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**SPEECH BY DR AHMAD MATTAR, MINISTER FOR THE ENVIRONMENT,
AT THE LAUNCHING OF THE NEW ENVIRONMENT LOGO
HELD IN THE PENTHOUSE, ENVIRONMENT BUILDING
ON SATURDAY, 15 SEPTEMBER 1990 AT 10.00 AM**

Today is the eve of the 18th Anniversary of the Ministry of the Environment. Since its establishment in 1972, the Ministry has persevered in fulfilling its mandate to tackle the problems of pollution, to protect and enhance our environment, to increase our water resources, and to maintain high standards of public health. Judging by the state of our environment today, I think we have succeeded in our mission and have lived up to our well-known red and white logo that depicts "Man In A Clean Environment".

As we venture into the 1990s and beyond, there will be new challenges, in addition to existing ones, that confront us. Globally, environmental issues have attained an importance on an unprecedented scale. The effect of this new awareness has permeated to all strata of society. In Europe for example, consumers have taken the lead role in the fight against environmental and ecological degradation.

Before long, Singaporeans too will acquire this environmental consciousness. When they do, they will want to play a greater role than at present towards the protection of and care for our environment. The Ministry plans to encourage and facilitate this process of increasing the consciousness and awareness among Singaporeans. As a start, we plan to launch the Clean and Green Week in November this year.

With an environmentally conscious population, the Ministry is set to play a wider and even more important role. New directions and targets will be set for further environmental protection and to enhance the quality of life in Singapore. To reflect this change in the Ministry's long term role, we have decided to adopt a new logo.

The new logo is in three colours - blue, green and white. These colours represent purity and a clean environment, similar to the theme of the existing red and white logo. The new logo maintains the round shape to embody the delicate environment and ecosystem in which we live. The circle also symbolises protection and conservation of our environment - the principal role of the Ministry.

To depict a clean and healthy environment, the following logo elements have been used - clouds and a continuum of horizontal bands. We have white clouds to represent clean air, green bands to symbolise clean land, and blue bands to represent clean water.

The launching of the new ENV logo marks the maturity of an adolescent Ministry. This new logo will serve as a guiding light for the Ministry in its quest for a better environment in an environmentally responsible nation. I am honoured to be part of this historical transition and I look forward to leading the Ministry in its new journey.

On that note, it is now my pleasure to officially launch the new ENV logo.

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