

For immediate release

Old postmen uniforms given new lease of life under SingPost's *Re:Post* upcycling initiative

Past uniforms upcycled into lifestyle products in a bid to benefit both the community and environment

- Partnered with 3 social enterprises and South West CDC to create and produce the products, benefiting communities such as the lower income and elderly
- 12 products created, including water repellent tote bags, picnic mats, cushion covers and tissue holders
- Re:Post charity campaign launched, with proceeds from sale of upcycled products to be donated in full to South West CDC
- Close to 4,100 unworn cargo pants also donated to migrant workers, assisted by local non-profit organisation ItsRainingRaincoats



Singapore, 9 October 2021 – SingPost's iconic blue uniforms previously worn by its Postal staff have been given a new lease of life as lifestyle products that members of the public can now purchase in its Re:Post project, an upcycling initiative in a bid to aid both the environment and community.

Close to 33,000 old uniforms weighing 12 tonnes were replaced last year as part of SingPost's uniform redesign. The uniforms were used in the Re:Post initiative to create 12 lifestyle products, including water repellent tote bags, tissue holders, cushion covers and picnic mats. A list of products can be found in the Annex, and more information about the Re:Post initiative can be viewed at www.singpost.com/repost.

SingPost partnered three homegrown social enterprises – Alfya Atelier, Our Barehands and Social Gifting X South West Community Development Council (SWCDC) – in designing and producing the 12 products, which were made from standard-issue uniforms for postmen such as shirts, cargo pants, windbreakers and raincoats. The products are available for sale and all proceeds will be donated in full to SWCDC in support of its South West Caregiver Support Fund and Meals Service @ South West.

The Re:Post charity campaign was launched by Mayor of South West District, Ms Low Yen Ling, on World Post Day (9 October), a day to raise awareness and celebrate the role that postal services across the world play in the everyday lives of people and businesses, as well as their contributions to social and economic development.

“By upcycling our old uniforms instead of just disposing of them, we are doing our part in minimising the amount of waste produced and reusing the materials for practical use. By supporting local social enterprises, Alfya Atelier, Our Barehands and Social Gifting X SWCDC have created work opportunities for the communities they are assisting, while producing beautiful, unique and practical items that embody SingPost's core values and history,” said Mr Robin Goh, Group Chief Brand and Communications Officer for SingPost who heads social investments for the company.

Mayor of South West District Ms Low Yen Ling said, “The CDC's efforts in sustainability will continue to deepen and widen in support of the SG Green Plan 2030 goals. Through this campaign, we hope to inspire more people to change from a throwaway culture to living more sustainably. With some creativity and skills, upcycling can take place anywhere. When old resources are regenerated, new possibilities are created. This project is an example of a circular economy at work – when waste is reduced and the transformation of old postmen uniforms spur jobs and skill development instead, and sales of handcrafted products go to benefit caregivers and residents in need. As we mark a very memorable World Post Day with this Re:Post initiative, we want to pay tribute to all postal workers and those at SingPost who have kept the nation's essential services going, rain or shine, amid the pandemic.”

To ensure the quality of the end-products was uncompromised, used uniforms were sent for laundry and dry cleaning at Systematic Holdings before production by the social enterprises. Systematic Holdings is an industrial laundry management company that hires special needs workers as part of its workforce.

The three social enterprises played an integral role in proposing unique items that could be made from various parts of the uniforms, with an emphasis on using as much of the materials as they could. This resulted in creative designs such as gutter straps from the raincoats being used within the lunch bags, and zippers from the cargo shorts being incorporated as part of the tote bags. Scrap material left over from the production process were also sewn together to form beautiful patchwork picnic mats.

Work, volunteer and engagement opportunities were created for the social enterprises and the various community groups they engage. Sewers included seniors, stay home caregivers as well as local artisans. Social Gifting X SWCDC kept seniors engaged at Lion's Befrienders senior activity centres and at their homes with crafting. Alfya Atelier provided work for trained sewers who were typically lower income, stay home caregivers. Our Barehands worked with a design student and local home-based artisans for the design and production. The initiative engaged a total of 138 beneficiaries and volunteers in the community.

