
CORPORATE SOCIAL RESPONSIBILITY

**BUILDING STRONG
RELATIONSHIPS WITH
TENANTS IS KEY TO LONG
TERM PARTNERSHIP.**

ENVIRONMENTAL SUSTAINABILITY

Green Initiatives

The Manager consciously carries out energy and water saving programmes as part of the initiatives to meet the prevailing Green Mark Building's requirements. Paragon has embarked on efforts to promote environmental sustainability. The chiller decanting effort and replacement of more efficient Air Handling Units (AHU) and Fan Coil Units (FCU) have reduce energy consumption. The decommissioning of existing chiller plant and AHU have also

free up some GFA. Another initiative that had completed was installing of water fittings in toilets to meet PUB's water efficient guideline in order to be certified as a Water Efficient Building (Basic). At The Clementi Mall, lighting in the mall has been changed to the energy saving LED lighting to reduce the consumption of electricity.

TENANT ENGAGEMENT

Partnering Initiatives

Building strong relationships with tenants is key to long term partnership. The Manager continuously invested time and effort to cultivate the relationships by understanding the needs of tenants in various aspects from operations to business performance. Close collaboration and engagement with front line staff take place through regular meetings and bulletins. Tenants are updated on tenancy changes, advertising opportunities, promotional initiatives and other important matters through regular communication channels.

SHOPPER AND COMMUNITY ENGAGEMENT

Art, Cultural and Music Initiatives

The Manager believes in supporting arts, music and cultural diversity by staging performances at the malls. Performances by the schools and non-profit organisations in the malls allow them to showcase local talents. As a premier shopping mall, Paragon's signature music programme "Music EnVogue" has garnered much attention from shoppers. The "Music EnVogue" series showcase various talents in different genre of music to create pleasurable shopping experience in the mall. Beyond music entertainment, Paragon blends the lifestyle thematic visual display in every seasons to showcase the fashion, jewellery and watches by tenants. The Clementi



Mall engages shoppers with cultural performances during festive seasons and the community through interactive activities. The following sections highlight significant performances and community events that took place at Paragon and The Clementi Mall in the past year.

PARAGON

Raffles Design Institute

In support of the local fashion industry, Paragon collaborated with Raffles Design Institute to jointly present "Raffles Privato" – a home brand of apparel designed by the institute's finest fashion design graduates. Paragon provided the venue as an incubator to showcase the students' works, such as Interior Design students who designed and conceptualised the entire retail store layout, the Graphic Design students designed the logo and the Fashion Marketing and Management students managed the retail business, "Raffles Privato" strives to unite the various elements of the industry.

Her World Bare For Hope October 2015

Paragon was a venue partner in supporting the Breast Cancer Awareness Month together with Her World. The launch of inaugural Bare for Hope event took place at Paragon atrium to unveil a 2.4m by 2.4m art piece jointly created by Adeline Yeo, Singapore's first female finger-painting artist, and 55 women who have gamely volunteered to have their breasts scanned and printed into 3-D models that formed the art work. The 55 volunteers included the Her World team, breast cancer survivors as well as celebrities Jade Seah and Oon Shu An.

Home & Art Fair February 2016

Promoting healthy social well-being in today's hectic work life amongst Singapore white-collar workers, Paragon collaborated with a local art organisation "Tell Your Children" Studios for an exclusive painting "Monkey Business". By drawing playful and creative art pieces, the objective was to convey a message of youthfulness and fun that is often neglected in the daily hustle of a metropolitan city.



CORPORATE SOCIAL RESPONSIBILITY



Fashion Steps Out @ Orchard March 2016

Paragon partners STB to create an event to promote Singapore and Orchard Road as a shopping street. To support Singapore fashion industry and Orchard Road being the key shopping belt for tourists and locals, Samsung Fashion Steps Out @ Orchard – the biggest fashion show took place on the streets of Orchard Road on 26 March 2016. Jointly organised with Orchard Road Business Association (ORBA), the event promoted the retail businesses at Orchard Road and for economic growth especially tourists' spend in Singapore. The style parade featured a wide range of fashion styles from a collection of well-known labels, which added vibrancy and transformed Orchard Road into Singapore's longest fashion runway.

Ikebana May 2016

Singapore places strong emphasis in establishing strong cultural exchange with Japan. Paragon was the venue sponsor for the sixth year of the Ikebana International Singapore Chapter 135's Annual Exhibition from 13 - 22 May 2016. Ikebana International is a non-profit cultural organization headquartered in Tokyo and is dedicated to the promotion and appreciation of Ikebana, the Japanese art of flower arrangement. The exhibition has bridged the locals and Japanese community in Singapore for harmonious bonding through the charming florals displays.



National Day 'Garden City' Landscape Display July 2016

Singapore's Garden City journey began in 1963 when late Mr Lee Kuan Yew planted a Mempat tree, signifying the start of the greening campaign. In July 2016, Paragon showcased the lush beauty in our exquisite garden celebrating Singapore's verdant spirit. The fashion display which was incorporated in the greenery landscape engaged and inspired the visitors as Paragon optimised the urban spaces for greenery to enliven the streetscape in the shopping mall.



THE CLEMENTI MALL

Chinese New Year Cultural Performances February 2016

During the Chinese New Year campaign period, residents in Clementi were treated to cultural performances such as traditional drums demonstration and acrobat. These oriental arts inspired the young ones about Chinese culture through the beauty of movements, rhythm and spirit of team work. In the Wu-shu performance by S.E.A Game Champion, residents in Clementi had the chance to witness and support our national sportsmen in upclose and personal manner.



Mother's Day Specials
April 2016

During Mother's Day period, shoppers were encouraged to make donations for St Luke's Eldercare in exchange of an exclusive gift. Over S\$2,000 in donations were received from shoppers for the eldercare home over the 17-day campaign. With the donation drive, the mall aims to promote kindness, filial piety, respect and love for the elderly.

National Day Celebrations
July 2016

To celebrate the nation's birthday, interactive picture booth was installed to allow shoppers to take pictures and send their National Day Greetings. To encourage inter-generational bonding among Singaporeans, a photo contest was organised for families to take part at The Clementi Mall.



SPH Gift of Music
May 2016

Sponsored by Singapore Press Holdings (SPH), the SPH Gift of Music series has been entertaining Singapore audiences since 2005. The free concert series has brought music to the community in various locations such as the heartlands, parks and shopping malls. Made up of approximately 30 team members, the Singapore Wind Symphony Youth Winds performed some Retro tunes at The Clementi Mall's atrium and brought the joy of music to the residents.

