

Embargoed until 30 Aug, 12pm



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**MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY**

28 August 2025

To News Editor

**FROM WASTE TO RUNWAY: UPCYCLED FASHION TAKES CENTRE STAGE AT  
NORTH WEST SUSTAINABILITY FESTIVAL 2025**

*Focusing on upcycling and recycling, the three-day Festival provides  
a platform for residents to learn how to shape their daily habits into  
meaningful environmental action*

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Shining the spotlight on Upcycling and Recycling, the third edition of **North West Sustainability Festival** organised by the North West Community Development Council (CDC) will provide residents of all ages with an interactive gateway to join the green movement in the North West District, in line with CDC's broader mission to inspire residents to adopt sustainable practices at home whilst collectively building a low-carbon, circular economy in alignment with Singapore's Green Plan 2030. Residents can expect a turbo-charged sustainability experience, where they can not only immerse in green showcases and workshops but also contribute their own upcycled materials which will become integral to the festival's main activities, fostering strong community participation and ownership. The hands-on and direct involvement of residents

highlight how everyday choices can become powerful environmental actions.

2           The **North West Sustainability Festival 2025** will be held on 29 to 31 August 2025 at Northpoint City, South Atrium, and the event will be hosted by Mr Alex Yam, Mayor of North West District, and graced by Special Guests , Mr Ong Ye Kung, Coordinating Minister for Social Policies and Minister for Health, and Grassroots Adviser to Sembawang GRC GROs (Sembawang Central); Ms Poh Li San, Grassroots Adviser to Sembawang West SMC; Mr Ng Shi Xuan, Grassroots Adviser to Sembawang GRC GROs (Naval Base); and Mr Jackson Lam, Grassroots Adviser to Nee Soon GRC GROs (Nee Soon East), where they will be making personal sustainability pledges alongside residents at the Interactive Pledge Wall, and participating in the exhibitions and activities available at the festival (*See Annex A for Media Programme*).

3           This year's festival has a comprehensive line-up of interactive activities including a showcase on the CDC's green education journey, free upcycling workshops and informative talks, as well as an exhibition booth on Green prototypes from the top three winning teams of the Green Bootcamp @ North West 2025 held earlier this year. The 4<sup>th</sup> edition of the Bootcamp drew more than 25 youth teams to not only ideate and share innovative green solutions, but bring their ideas to life by creating prototypes for their projects – a new segment introduced to the programme this year. Addressing environmental concerns such as overconsumption and lack of awareness on fast fashion, Goon Lagoon, the winning team, presented a communal space where youths can come together to create, exchange, and learn how to upcycle their clothes through sewing and alteration, to develop their own style responsibly (*See Annex B for concepts and prototypes from the Green Bootcamp @ North West*).

4           In celebration of SG60, residents are encouraged to donate their pre-loved red and white clothes to support the festival's upcycling workshops, where participants will transform one person's discarded

clothing into another person's treasure. Riding on the theme of sustainable fashion, the festival will feature a Re:Style Fashion Runway showcase on 30 August, where preschoolers and tertiary students will take center stage with their upcycled creations, from sling bags crafted out of old fabrics to imaginative costumes pieced together from discarded materials. Another highlight is the Re:Style SG60 Fashion Contest on 31 August, featuring 12 contestants, who are members of the public, and their stunning fashion pieces made from upcycled and recycled materials. Working strictly with preloved and repurposed materials, the showcase not only celebrates fashion innovation but also sparks meaningful conversations about reducing waste, rethinking consumption, and imagining a greener future together.

5            Reflecting on the CDC's green efforts, **Mr Alex Yam, Mayor of North West District**, said: "This year, the focus is on upcycling and recycling, which is a simple habit that every resident can adopt to make a positive impact on the environment. Through the annual North West Sustainability Festival and our staple green programmes, the CDC has been expanding our community outreach and promoting green education, to cultivate sustainable practices in the District."

6            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.

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**Media Invitation**

Media is invited to North West Sustainability Festival 2025 at Northpoint City, South Atrium on 30 August 2025. 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 2025**

**Date:** Saturday, 30 August 2025

**Media arrival:** 12pm

**Venue:** Northpoint City, South Atrium  
1 Northpoint Drive, S768019

**Contact Person for Media:**

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Enclosed:

- 1) Annex A – Media Programme for North West Sustainability Festival 2025
- 2) Annex B – Green Bootcamp @ North West Concepts and Prototypes
- 3) Annex C – Media FAQs (Appended separately)
- 4) Annex D – Event Posters

## **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 2025**

**Saturday, 30 August 2025**

**1 Northpoint Drive, S768019**

**MEDIA PROGRAMME**

<b>Time</b>	<b>Programme</b>
12pm	<b>Media Arrival</b>
12.20pm	Arrival of Mayor and Special Guests
12.30pm	<b>Mayor's Opening Address</b>
12.40pm	Re:Style Fashion Runway Showcase by 1) PCF Sparkletots Preschool @ Woodgrove Blk 501 2) Singapore Polytechnic
1.10pm	<b>Group photo-taking and Interactive Pledge Wall</b>  Mayor and Special Guests will be invited to write their personal sustainability pledge.
1.15pm	<b>Commencement of Exhibition and Booths</b>  1) Upcycling Exhibition and Installation 2) 4 Partner Booths - Repair Kopitiam / Tzu Chi / ALBA / Waste Management and Recycling Association of Singapore (WMRAS) 3) Exhibition Structure on Community-led Projects 4) Partner (Micron) and Vendor (.bungkus) Booth 5) Green Bootcamp Prototype Booth 6) 2 Game Booths ("What Goes Where?" AR Recycling Game and Myth vs Fact Game Booth)
1.45pm	<b>Media Doorstop (Upon request)</b>
2.00pm	End of Media Programme

**Top 3 Projects from Green Bootcamp @ North West**

**Sewerz by Team Goon Lagoon from Republic Polytechnic**



**Concept:**

A bi-monthly community gathering hub that provides a welcoming space for residents to meet, connect, and pick up sewing skills. By encouraging people of all ages to create and personalise their own clothes, the initiative helps reduce textile waste while raising awareness of overconsumption. With access to sewing facilities, the communal space is envisioned to grow into a permanent hub that blends a creative workshop, café, and sustainable fashion centre — supporting creativity, lifelong learning, and community spirit, all while contributing to a more sustainable lifestyle.

