

# CORPORATE SOCIAL RESPONSIBILITY

SPH  
REIT  
ANNUAL  
REPORT  
2014

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## ENVIRONMENTAL SUSTAINABILITY

### GREEN INITIATIVES

The Manager practises proactive energy conservation to improve operational efficiency and reduce operating expenses of its properties.

At Paragon, car park light fittings have been changed to energy-saving LED light tubes which have longer shelf life and consume less electricity. Fire escape staircase lightings are also fitted with LED light tubes and are controlled by motion sensors. Other ongoing efforts include fitting carbon monoxide sensors to control ventilation fan speed for better air quality at the basement carpark; and replacing old air-conditioning chillers with more energy efficient models.

consumption to adjust to the environmental climate.

### TENANT ENGAGEMENT

### PARTNERING INITIATIVES

The Manager invests time and effort in a variety of tenant engagement activities to foster good relationships, create opportunities to exchange ideas for more effective collaborations. This partnership approach is extended to the line staff where informal dialogues and feedback are encouraged.

Tenant engagement takes place through both formal and informal channels. Monthly bulletins are issued to keep tenants updated on tenancy changes, opportunities on advertising and promotional participation and other key matters on the properties.



Photo credit: Calvin Klein Jeans

In support of Earth Hour 2014 on 29 March 2014, Paragon switched off its facade lightings from 8.30pm to 9.30pm. Its Orchard Road street-front facing tenants, such as Calvin Klein Jeans, Gucci, Miu Miu, Prada, Salvatore Ferragamo, and Tod's, also supported the initiative by switching off their signage and window display lightings and dimming their in-store lighting.

At The Clementi Mall, chilled water and condenser water pumps with variable speed drives have been installed to regulate electricity

An annual tenant satisfaction survey is conducted to gather feedback to assess the effectiveness of the mall's programmes and to guide the planning of the mall's future activities.

### SHOPPER AND COMMUNITY ENGAGEMENT

### ART, CULTURAL AND MUSIC INITIATIVES

The Manager believes in creating a holistic shopping experience in its malls through art, culture and music.

At Paragon, several sculptures by renowned artists can be found for shoppers' enjoyment. Daily lunch time live music performances, "Music EnVogue", at the atriums help to provide a relaxing shopping experience.

At The Clementi Mall, stage performances during festive seasons such as Chinese New Year, Mid-Autumn Festival and Christmas liven up the

atmosphere. Cultural shows such as sand art performances, cultural dances, school band and choir performances are routinely organised to add to the festive cheer.

The following sections highlight significant performances and community events that took place at Paragon and The Clementi Mall in the past year.



#### Unveiling of the 'Noeud Rouge' Sculpture by Jean-Michel Othoniel

Paragon, January 2014

A sculpture by world-renowned sculptor Mr Jean-Michel Othoniel named "Noeud Rouge" (meaning Red Knot) was commissioned as part of Paragon's exterior upgrading to complement its image as a premium fashion mall and to contribute to the international art scene along Orchard Road. Mr Othoniel's works are well represented worldwide in major museums and in fashion institutions such as Chanel, LVMH, the Gucci Group and the Cartier Foundation. The sculpture was jointly unveiled by SPH Chairman Dr Lee Boon Yang and Mr Othoniel.



#### Orchard Road Christmas

#### Light-Up 2013

Paragon, November 2013

As part of the celebration, Paragon hosted performances by local school choirs, namely, Tao Nan School, CHIJ St Nicholas Girls School (Primary), Xin Min Primary School and Queenstown Secondary School; as well as the renowned local jazz band, Lounge Lizards.

**SPH 30th Anniversary  
Celebrations and SPH Gift of  
Music 2014 Concert Series  
Paragon, March 2014**

Paragon played host to SPH's 30th anniversary celebrations, with a special concert by the Singapore Symphony Orchestra ("SSO"), in conjunction with the "SPH Gift of Music 2014" free concert series, which SPH has sponsored since 2005. The concert was conducted by SSO Associate Conductor Joshua Tan, with performances by the talented children from the Singapore Symphony Children's Choir.



**Blossoms, Ikebana  
International Singapore  
Chapter Annual Floral  
Exhibition  
Paragon, April 2014**

Paragon hosted this public exhibition showcasing the delicate Japanese art of flower arrangement. Members

of Ikebana International Singapore Chapter and their guests were also treated to a Floral Fashion Show. 60 magnificent exhibits brought joy and admiration to countless shoppers over a twelve-day period.



**Fashion Reimagined  
Paragon, May 2014**

As part of the annual Fashion Steps Out ("FSO") campaign organised by the Orchard Road Business Association ("ORBA"), Paragon hosted a public exhibition by promising local fashion designers of Raffles Design Institute ("RDI") to showcase their creativity by converting shopping bags from Paragon's participating tenants into exclusive wearable and fashionable apparel. In total, 14 outfits designed by 30 RDI students, featuring shopping bags from Paragon, Adolfo Dominguez, Anteprima, G-Star Raw, GUESS, Karen Millen and POIS, were exhibited.

**School Holidays Special Programme - Get Creative with Paper Market**  
*The Clementi Mall, June 2014*

In collaboration with its tenant, Paper Market, The Clementi Mall organised a scrapbooking workshop to foster family bonding whilst learning basic paper crafting tools and techniques.



**SPH "See The Big Picture" with Stephen Wiltshire**  
*Paragon, July 2014*

As part of SPH's 30th anniversary celebrations, internationally renowned artist and autistic savant Mr Stephen Wiltshire was commissioned to sketch the cityscape of Singapore publicly at the atrium of Paragon over a five-day period. More than 150,000

people visited Paragon to catch Mr Wiltshire in action, and to view a public showcase of his past artwork. Visitors included President Tony Tan Keng Yam, students from School of the Arts, La Salle College of the Arts, Nanyang Academy of Fine Arts, Pathlight School, Very Special Arts and The Business Times' Little Arts Academy. This artwork is now displayed at the URA Singapore City Gallery.

**Choralation Choir Performance**  
*Paragon, June 2014*

Paragon hosted a one-day performance by Choralation, a premier choir from Westlake Girls and Boys High Schools, New Zealand, before the choir headed to Vienna to compete in the Summa Cum Laude Festival.

