

MEDIA RELEASE
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**SINGAPOREAN YOUTH RECOGNISED FOR THEIR
OUTSTANDING CONTRIBUTIONS AT THE
21ST ASEAN YOUTH DAY MEETING**

Singaporean youth have once again proved themselves to be exceptional role models for the ASEAN community. Mr Edward Chia, Co-founder of the Timbre Group and the National University of Singapore Students Against Violation of the Earth (NUS SAVE), both recipients of the Singapore Youth Award, were presented with the ASEAN Youth Award and the Ten Accomplished Youth Organisations in ASEAN (TAYO ASEAN) Award respectively at the 21st ASEAN Youth Day Meeting in Siem Reap, Cambodia on 26 August 2016.

Mr Edward Chia Receives ASEAN Youth Award 2016

2 The annual ASEAN Youth Award recognises the outstanding contributions of ASEAN youth in promoting regional development and co-operation in all fields of endeavour including community service, science and technology, arts and entertainment, sports, education and environment.

3 Mr Edward Chia, Co-founder of the Timbre Group, was awarded the ASEAN Youth Award 2016 for his outstanding contributions towards developing Singapore's music scene and his commitment towards community involvement. To date, Timbre Group has supported over 1,000 artistes by providing them with a platform for regional and international exposure and placed Singapore on the world map of quality music.



[Edward Chia receiving the ASEAN Youth Award 2016 at the ASEAN Youth Day Meeting 2016]

4 With his strong business acumen, Edward expanded the group to include seven live music restaurants and bars, a music academy and an artiste management agency. The group has also extended its social mission to develop Singapore culinary talents. His efforts have resulted in stable employment and training opportunities for 100 full-time staff, hired on a non-discriminatory basis.

5 Edward hopes that this award will inspire others to follow their passions to create inclusive communities in Singapore. "We have the power to enable change and all we need is to dedicate time and energy towards being a responsible change-maker," he said. "I hope that the award will encourage youth to find avenues to make a positive difference to society in their own unique way."

National University of Singapore Students Against Violation of the Earth (NUS SAVE) Receives Ten Accomplished Youth Organisations in ASEAN (TAYO ASEAN) Award 2016

6 The Ten Accomplished Organisations in ASEAN (TAYO ASEAN) is an award and recognition programme for outstanding youth in ASEAN member

countries that have implemented sustainable initiatives in fields of entrepreneurship, environment, art and community service.

7 Among this year's recipients is the National University of Singapore Students Against Violation of the Earth (NUS SAVE), a group of passionate undergraduates who aim to raise the profile of environment issues in school and improve campus sustainability. NUS SAVE has successfully worked with their school to roll out a series of green projects aimed at raising environmental awareness. Their success in reducing plastic bag usage by 70 per cent speaks of their effectiveness. They were also acknowledged in the International Alliance of Research Universities Green Guide.



[NUS SAVE representatives Elaine Sam (left) and Chai Ning (right) receiving the TAYO ASEAN award at the ASEAN Youth Day Meeting 2016]

8 “We are deeply humbled to have received this award. It is a strong mandate that volunteering for the environment is a meaningful cause. We hope this inspires youth both in Singapore and across ASEAN to initiate projects that will benefit both the environment and their communities. In this way, we can be change-makers and be part of the solution for a more sustainable ASEAN.” said Ms Chai Ning, Vice President, NUS SAVE 23rd Management Committee.

9 For more information on the recipients and the awards, please refer to Annexes A and B respectively. NYC will be pleased to facilitate interviews with the ASEAN Youth Award recipient, Mr Edward Chia and the TAYO ASEAN Award recipient, NUS SAVE.

10 Please contact the media contact persons below for assistance:

Contact person/s : Joshua Phua
Manager
Edelman Public Relations
DID : 6494 1565
HP : 9682 5824
Email : Joshua.Phua@edelman.com

Clara Chee (Ms)
Manager (Corporate Communications & PR)
National Youth Council
DID : 6839 9161
Fax : 6737 2025
HP : 9618 5990
Email : Clara_Chee@nyc.gov.sg

About the National Youth Council (全国青年理事会)

At NYC, we believe in a world where young people are respected and heard, and have the ability to influence and make a difference to the world. Together with our partners, we develop a dynamic and engaging environment where young people can realise their aspirations and play a part in making Singapore an endearing home for all.

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ASEAN YOUTH AWARD RECIPIENT

Mr Chia Bing Hui Edward

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“While it is important to pursue success, it is equally important to positively impact lives along the way.”

Edward Chia is a visionary entrepreneur whose remarkable accomplishments have profoundly shaped the lives of hundreds of talented young musicians in Singapore. Realising that the assurance of a sizeable and sustainable audience was the key for people to seriously consider music as a career, Edward and his friend formed the Timbre Group in 2005. Its social mission is to develop Singapore’s local music scene and nurture the aptitude of young artistes by providing a platform to showcase their talents. Today, as its Managing Director, Edward’s strong business acumen has led Timbre to diversify into seven live music restaurants and bars, two international festivals, a pizza restaurant cum delivery service, an artiste management agency and two music academies.

Monetary growth is just one perk of the business. More importantly for Edward, it is the fostering of a strong culture of social responsibility that enables him to positively impact and make a difference to society. Empowerment is Edward’s mantra - His group has supported over 1,000 artistes to-date, providing them with regional and international exposure, and in the process, placed Singapore on the world map of quality music.