"We are excited to be a part of SingPost's upcycling initiative. Our beneficiaries' morale has been greatly boosted from this project as it gave them a source of income during these trying times, especially when most of them had lost their jobs during the pandemic. Thank you SingPost!" said Rabia Jaafar, co-founder of Alfya Atelier.

"Our team was honoured to be part of SingPost's upcycling initiative as it represents what collaboration can truly look like in building a more sustainable future for us all. Aligned with our mission of enabling a more sustainable livelihood for our artisan communities, we're thankful for yet another opportunity like this - for us to bridge skills and resources in this manner," said Germaine Lye, co-founder of Our Barehands.

"It was a great pleasure to be involved in SingPost's upcycling initiatives, from conceptualising to producing the actual gifts. The pandemic has left me feeling aimless at home. When Social Gifting approached me to participate in SingPost upcycling project, it brightened up my life again. I immediately dedicated myself to the project and created over ten prototypes, and four were chosen for production. I then created the sewing instructions and taught around 30 seniors how to cut and sew the products. Within a short 2 months, we created 1,240 pieces of coin pouches, tissue bags, bottle bags and toilet roll holders with seniors at risk of isolation at Lions Befrienders."

"I am thankful for the opportunity that Social Gifting, South West CDC and SingPost have given me, which has helped us discover our strengths through crafting and enabled us to relieve social isolation and gain passive income during the pandemic." said Ms Betty Tan, Volunteer Head Coach.

The products are on sale at 15 selected Post Offices (Crawford, General Post Office, Jurong Point, Jurong West, Killiney, Marine Parade, Orchard, Serangoon Central, Suntec, Tampines Central, Tanglin, Toa Payoh Central, Towner, Woodlands and Yishun Central) and all Philatelic Stores, as well as on shop.singpost.com and the SingPost mobile app.



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In addition, SingPost worked with local non-profit organisation ItsRainingRaincoats to donate 4,095 unmarked cargo pants of various sizes to migrant workers in Singapore, in appreciation of their service to the nation.

Re:Post is one of SingPost's latest environmental sustainability efforts, in line with the "Planet Positive" pillar of its sustainability strategy, where it has committed to a 35% reduction in absolute greenhouse gas emissions from FY2018/19 levels by FY2029/30. The Group is aggressively pushing forward in its green initiatives, such as committing to a 100% replacement of its current internal combustion delivery fleet with fully electric versions by 2026, replacing all light fittings with LED lamps in all SingPost sites, as well as the planned installation of solar photovoltaic systems at larger buildings.

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About Singapore Post Limited

For more than 160 years, Singapore Post (SingPost), as the country's postal service provider, has been delivering trusted and reliable services to homes and businesses in Singapore. Today, SingPost is pioneering and leading in eCommerce logistics as well as providing innovative mail and logistics solutions in Singapore and around the world, with operations in 17 markets.

Building on its trusted communications through domestic and international postal services, SingPost is taking the lead in end-to-end integrated and digital mail solutions. The suite of SingPost eCommerce logistics solutions includes front end web management, warehousing and fulfilment, last mile delivery and international freight forwarding.

About Alfya Atelier

It was 1970s when Alfya, a mother of two, began tailoring clothes and selling them to make ends meet. Alfya's granddaughter, Rabia, grew up watching her grandmother sew and developed an interest in sewing even when she specialised in Sciences.

Alfya's two daughters and granddaughter left their jobs from different industries to start an all-women business in 2017 - Alfya Atelier. In hopes to spread the joy of sewing, they started a sewing academy and offer tailoring and alteration services.

In 2019, Alfya Atelier converted to become a Sewcial (social) Enterprise, which aims to be inclusive, sustainable and provide job opportunities for the less fortunate and persons with special needs.

Alfya Atelier expanded their services and now offer embroidery, upcycling and prototyping.

During the Covid-19 pandemic, they also created a new initiative for contactless alteration service called Sew Senang.

