

## **MEDIA RELEASE**

### **UOB PARTNERS SG ECO FUND TO BRING SUSTAINABILITY AND ART TO THE COMMUNITY**

**17 May 2025** – UOB, one of Singapore’s leading banks, and the SG Eco Fund have announced a two-year partnership to drive greater community awareness of sustainability and art.

2 This partnership aims to weave environmental consciousness into everyday life through creative art visuals and community education. Featuring the Green Mosaic programme, the partnership is part of UOB’s series of activities planned for its 90<sup>th</sup> anniversary this year, focused on giving back to the community and making art more accessible to the public.

3 The Green Mosaic programme includes three key initiatives:

- (i) Green murals at five community spaces across Singapore where residents, students, seniors and various community partners will work together with UOB Painting of the Year artists to design and paint wall murals that carry sustainability messages.
- (ii) A sustainability literacy campaign will feature seven workshops conducted by SG Eco Fund grant recipients to educate the public about environmental sustainability, and learning journeys and collection drives where members of the public can drop off various types of recyclables.
- (iii) Targeted engagement sessions to foster connections between UOB clients and partners with SG Eco Fund grant recipients for collaboration and the co-creation of sustainability initiatives.

4 Mr Eric Lim, Chief Sustainability Officer, UOB, said: “UOB is pleased to partner the SG Eco Fund to foster environmental stewardship among the community through art and education. This partnership reflects UOB’s commitment to doing right by the environment and our communities as the Bank celebrates its 90<sup>th</sup> anniversary. By making art more accessible to the community, we can use it as a powerful medium to enhance public understanding of sustainability topics and inspire meaningful action for the environment.”

5 Ms Phua Mei Pin, Trust Secretary, SG Eco Fund, said: “The SG Eco Fund supports initiatives that empower the community to take action for environmental sustainability. By combining UOB’s extensive network with our community-focused approach, we aim to amplify the impact of ground-up initiatives. Our partnership will engage Singaporeans through creative art expression and environmental literacy programmes, making sustainability more accessible

and relevant to their daily lives. We believe this will not only raise awareness but also inspire concrete action for environmental sustainability.”

### **Launch of Green Mosaic Programme**

6 To kick off the Green Mosaic Programme, UOB and the SG Eco Fund launched the first green mural at the Brickland Green Festival 2025 which is an annual community event in Chua Chu Kang Town that promotes sustainable living among residents. The mural, titled **A New Day**, was created by UOB Painting of the Year artist, Mr Abu Jalal Sarimon, together with more than 120 volunteers including residents, children, youths, seniors and people with special needs. The mural depicts the diverse nature and biodiversity found in Chua Chu Kang and Singapore and invites viewers to connect with nature through art. It also seeks to foster public awareness of human-wildlife coexistence as Singapore intensifies its efforts to bring nature back into the urban landscape. The mural was launched by Dr Tan See Leng, Minister for Manpower and Second Minister for Trade and Industry, Mr Jeffrey Siow and Mr Zhulkarnain Abdul Rahim, Grassroots Advisers to Chua Chu Kang GRC Grassroots Organisations, Ms Janet Young, Group Head, Channels and Digitalisation, Strategic Communications and Brand, UOB and Ms Kelyn Tan, Head of Corporate Sustainability, Group Corporate Sustainability Office, UOB. (See **Annex** for more details)

7 **A New Day** is one of the five green murals that UOB Painting of the Year artists will co-create with residents, seniors, community partners and students from tertiary institutions, including Singapore Polytechnic and Ngee Ann Polytechnic. These wall murals will be crafted in collaboration with implementation partner Green Nudge, a social enterprise which fosters environmental impact through outreach and activities.

8 The completed murals will spruce up shared community spaces with vibrant artworks that serve as lasting visual reminders of environmental responsibility, inspiring residents to integrate sustainable practices into their daily lives.

### **Bringing art to the community**

9 The green murals are also part of UOB’s efforts to bring art to the community. As the leading patron of the arts in Asia, UOB plays an active role in communities across the region to make art accessible to a wider audience. The Bank’s flagship art programme is the UOB Painting of the Year competition, which was started in 1982 to recognise Southeast Asian artists and to offer them the opportunity to showcase their works to the wider community. Together with the UOB Painting of the Year artists, UOB also runs art workshops for underprivileged and special needs children regularly to learn art techniques.