In addition, he provides stable employment with training opportunities to 100 full time staff on a non-discriminatory basis. This fact is well documented in success stories of reformed ex-convicts and delinquents who are hired by Timbre. With the launch of his music education academies, aspiring artistes are empowered to discover their latent potential and given a platform to gain first-hand experience of live performance by sharing the stage with their mentors.

All these efforts and initiatives have made Timbre the breeding ground of musical talent in Singapore, with Edward at the forefront of bringing the best of Singapore to the world.

For his bold entrepreneurial drive and exemplary contribution towards the socio-economic empowerment of the community, Mr Chia Bing Hui Edward is conferred the Singapore Youth Award 2014.

TEN ACCOMPLISHED YOUTH ORGANISATIONS IN ASEAN (TAYO ASEAN) AWARD RECIPIENT

National University of Singapore Students Against Violation of the Earth (NUS SAVE)

“Youths can be part of the solution; Step up and get your hands dirty to create the world you want to live in.”

Spurred by growing concerns over climate change, the National University of Singapore Students Against Violation of the Earth (NUS SAVE) was formed in 1992 to raise awareness of environmental issues among university students.

The team believes that youths have the mandate to propose and implement changes to improve the future of our shared environment. Armed with passion for the cause and the determination to create solutions, NUS SAVE launched the NUS Fights Climate Change campaign, getting 10,731 NUS students and staff to vote for the environmental initiatives they supported. With this endorsement, NUS SAVE worked with the administration and galvanised the student population to effectively roll out various environmental projects. These initiatives include switching all school printers to print double-sided by default to reduce paper usage, and introducing a 10-cents plastic bag tax in all NUS canteens to reduce plastic bag usage. The latter successfully reduced plastic bag use by over 70%, and was acknowledged in the International Alliance of Research Universities Green Guide as one of 23 best practices for universities to emulate.

NUS SAVE's volunteers work closely with many stakeholders in NUS and the larger community for a common cause. Since 2009, NUS SAVE's clothes recycling programme brought together the NUS community to set up collection points for hostel residents to donate their unwanted clothing for sale and reuse, with some proceeds going to needy residents in the South West District.

Beyond the campus level, NUS SAVE actively strives to broaden its perspectives on environmental sustainability by participating in international programmes and summits to exchange views and insights with other like-minded individuals. It was represented in major events such as the ASEAN Workshop on The Role of Youth in Green Consumption, the United Nations Climate Change Conference in Durban, and Earthwatch Study Trips to Puerto Rico, Nova Scotia and Churchill.

For demonstrating an unceasing commitment to environmental sustainability, National University of Singapore Students Against Violation of the Earth (NUS SAVE) is conferred the Singapore Youth Award 2015.

INFORMATION ON THE ASEAN YOUTH AWARD AND TAYO ASEAN AWARD

ASEAN Youth Award

In 1997, the Second ASEAN Ministerial Meeting on Youth (AMMY) agreed to the presentation of awards in recognition of the outstanding contributions of ASEAN youths towards regional cooperation and development. The presentation of these awards would enhance ASEAN awareness, allow for the exchange of experiences, views and ideas among ASEAN youth. The award would further strengthen regional solidarity, stability and prosperity among the young people in ASEAN. In 2001, the ASEAN Youth Award was integrated into the AYDM programme as a day to celebrate the ASEAN Youth Day with the presentation of this regional youth award.

Objectives

The objectives of the ASEAN Youth Award are:

- To recognise the outstanding contributions of ASEAN youth towards regional development and cooperation;
- To enhance awareness of youths in ASEAN towards regional understanding;
- To promote cooperation and solidarity among ASEAN youths towards national and intra-ASEAN regional harmony and cohesiveness; and
- To provide ASEAN youth with opportunities in developing their regional and international skills in the light of new realities of a global village

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Criteria

To be eligible for the ASEAN Youth Award, an individual must be a national of an ASEAN Member State. The individual should have:

- Demonstrated excellence in his/her field;
- Made significant contributions to one's community and nation; and
- Be an inspirational role model for the community

Nominations will be sought for excellence from all backgrounds and all fields of endeavour including community service, humanitarian, business, science and technology, arts and entertainment, sports, education and environment.

Ten Accomplished Youth Organisations in ASEAN (TAYO ASEAN) Award

The Ten Accomplished Youth Organisations in ASEAN (TAYO ASEAN) Award is an awards and recognition programme for outstanding youth and youth serving organisations in ASEAN member countries that have implemented sustainable programmes, projects and activities that may be replicated by other organisations. These programmes and projects can range from the field of youth entrepreneurship and environment conservation to Asian culture, art appreciation and youth volunteerism, among others.

Objectives

The objectives of the TAYO ASEAN Award are:

- To recognise outstanding efforts of youth organisations that are worthy of emulation in harnessing the potentials of the youth;
- To encourage maximum participation of youths in various aspects of development, especially in the ASEAN region;
- To promote a culture of peace and mutual understanding in the ASEAN region and the spirit of volunteerism among the ASEAN youth; and
- To inculcate universal values for youth leaders in their programmes, projects and activities

Criteria

The criteria for the TAYO ASEAN Award include the following:

- Impact of the projects to the community (improvement in literacy, sanitation, health, income, etc.);
 - Social Mobilisation (involvement of the community especially the youth in planning, implementing, and evaluating the programme or project);
 - Innovativeness (introduction/application of new technologies, uniqueness of services or products, promotion of unique or indigenous ways and materials); and
 - Sustainability and probability of duplication
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