

Lagardère Travel Retail Singapore strengthens commitment to sustainability



The 'Choose A Present That Gifts The Future' installation in T3 of Changi Airport

[Lagardère Travel Retail Singapore](#) has announced a series of joint efforts with business partners and its internal team to build a more sustainable and responsible future.

According to the company, following Discover Singapore's sustainable living campaign last year, a

similar initiative is being put forth to emphasize on the significance of environmentally responsible consumption to preserve our livelihood. A three-month campaign entitled 'Choose A Present That Gifts The Future' was launched in April in conjunction with Earth Day. This campaign will last till June to coincide with World Environment Day.

The 'Present' represents the sustainable gifts and souvenirs that Lagardère Travel Retail's Discover Singapore store has to offer, and is also a pun to underline the present moment, to create urgency in making an eco-conscious switch today to protect the earth.

New Singapore home-grown brands with eco-friendly product lines are being introduced to promote responsibly sourced merchandise in cultivating ethical behavior. This includes handcrafted artisan cold process soaps that are free of synthetic fragrances and artificial coloring, packaged in upcycled milk and juice cartons contributed by the community. The collection is complemented with reusable soap bar travel pouches to reduce packaging waste as compared to single use wrapping or containers.

A selection of homewares is also available such as coasters and serving trays designed with environmentally friendly Jesmonite, a non-toxic material that serves as a safe alternative to resin, plaster and concrete as it is derived from upcycled coffee grounds and plastic waste collected and processed manually.



Artisan cold process soaps that are free of synthetic fragrances and artificial coloring

In addition to regulating the traceability of the products sourced, Ann Pang, Chief Executive Officer, Lagardère Travel Retail Singapore and Malaysia and Deputy Chief Executive Officer, Lagardère Travel Retail North Asia, has highlighted other operational practices to implement sustainable solutions.

To lead with action, Discover Singapore's newly designed shopping bags are made with biodegradable materials that leave no toxic residues to promote responsible packaging and disposable consumables.

Pang also further stressed on the commitment of Lagardère Travel Retail in energy reduction measures through practical ways to make a difference for our planet. Some of the tips include regular housekeeping to delete unnecessary emails in order to ensure ultimate performance of the email

application and to close unused programs, tabs and windows to protect digital devices' shelf-life from heat build-up and energy usage. These are amongst the guidelines shared with the team to reduce carbon emission.

The team is also encouraged to join the 'My Recycling Diary' program to share recycle, reduce and reuse green practices which have been incorporated into their daily lives. Individuals who contribute the most innovative ideas are rewarded with dining vouchers.

To make green habits fun and achievable, a restoration workshop was conducted involving the team to learn basic repair skills in salvaging products ranging from broken electrical appliances to torn clothing.

Lastly, a book donation drive was initiated to encourage the idea of reuse resources by passing on reading materials to the needy, thus promoting sustainability through reducing landfill and waste. The collected books will be sent to Dignity Mama bookstore to resell in generating funds as the social enterprise operates through zero-cost products via donations to employ adults with special needs.