## **Annex**

### **Mural description**

**Title:** *A New Day*

**Artist:** *Mr Abu Jalal Sarimon*

Brickland, once a small village, has transformed into a bustling neighbourhood. ***A New Day*** embodies happiness, confidence, and hope for the planet and community. By promoting a deeper connection to nature, this mural aims to bring people from all walks of life together while fostering a sense of pride, ownership and environmental stewardship.

***A New Day*** is presented in a mix of contemporary style and realism, featuring warm and positive colours, enhanced by the collective effort of volunteers and community groups. The artwork vividly portrays the flora and fauna of Brickland, illustrating our enthusiasm in collaborating closely with the community to contribute constructive ideas and cultivate a positive atmosphere. Their participation contributes to the essence of a resilient and harmonious environment—one that Singapore aspires to cultivate, especially in these dynamic times. Its dynamism is reflected in the bold, fresh hues of the painting. The mural seeks to foster public understanding of human-wildlife coexistence as Singapore intensifies its efforts to bring nature back into the urban landscape.

One highlight of this mural is the local rooster, a familiar sight in the area. Roosters symbolise new beginnings, renewal, hope and strength—echoing Singapore's aspiration to forge a resilient and productive nation.

The selected location—Keat Hong Food Centre & Market—is surrounded by HDB residences and a private estate. It is a popular spot for residents, making the mural a refreshing addition that allows residents and passers-by to "stop and smell the roses" in the midst of this highly urbanised landscape we call home.

## **About UOB**

UOB is a leading bank in Asia. Operating through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, UOB has a global network of more than 470 branches and offices in 19 markets in Asia Pacific, Europe and North America. Since its incorporation in 1935, UOB has grown organically and through a series of strategic acquisitions. Today, UOB is rated among the world's top banks: Aa1 by Moody's Investors Service and AA- by both S&P Global Ratings and Fitch Ratings.

For nine decades, UOB has adopted a customer-centric approach to create long-term value by staying relevant through its enterprising spirit and doing right by its customers. UOB is focused on building the future of ASEAN – for the people and businesses within, and connecting with, ASEAN.

The Bank connects businesses to opportunities in the region with its unparalleled regional footprint and leverages data and insights to innovate and create personalised banking experiences and solutions catering to each customer's unique needs and evolving preferences. UOB is also committed to help businesses forge a sustainable future, by fostering social inclusiveness, creating positive environmental impact and pursuing economic progress. UOB believes in being a responsible financial services provider and is steadfast in its support of art, social development of children and education, doing right by its communities and stakeholders.

## **About SG Eco Fund**

The \$50 million SG Eco Fund was launched in 2020 to support the co-creation of solutions for a sustainable Singapore. The Fund is open to the People, Private and Public (3P) sectors and aims to support ground-up projects that involve the community and advance environmental sustainability in Singapore, including climate change mitigation, waste reduction, as well as the conservation of nature and biodiversity.

Since its launch, over 350 individuals and organisations have been awarded a total of \$18.6 million (as of April 2025). In celebration of Singapore's 60th anniversary (SG60), the SG Eco Fund has raised the maximum grant amount for the Sprout category from \$8,000 to \$30,000, for projects submitted in 2025. Applications for the Sprout category is open all year round while applications for the Main category (for grant amount above \$30,000 for projects submitted in 2025) is now open till 31 August 2025. Interested applicants are encouraged to apply for the SG Eco Fund and can learn more about the application process at <http://www.mse.gov.sg/sgecofund>.

## **About Green Nudge**

Green Nudge is a B Corp Certified social enterprise in Singapore that works to support businesses and communities to achieve positive environmental impact through activities, outreach, training and consulting. Find out more about what we do and join us in making green the norm at [www.greennudge.sg](http://www.greennudge.sg).

**Jointly Issued by: UOB (Co. Regn.: 193500026Z) and SG Eco Fund**

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