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**Patcher Upper by Team CKH from River Valley High School**



**Concept:**

The Patcher Upper — a compact, affordable device that helps reduce textile waste by repairing small tears and holes in clothing. Powered by rechargeable batteries, it uses heat-activated adhesive patches to extend the life of garments without the need for sewing. Simple and user-friendly, the invention promotes sustainable fashion by making it easy for anyone to maintain their wardrobe and cut down on fast fashion waste.



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## **Woodkrete by Team Brain Stormtroopers from Republic Polytechnic**



### **Concept:**

Woodkrete is a sustainable composite material designed as a lightweight, durable alternative to conventional concrete. Made from a mouldable mix of sawdust or metal filings combined with UV-resistant, eco-friendly resin, it incorporates recycled plastic and plant sap to improve strength and flexibility. By supporting circular economy principles, this innovation reduces waste, lowers carbon emissions, and tackles plastic pollution — offering greener solutions for the construction industry.

Event Materials for Reference



In Support of SG60xCDC:  
  
Aggregate.Build.Connect

**North West Sustainability Festival** ▶▶▶▶▶  
29-31 August 2025 | 10am-9pm  
Northpoint City (South Atrium)



**Re:Imagine60**  
Towards a Sustainable SG





General Information & Workshops  






Have a passion for sustainable fashion?  
Join our Re:Style SG60 Fashion Contest

Re:Style SG60 Fashion Contest  


Building A Caring and Healthy North West Community

Organised by:



Supported by:



In Support Of:



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## Fashion Contest

### North West Sustainability Festival ▶▶▶▶▶

# Re:Style SG60 Fashion Contest

## Fashion Forward, Waste Backward

Get ready to design and showcase your masterpiece, and take centre stage on event day!

31 August 2025 | 2.00pm-3.30pm  
Northpoint City (South Atrium)

In Support of SG60xCDC:

**SG 60**

**COMMUNITY DEVELOPMENT COUNCIL**  
Aggregate.Build.Connect



### Award Prize for Top 3 winners

	<b>\$300</b> e-vouchers
	<b>\$200</b> e-vouchers
	<b>\$100</b> e-vouchers



**Scan here to sign up now!**

Registration deadline:  
17 August 2025



### Open to all

**Design Criteria:**

- 1 Go Green**  
Use recycled or upcycled materials for all fashion pieces to promote sustainability and environmental consciousness.
- 2 Celebrate SG60**  
Show Singapore's 60-year journey through your design.
- 3 Think Red & White**  
Feature the national colours boldly in your creation.



Building A Caring and Healthy North West Community

Organised by:



Supported by:



In Support Of:



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## Programme Highlights

<b>Friday</b> <b>29</b> <b>Aug</b> 2025	<b>Upcycled Glass Bottle Terrarium</b>  7.00pm – 8.00pm 	<b>Daily Activities 10am to 9pm</b>  Sustainability Exhibitions & Community-Driven Eco Projects Showcase  Interactive Photo Booth & Pledge Wall AR Recycling Activities & VR Experience Mini Library and Kids' Colouring Corner				<b>Stage Line-Up on 30 Aug</b>  10.50am - 11am "Give Your Items a Second Life" <i>Sharing by Repair Kopitiam</i>  12pm - 12.15pm English Drama Club Skit <i>Northbrooks Secondary</i>  12.40pm - 1.15pm Re:Style Fashion Runway Showcase  2.20pm - 2.30pm "Wear & Care: How to Care, Choose & Wear More Sustainability" <i>Sharing by H&amp;M</i>  4pm - 4.30pm Storytelling  <b>Stage Line-Up on 31 Aug</b>  11.20am - 11.30am "Give Your Items a Second Life" <i>Sharing by Repair Kopitiam</i>  1pm - 1.30pm Stage Performance  2.05pm - 3.15pm Re:Style SG60 Fashion Contest Runway  4pm - 4.30pm Storytelling
<b>Saturday</b> <b>30</b> <b>Aug</b> 2025	<b>DIY Recycled Paper Stickers</b>  11.00am – 12.00pm 	<b>Upcycled Crossbody Handphone Strap</b>  2.30pm – 3.30pm 	<b>Introduction To Plastics (ITP) – Upcycled Coasters / Comb</b>  5.00pm – 6.00pm 	<b>Coconut Husk Planter</b>  6.30pm – 7.30pm 		
<b>Sunday</b> <b>31</b> <b>Aug</b> 2025	<b>Upcycled Crossbody Handphone Strap</b>  10.00am – 11.00am 	<b>Upcycled Crossbody Handphone Strap</b>  11.30am – 12.30pm 	<b>Fuse &amp; Reuse: Upcycled Unwanted Plastic Bags into Pouches</b>  5.00pm – 6.00pm 	<b>Fuse &amp; Reuse: Upcycled Unwanted Plastic Bags into Earrings</b>  6.30pm – 7.30pm 		