiality framework with an industry breadth directly relevant to ORBA's membership profile.

Unearthed Productions is ORBA's Sustainability Partner in bringing a series of sustainability events and experiences to Orchard Road this year. Unearthed Productions will enhance engagement with Orchard Road stakeholders at ORBA events and work together with ORBA on sustainability-focused campaigns.

-The End-

ORBA's microsite on Sustainability can be found [here](#).

Please find the media kit for images of the launch, ORBA Chairman Mark Shaw's speech, materials from Metro, UNIQLO and Hilton Singapore Orchard [here](#).

### **For media enquiries, please contact:**

#### **Catherine Ong Associates**

Catherine Ong  
+65 9697 0007

[cath@catherineong.com](mailto:cath@catherineong.com)

Sharon Cheah

+65 9658 2942

[sharon@catherineong.com](mailto:sharon@catherineong.com)

### **About Orchard Road Business Association**

Founded in 1998, Orchard Road Business Association (ORBA) is the Place Manager of Orchard Road, representing the interests and welfare of businesses operating along Orchard Road. ORBA's mission is to preserve, promote, improve, and facilitate business through events, business development, marketing and promotion. ORBA organises high-profile events such as "Christmas on A Great Street", "Fashion Steps Out", "Rev-Up @ Orchard", "Pedestrian Night" and "Night At Orchard (NAO)" to attract visitors and tourists to Orchard Road. Its annual award-winning "Christmas on A Great Street" marks the start of the year-end festive season in Singapore, illuminating the city's foremost shopping and entertainment district with sparkling lights and colour. From 1 April 2019, ORBA has also taken over the curation and management of the Urban Green Rooms (UGRs) as pop-up spaces along the Orchard Road pedestrian mall. Membership in ORBA is open to Orchard Road stakeholders,

as well as non-stakeholders who have an affiliation with lifestyle businesses along Orchard Road. There are more than 110 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants. ORBA operates under the auspices of the Singapore Tourism Board with its administration entrusted to an Executive Committee (EXCO) comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mr Mark Shaw (Director of The Shaw Organisation Pte Ltd) as Chairman.

For more information, please visit [www.orchardroad.org](http://www.orchardroad.org) or [www.facebook.com/orchardroad.sg](https://www.facebook.com/orchardroad.sg)

## Annex 1

### Sustainability Roadmap Infographic



Examples of actions mapped against the Roadmap:

#### 1. Waste Management, Water Sustainability: Hilton Singapore Orchard

- Bottling in glass bottles on-site, eliminating about 1.2 million plastic water bottles yearly.
- Replaced plastic key cards with Forest Stewardship Council-certified cherry wood keycards, and use of

Digital Keys via the Hilton Honors app. This eliminates about 40,000 plastic cards a year across the 1,080-room property.

## 2. Waste Management, Social Sustainability: UNIQLO

- UNIQLO's Neighbours Helping Neighbours initiative was first piloted in Singapore in May 2022 and, to date, UNIQLO has established nine clothing redistribution facilities in Singapore, to redistribute 50,000 preloved clothing items by September 2025. Since May 2022, more than 30,000 pieces of preloved clothing items have been redistributed.

## 3. Green Sourcing, Social Sustainability: Metro Singapore

- Metro's Product Development Team teamed up with Raffles Design Institute (RDI) and Sateri, the world's largest producer of viscose fibre, to launch an eco-conscious apparel line in 2022. Using Sateri's EcoCosy® fibre, RDI students applied zero-waste drafting techniques to craft a sustainable collection, 'Letters to Metro'. Made from biodegradable viscose sourced from eucalyptus, the line met the rigorous European standards for sustainability.
- Recognised for this innovation, Metro earned the Singapore Good Design Award (SG Mark) 2023, highlighting their commitment to eco-friendly fashion in collaboration with industry leaders and rising design talent.

## **Annex 2**

### ORBA members who have signed the Pledge

CapitaLand Investment Ltd  
Castlery Pte Ltd  
City Developments Limited  
Far East Organization  
Fish & Co. Restaurants Pte Ltd  
Frasers Property Retail  
Grand Hyatt Singapore  
Hilton Singapore Orchard  
Hotel Properties Limited  
Lendlease Retail Pte Ltd  
Mandarin Gallery  
Metro Pte Ltd  
Orchard Central  
Orchard Turn Developments Pte Ltd  
OUE Limited  
Pan Pacific Orchard  
Plaza Singapura  
Pullman Singapore Orchard  
Shaw Organisation Pte Ltd  
Straits Retail Property Management Services Pte Ltd  
UNIQLO Singapore  
Wharf Estates Singapore Pte Ltd  
Wing Tai Clothing Pte Ltd  
Wisma Atria  
YTL Starhill REIT Management Limited