



# Frank talk

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## Wake-up call: it's now or never

The world can learn a lot from the Singapore's green initiatives

**T**he way things are moving in the world these days is a signal to tyre and rubber industries to check for alternative sources in the compound recipes and curing media. Also, a lot of work has to be done on optimum energy usage and adopting technological innovations for sustainable development. Out of the box thinking is needed instead of conventional approaches to develop environmentally friendly solutions.

Availability of raw materials is becoming tighter day by day. Everywhere in the world, the concept of 'green' is catching up. People are demanding green buses, green cars, green tyres, etc. Some R&D work has started to make tyres that are totally petroleum-free. There are attempts to utilise 100% natural rubber. There are initiatives to use bio-fuels in boilers and cut down on wastages. There is a need to ensure better energy efficiency, and wider use of production-waste and by-products.

Big business houses should take the lead in kicking off the green drive and bring green culture to their organisations, the neighbourhood areas and finally extend the concept to townships.

Green tyres offer numerous benefits. Extra high resilience in the tread improves driving safety by providing better grip on slippery roads. Tyre-rolling resistance is also reduced compared to equivalent standard

tyres, which will help reduce vehicle fuel consumption. They also reduce carbon dioxide emissions. When more of such green tyres come on the road, the amount of fuel and pollution savings could be staggering. Wider use of green tyres could save millions of barrels of oil per year and reduce CO<sub>2</sub> emissions significantly.

Singapore is putting a lot of efforts to keep the nation environment-friendly by continuously educating and encouraging people to make use of local transport like Singapore Bus Service (SBS) and Mass Rapid Transport (MRT). Efforts are made to maintain natural greenery all around the metropolis. Many Singaporeans are willing to take personal responsibility and pride in caring for the environment. Through 'Clean & Green Singapore' initiatives, Singaporeans are pursuing an environmentally-friendly lifestyle. It will ultimately help develop daily habits that will benefit the environment. Singapore is a world class city, which is beautiful, clean and green. It comes with disciplined living. Taking a leaf from the Singapore green initiatives, the world can learn a lot from its pragmatic policies.

Everybody should contribute to a green world campaign to combat global climate change. It's the only way we can save our planet. ■

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