

# JOINT MEDIA RELEASE

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## NEW ALLIANCE FOR ACTION ON PACKAGING WASTE REDUCTION FOR THE E-COMMERCE SECTOR

**Singapore, 23 August 2024** – The Singapore Manufacturing Federation (SMF) and Singapore Post (SingPost) have taken the lead to spearhead a new Alliance for Action (AfA)<sup>1</sup> on Packaging Waste Reduction for the E-commerce Sector, supported by the National Environment Agency (NEA). The objective of this AfA is to develop sector-specific voluntary guidelines on sustainable packaging for the e-commerce sector.

2. The AfA guidelines are intended to complement the Technical Reference on Sustainable Packaging Guiding Framework and Practices (TR109:2023)<sup>2</sup> that was launched in 2022, by contextualising it to the e-commerce sector. The guidelines will focus on packaging used or added specifically to enable an e-commerce transaction, such as transportation and mailing packaging, void-fill packaging and labels.

3. The guidelines aim to help companies in the e-commerce sector make informed decisions on sustainable packaging solutions to reduce, reuse and recycle packaging waste. Areas that AfA stakeholders are looking into include e-commerce marketplace initiatives that promote sustainable packaging, and solutions for each type of commonly used e-commerce packaging. These would be augmented with details on the actions to take, potential benefits and drawbacks, and relevant case studies and references.

4. Mr Chan Chin Kai, Chief Sustainability Officer of NEA, said, “NEA commends the e-commerce industry for coming together via an Alliance for Action to develop sustainable packaging guidelines. This voluntary initiative is a testimony to the importance and the commitment that the e-commerce industry places on reducing its environmental footprint. As environmental sustainability increasingly takes centre stage, we call upon other sectors to similarly organise themselves and chart the path towards a greener and more sustainable future.”

5. Mr Lennon Tan, President of the SMF, said, “At the Singapore Manufacturing Federation, we recognise the urgent need for sustainable practices in e-commerce. This Alliance for Action reflects our commitment to driving industry collaboration in reducing packaging waste. By developing practical guidelines, we are helping businesses manage packaging materials responsibly, pursue innovative practices, and work towards zero waste, all while contributing to Singapore’s sustainability goals.”

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<sup>1</sup> AfAs are industry-led coalitions, working in partnership with the government, to prototype ideas in areas of opportunity for Singapore or address a common challenge.

<sup>2</sup> The TR109:2023 specifies guidelines, criteria, and best practices in implementing the 3Rs (Reduce, Reuse, Recycle) for Business-to-Business and Business-to-Consumer packaging. It is available for purchase at the Singapore Standards eshop at [www.singaporestandardseshop.sg](http://www.singaporestandardseshop.sg).

6. Ms Michelle Lee, Chief Sustainability Officer of SingPost, said, "The number of e-commerce parcels arriving in Singapore doubled between 2019 and 2023, and with the continuous expansion of e-commerce, packaging waste will skyrocket. There is an urgent need for the ecosystem in Singapore to work together to make informed decisions and take action. We hope the local guidelines will raise awareness and accelerate efforts to reduce, reuse, and recycle. These guidelines are established based on the experience of alliance members, and we hope these tried and tested options will help rapidly scale adoption."

7. The AfA comprises 15 members encompassing industry stakeholders from across the e-commerce value chain, trade associations, and non-governmental organisations (NGOs). It aims to publish the guidelines in early 2025. More details on the AfA members can be found in **Annex A**.

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**About the National Environment Agency**

The National Environment Agency (NEA) is the leading public organisation responsible for ensuring a clean and sustainable environment for Singapore. Its key roles are to improve and sustain a clean environment, promote sustainability and resource efficiency, maintain high public health standards, provide timely and reliable meteorological information, and encourage a vibrant hawker culture. NEA works closely with its partners and the community to develop and spearhead environmental and public health initiatives and programmes. It is committed to motivating every individual to care for the environment as a way of life, in order to build a liveable and sustainable Singapore for present and future generations.

For more information, visit [www.nea.gov.sg](http://www.nea.gov.sg)

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**About Singapore Manufacturing Federation:**

Founded in 1932, the Singapore Manufacturing Federation (SMF) champions the nation's manufacturing sector by driving innovation and sustainable growth. Organized into 10 Industry Groups and supported by Associated Services, SMF addresses distinct industry needs. Focusing on sustainability, human capital, internationalization, and productivity, SMF enhances sector resilience. As a collaboration catalyst, it fosters strategic alliances and market expansion locally and globally. With above 5,000 diverse members, including SMEs, MNCs, and Affiliates, SMF shapes Singapore's manufacturing ecosystem and drives industry advancement.

Visit [www.smfederation.org.sg](http://www.smfederation.org.sg) for more information.

## Alliance for Action (AfA) on Packaging Waste Reduction for the E-commerce Sector

<b>Members</b>		
<b>S/N</b>	<b>Company Name</b>	<b>Industry/Role</b>
1.	Singapore Manufacturing Federation (Co-Lead)	Trade Association
2.	Singapore Post (Co-Lead)	Logistics
3.	Amazon.sg	Marketplace/Retailer
4.	Shopee Singapore	Marketplace/Retailer
5.	ZALORA	Marketplace/Retailer
6.	Ninja Logistics Pte Ltd	Logistics
7.	PAC Worldwide Asia Sdn Bhd	Packaging Company
8.	Sealed Air	Packaging Company
9.	L'Oréal	Retailer
10.	Pupsik	Retailer
11.	Watsons Singapore	Retailer
12.	Dr Li Xu	Technical Expert
13.	Dr Yvonne Lin	Technical Expert
14.	Singapore Environment Council	NGO/NPO
15.	World Wide Fund for Nature (WWF) Singapore	NGO/NPO
<b>Government Agencies</b>		
1.	National Environment Agency	Lead Government Agency
2.	Ministry of Sustainability and the Environment	Supporting Government Agency