About Our Barehands

Our Barehands is a collaborative platform with a mission to build strong, sustainable communities around the world. By working with artisans in Singapore and across the globe, we produce and spotlight quality lifestyle pieces that are both thoughtfully designed and carefully handcrafted. Through working alongside our artisans, our goal is to enable them to build a more sustainable livelihood and a life of dignity for themselves, their families and their communities. Every piece at Barehands is a statement with a story to tell.

Established in 2019, the brand currently works with more than 10 small-producing communities across 8 countries and has been featured in publications such as The New Paper, Harpers Bazaar, ELLE Singapore, Time Out Singapore, CNA938 Live and many more.

More information at www.ourbarehands.com

Instagram: <https://www.instagram.com/our.barehands/>

Facebook: <https://www.facebook.com/ourbarehands/>

About Social Gifting

Social Gifting is a not-for-profit Social Enterprise registered under raiSE. It is supported by North West CDC, founded and spearheaded by Singapore University of Social Science students. We provide free crafting sessions and materials to co-create exquisite handmade gifts with differently-abled crafters, warriors and seniors, empowering them to build on their strengths and enabling them to live an enriching life with dignity.

At some point in our lives, we've all had to rely on the kindness of strangers. Having a community to support those who need it, when they need it most, is why we started Social Gifting. Being able to create products empowers them and enables them to earn a passive income. Join us to empower seniors at risk of social isolation, women, warriors with illnesses and special needs to enable them to live an enriching life with dignity.

<https://linktr.ee/socialgifting>

About South West Community Development Council

The South West Community Development Council (CDC) was formed on 24 November 2001, with the mission to Assist the Needy, Bond the People and Connect the Community.

Through local help programmes, the South West CDC provides assistance to help the less fortunate in our community. The South West CDC also organises projects and programmes to promote community bonding and social cohesion. The South West CDC adopts the "Many Helping Hands" approach to encourage community ownership among residents, community partners and corporations to realise its vision of "Owning Your Community".

Ms Low Yen Ling was appointed the Mayor of South West District on 27 May 2014. Ms Low is also the Minister of State, Ministry of Culture, Community and Youth (MCCY) & Ministry of Trade and Industry (MTI) & Adviser to Chua Chu Kang GRC.

For more information, please visit: www.cdc.gov.sg/southwest.

Annex

	Description	Picture	Made from	Cost
1	Coin Pouch		<ol style="list-style-type: none"> 1. Postman shirt 2. Postman cargo pants 	S\$7.90
2	Reversible Shopping Bag		<ol style="list-style-type: none"> 1. Postman windbreaker 	S\$12.90
3	Tissue Holder		<ol style="list-style-type: none"> 1. Postman shirt 2. Postman cargo pants 	S\$9.90
4	Toilet Roll Holder		<ol style="list-style-type: none"> 1. Postman shirt 2. Postman cargo pants 	S\$9.90
5	Tote Bag		<ol style="list-style-type: none"> 1. Postman cargo pants 	S\$12.90

6	Bottle Carrier		1. Postman shirt	S\$12.90
7	Cushion Cover (40x40cm)		<ol style="list-style-type: none"> 1. Postman shirt 2. Postman cargo pants 3. Postman white T-shirt 	S\$15.90
8	Cushion Cover (50x50cm)		<ol style="list-style-type: none"> 1. Postman shirt 2. Postman cargo pants 3. Postman white T-shirt 	S\$15.90
9	Lunch Bag		<ol style="list-style-type: none"> 1. Postman raincoat 2. Postman windbreaker 	S\$19.90
10	Large Water Repellent Tote Bag		1. Postman raincoat	S\$25.90

11	Reversible Water Repellent Tote Bag		<ol style="list-style-type: none"> 1. Postman raincoat 2. Postman windbreaker 	S\$25.90
12	Water Repellent Picnic Mat (150x150cm)		<ol style="list-style-type: none"> 1. Medley of various Postman uniforms 	S\$59.90