

Media Release

ORCHARD ROAD'S SUSTAINABILITY DRIVE PICKS UP PACE

**Singapore, 7 November 2025** – Orchard Road's sustainability drive is gaining momentum as more malls, restaurants, hotels, and offices step up efforts to reduce, reuse and recycle, backing Orchard Road Business Association (ORBA)'s initiatives to promote the circular economy.

ORBA led Singapore's first precinct-wide e-waste recycling drive, a large-scale sustainability initiative that rallied Orchard Road stakeholders to take collective climate action. Organised by ORBA in collaboration with ALBA E-Waste Smart Recycling, the campaign saw truckloads of discarded electronics and electrical products swept up through a coordinated doorstep pick-up across 32 building managements and tenants in 10 precinct locations – a first-of-its-kind effort in Singapore. By consolidating collection routes, the precinct's collection drive saved more than 500km of mileage between Orchard Road and ALBA's Tuas facilities, reducing carbon emissions by half a tonne of carbon dioxide – the equivalent to what twelve trees absorb in a year.

In addition, a year after ORBA launched its Orchard Road Sustainability Roadmap, which outlines eight key areas for implementing initiatives to combat climate change, 14 more establishments have pledged to adopt at least four of the eight sustainability and placemaking approaches. This raises the total number of pledges from 25 to 39.

Speaking at the third ORBA ESG Showcase today, Chairman Mark Shaw commended ORBA members for staying the course to fight climate change, even as progress has slowed globally and some countries and big businesses are retreating from climate commitments.

A mid-year update<sup>1</sup> by the Berlin-based independent Climate Action Tracker noted that none of the 40 countries it tracked, which account for 85 per cent of global emissions, have strengthened their 2030 targets, and only 11 have submitted a 2035 target. It described the lack of progress as "deeply concerning, especially as climate impacts are intensifying across every region of the world."

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<sup>1</sup> <https://climateactiontracker.org/publications/mid-year-check-on-2035-climate-plans/>

Mr Shaw said: "ORBA leverages our unique position at the heart of our stakeholder network to drive sustainability through creative and collaborative efforts. We're turning shared aspirations into measurable action and ensuring Orchard Road remains lively without enlarging its carbon footprint.

"One such successful collaboration is ORBA's E-waste Recycling Drive with ALBA E-Waste Smart Recycling. As Singapore's first precinct-wide e-waste recycling drive, it saw 1,198 kilos of e-waste collected from participating establishments across Orchard Road during the three-day free doorstep collection, held in conjunction with International E-waste Day."

Held from 27-29 October, the drive offered Orchard Road businesses a convenient doorstep collection for a wide range of electronic equipment, appliances and devices - a service that ALBA typically charges when volumes are below one cubic metre (roughly equivalent to three washing machines). The proper disposal of e-waste like computers, laptops, or mobile phones is vital to prevent hazardous components from contaminating ecosystems, protect public health, safeguard data privacy, and promote a circular economy.

The E-waste Recycling Drive is one of four sustainability events organised by ORBA this year. Besides this Showcase, ORBA launched a 'Sustainability By Design' Trail in September, in conjunction with Singapore Design Week, to provide an interactive way for visitors to learn about sustainability efforts in the precinct. The participating stakeholders were 313@somerset, Castlery, Mercure Singapore on Stevens, Novotel Singapore on Stevens, \*SCAPE, Shaw House, and The 1872 Clipper Tea Co.

In line with the Social Sustainability approach in the Roadmap, ORBA is also providing free counselling to some 60,000 workers on Orchard Road in a pilot programme, Counselling @ Work Great. The initiative responds to the growing focus on workplace mental health, aiming to break the stigma and normalise seeking help. It positions counselling as an accessible resource for employees - whether they need a listening ear, career guidance, or simply a safe space to talk. Through this effort, ORBA underscores its commitment to quality employment and the empowerment of underprivileged and vulnerable groups.

As part of the Orchard Road Sustainability Roadmap's educational outreach, ORBA will host an ESG learning session for design thinking and environmental education teachers from Yuhua Secondary

School on 21 November 2025. Through this engagement, the teachers will meet ORBA members 313@somerset and \*SCAPE to gain firsthand insights into how Orchard Road businesses are putting sustainability into action -- from integrating climate-conscious strategies to embedding sustainable design principles in daily operations. The session aims to spark ideas and inspire educators to bring real-world examples of environmental responsibility into the classroom, connecting learning with the heart of Singapore's iconic lifestyle destination.

