

# Run 350's Message Widens Reach



By **Vanessa Teo**

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From a humble 1,000 in numbers, it increased to 7,000 and this time round it went past the 10,000 mark. The growing number of participants also signifies the growing awareness of what the global 350 movement is about.

And this growing awareness is what Young NTUC has been looking forward to. Run 350 that took place in conjunction with Earth Day saw its third year running on 22 April 2012, and served as a platform congregating like-minded individuals who wanted to do their part for the environment.

Said NTUC Deputy Secretary-General Ong Ye Kung: "Every year the motivation is the same. There is this global movement that believe 350 parts per million (ppm) is the carbon intensity that we humans can live comfortably with.

"In fact, it's at 392ppm today, and I don't think that ever in human history have we lived with that kind of carbon intensity. The signs out there, people are debating, whether this is desirable or not but I think it doesn't matter. What is important is that people believe that if you want



NTUC Deputy Secretary-General Ong Ye Kung (holding flag) gets ready to flag off the race.

a better world, 350ppm is what we should aim for. And so, whoever thinks like-mindedly, we want them to show their support through their participation in Run 350."

This year, to further expand the reach of the message, Run 350 also saw the introduction of a new category - a 21 km competitive run. The inaugural winners received their medals from Guest-of-Honour NTUC Secretary-General

Lim Swee Say and NTUC Income Co-operative Limited's Chief Executive Officer Tan Suee Chieh.

With the end of the race, Run 350's green efforts will also not just stop there, but will continue under the Garden City Fund Plant-a-Tree Programme where part of the proceeds from the run will help add 50 more trees to the 579 that have been planted in the last two years. Participants and Young NTUC members will be invited to a Plant-a-Tree session on 16 June 2012 for the planting of the 50 trees made possible by the run.

"When we first got to know this 350.org international movement, we felt that it was quite meaningful to actually bring it to Singapore. Create the Singapore chapter, 350 Singapore, and then bring this awareness to more people. I think a lot of people are not aware that every single little move, gesture that they do, can actually add on to the movement. So, that's the key objective."

Young NTUC Executive Secretary **Steve Tan**



"I enjoyed my run very much and I think I improved on my timing. This run has a very good purpose and I will come back next year again."

**Wilfred Tan, 48, took part in the 10km race.**



"I feel healthy being part of this run on Earth Day and I feel accomplished completing the run."

**Maureen Ho, 43, took part in the 10km race.**



"We want to bond everyone together through this run, because they are all my committees, IROs, and my respective members. So this is a show of how we can mobilise them when we need them for a cause. There are about 15 of us."

**Jason Lee, (third from left) Young United Workers of Electronic and Electrical Industries (UWEEI) Chairperson, led a UWEEI contingent of 15 people to take part in the race.**



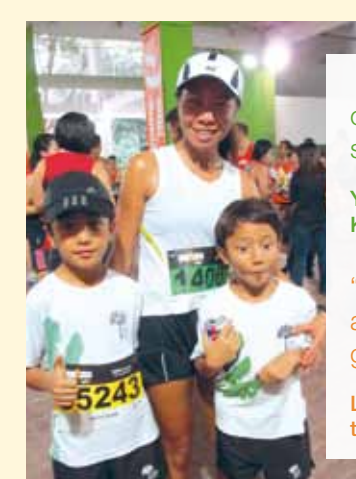
"My twins wanted to take part in the 10km run, that's why we joined in this competition. This is a great bonding activity, and we run together during weekends as well whenever we are free... Overall it was a well organised run."

**Carol Chong (third from left), 45, took part in the 10km race with her family.**



"We are running for the earth and I find it a good cause. That's why I have been running every year for it!"

**Adrian Lee, 41, took part in the 10km race.**



"I think it's nice especially for the children, if you want to teach them to do sports from a very young age."

**Yasmine Doerr, 40, whose son took part in the Kids' Dash.**

"I feel good taking part in the Kids' Dash, and I am excited for it. I want to try to get to be champion"

**Laszlo Doerr, (child on the left), 7, took part in the Kids' Dash**



NTUC Income CEO Tan Suee Chieh (left) and NTUC Secretary-General Lim Swee Say (right) celebrate the achievements of the runners.

"As a global eco-run event, Run 350 is gaining stronger public interest and participation in Singapore. Through this initiative, NTUC Income continues to collaborate with Young NTUC in its endeavour to make a positive impact on the environment."

NTUC Income Co-operative Limited Chief Executive Officer **Tan Suee Chieh**



"I seldom take part in races nowadays because there are a lot of races that function more as a business. So Run 350 is one of the few races I have signed up for this year. In fact, this is the first race for me this year. I find this meaningful, that's why I chose this race to take part in. Running for a purpose as well, besides it being a competitiverun."

**Lim Kien Mau, 31, came in 1st for the 10km race in the men's category.**

"This is my first time taking part in Run 350, and I feel that it ties in pretty well because I am doing a module at SMU which happens to be talking about climate change and that's where it struck me. Parts per million, CO2 concentration etc. Run 350's name epitomises what we need to do about climate change. So it's good."

**Ashley Liew (pictured left, centre), 25, came in 1st for the 21km race in the men's category.**



"I had a good run and I was looking forward to this race, because I took part in this 10km last year which was my first short distance race of the year. So this year, I actually signed up as an early bird since December last year. In between there were many other races with different distances, but Run 350 was one race that I was looking forward to... Singapore's running culture is so beautiful."

**Anne Qi Hui came in 1st in the 21km race in the women's category.**



"Run 350 is a cool idea, and I think it's the first time that I have done something like this. This is a good way to raise awareness about the climate change and the importance of changing our lifestyle."

**Renuka Satianathan, 25, came in 1st for the 10km race in the women's category.**

## Volunteers At Work

About two weeks before the run, Young NTUC was already hard at work preparing for the actual race day itself. Over 45 Young NTUC volunteers, led by youth activist Lincoln Han, dedicated hours on their weekends from 6 to 8 April 2012 for the Race Pack Collection day.

A total of 9,010 came to collect their race packs, and while serving every participant, volunteers also had the opportunity to bond and make new friends. This was truly meaningful for many.

Shared Mr Han: "Everyone has a part to play in going green and staying healthy. As a runner, Run 350 offers me the unique opportunity to push through this message, be it by encouraging more people to volunteer their time to show concern for our environment, or achieving a healthy lifestyle through running."



## Run 350's Green Efforts

### Pre-Race

During the Race Pack Collection day, a paperless race pack collection measure was introduced and runners were also requested to download their own e-Race Handbooks. Through this, at least 70,000 A4 sheets of paper, or emissions of 0.7 tonnes of CO2 equivalent have been saved.

Even when there was a need for printing to take place, Young NTUC also made it a point to ensure that its publicity materials for Run 350 were printed on Forest Stewardship Council (FSC) certified paper made from sustainable and recycled sources.

### Race Day

To minimise potential wastage on race day, race packs for the day were only filled with necessary items where most of the runners' entitlement are pre-packed inside the shoe bags. All cups and bottles that were used during the day was also sorted out and sent for recycling.

Runners were also encouraged to cycle to the event, where bicycle racks for up to 250 bicycles were provided. And to best serve the purpose of the run, Young NTUC also requested to use biodiesel instead of regular diesel to fuel the power generator powering the event.