### Third ESG Showcase

At today's Sustainability Showcase, two Orchard Road stakeholders shared their sustainability journeys towards circularity, as they addressed waste reduction and packaging. In Singapore, packaging makes up about a third of household waste<sup>2</sup>, while across Asia it accounts for nearly half of all plastic waste<sup>3</sup>.

Clarence Lui, Head of Commercial at Castlery, a modern furniture brand, spoke at the Showcase, highlighting that Castlery is committed to fostering a circular economy through lasting designs, waste reduction, and using recycled and more sustainable materials for packaging.

Rehan Amarasuriya, Executive Director, The 1872 Clipper Tea Co., a Singapore tea brand, also elaborated on how Clipper Tea took care to find the best way to make its packaging sustainable without compromising on the quality of the tea which is highly sensitive to moisture, from the tea bag design to their box packaging.

While one involved large-format furniture and the other compact tea bags, both Castlery and The 1872 Clipper Tea Co. spent months rethinking the packaging of their products, demonstrating how eco-conscious and mindful design changes can make a big difference in reducing waste and enhancing circularity.

Castlery is tackling packaging waste on a large scale by redesigning its furniture cartons. A standout is the Rio Teak Dining Table packaging redesign. By eliminating 1.9 kg of expanded polystyrene per unit and switching to 50.6 percent recyclable corrugated board, the redesign reduced packaging costs by

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<sup>2</sup> [NEA media](#)

<sup>3</sup> [https://www.k-online.com/en/media\\_news/k-mag/sustainability/circular-economy/asia-sustainable-plastic-packaging](https://www.k-online.com/en/media_news/k-mag/sustainability/circular-economy/asia-sustainable-plastic-packaging)

25 per cent and lowered its free-on-board price by 4.06 per cent across 417 units shipped globally in the first half of 2025, all without compromising product protection.

The 1872 Clipper Tea Co., meanwhile, dedicated more than 18 months to researching and developing fully compostable tea sachets made from wood, sugarcane and bamboo pulp, one of the first for Singapore tea companies. It also switched to plant-based envelopes, FSC-certified paper and soy-based inks for its boxes. These changes make its packaging cleaner to dispose of and safer for both people and the planet while still preserving the integrity of the tea leaves. For wholesale partners, the company redesigned its bulk packaging to use fewer materials without compromising on quality.

The Showcase also had a workshop demonstration by Semula, a Singaporean social enterprise focused on plastic upcycling, demonstrating how collected HDPE (Type 2) plastics can be turned into carabiners.

More information about ORBA's Sustainability Roadmap can be found on its microsite<sup>4</sup> which showcases members' sustainability initiative and shares best practices.

-The End-

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**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 to lifestyle business along Orchard Road. There are more than 120 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

<sup>4</sup> <https://sustainability.orchardroad.org/>

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ORCHARD  
ROAD  
A GREAT STREET

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](http://www.facebook.com/orchardroad.sg).

## Appendices

### ORBA members who have signed the Pledge

\*Names in bold are new members that signed the Pledge in 2025

#### **111 Somerset**

#### **313@Somerset**

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

#### **Mercure Singapore on Stevens**

Metro Pte Ltd

#### **Novotel Singapore on Stevens**

Orchard Central

Orchard Turn Developments Pte Ltd

OUE Limited

#### **Pacific Plaza**

Pan Pacific Orchard

Plaza Singapura

Pullman Singapore Orchard

#### **Raffles College of Higher Education**

RISIS

#### **\*SCAPE**

#### **Shangri-La Singapore**

Shaw Organisation Pte Ltd

#### **Singtel**

Straits Retail Property Management Services Pte Ltd

#### **Takashimaya Singapore**

#### **The 1872 Clipper Tea Co.**

#### **Unearthed Productions**

UNIQLO Singapore

Wharf Estates Singapore Pte Ltd

Wing Tai Clothing Pte Ltd

Wisma Atria

#### **YOTEL**

YTL Starhill REIT Management Limited

## Castlery's Path to Circularity

Castlery is advancing a multi-pronged circularity approach that spans product design, manufacturing, and material choices. Designing for longevity is a core value. Fabrics are tested to resist wear for up to 15,000 cycles of abrasion to ensure they stand up to real living. Over 60 products come with removable, washable covers so customers can extend the life of their products with care or replacement parts.

In 2024, the company diverted 26% of its 509 metric tonnes of waste from disposal globally. 31% of total returns were kept out of landfills through its resale programme, saving 450 items and generating \$136,000 in revenue. Returned pieces are either repaired or dismantled to recover materials such as wood, foam and metal, turning waste reduction into both an environmental and business opportunity. Locally, the Singapore warehouse has achieved a 35% recycling rate.

In production, computerised machining technology ensures materials are cut with precision, reducing offcuts and using resources responsibly for maximum efficiency. About 20% of each upholstered product's weight now comes from recyclable materials. In 2023, it piloted a Trade-In Programme that attracted some 200 participants. While discontinued, it has plans for a revised, more scalable version.

Castlery's commitment to circularity also extends to community. The company continues to collaborate with local designers and upcycling studios -- including Tesign x Semula (Go Green 2023), Pass It On (Go Green 2024) and Restore (Go Green 2025) -- to create capsule products and exhibitions. Castlery has donated furniture to Tan Tock Seng Hospital's "HeartSpace", a nurse-led project creating restorative spaces for healthcare workers.

Looking ahead, Castlery aims to become the first Asian furniture brand to achieve B Corp certification. To support this, it is strengthening partnerships with beneficiaries, recycling programmes, and resale platforms to divert waste from landfills. The company is also exploring new avenues of helping customers extend product lifecycles through take back and recycling services. It is also investing in raising consumer awareness on waste reduction and responsible consumption, aligning with its broader mission to drive positive change across the industry.

## About Castlery

Castlery is a furniture design brand focused on solving real-life problems with high-quality furniture and home goods. From maximising storage in city apartments, to tablescaping dinners for 30, to building sofas that let kids be kids—we address a wide range of needs and life stages through an approach that puts people first, not trends or industry norms. Our unique design philosophy combines inventiveness, versatility and craft to create more opportunities for freedom, comfort and beauty at home, without compromising on affordability. With a global presence that spans Singapore, Australia, United States, Canada, and United Kingdom—we're here to open everyone's eyes to the spaces they already have, and all the life that's waiting to be lived in them.

### **The 1872 Clipper Tea Co.'s Use of AI**

The 1872 Clipper Tea Co. uses Tea AI in its sourcing process to track tea quality and origin from leaf to cup. This data-driven approach allows the company to monitor every stage of the tea production process to ensure transparency across the supply chain and reinforces The 1872 Clipper Tea Co.'s commitment to providing premium, consistent tea blends to consumers worldwide.

The Tea AI system utilises a data-driven approach to monitor and record critical information at every stage of the tea production process, from the source plantation through to blending and packaging. This technology allows the company to track minute details related to tea quality and origin, ensuring that every batch meets the exacting standards for which the brand is known.

Rehan Amarasuriya, Executive Director of The 1872 Clipper Tea Co. said, "The Tea AI system is not simply a technical upgrade; it is a commitment to the integrity of our product. By leveraging this technology, we guarantee transparency across our entire supply chain and affirm our dedication to the art of tea-making, ensuring that the signature aroma and refined taste our customers expect remain constant."

The integration of Tea AI supports The 1872 Clipper Tea Co.'s mission to sustain its legacy of excellence, delivering the finest teas sourced responsibly and meticulously blended for the modern palate.

### **About The 1872 Clipper Tea Co.**

For five generations, The 1872 Clipper Tea Co. has been Singapore's oldest tea producer, blender and retailer, offering premium farm-to-cup specialty teas for over 150 years. The brand's journey began at a jewellery boutique on High Street in 1872, and it continues to be widely recognised for its consistency to quality, signature aroma and refined taste. The brand also maintains its dedication to sourcing and providing the finest teas from all corners of the world.

The heritage brand empowers the lives of Sri Lanka's tea pluckers by advocating for fair living wages, collaborating closely with ethical partners, specialising in tea technology, and driving innovative efforts towards a sustainable global tea industry. The brand takes pride in sourcing all its teas from sustainable tea plantations, ensuring environmental responsibility and traceability in its supply chain.

-The End-