

PRESS RELEASE
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MEDIA CONTACT

Debasmita DASGUPTA (Ms)
Press Manager

Asia-Europe Foundation (ASEF)
debasmita.dasgupta@asef.org

T: +65 6874 9739
F: +65 6872 1135

www.asef.org

MORE INFORMATION

<http://bit.ly/ASEFGreenAction>

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ASEF Green Action opens in Brunei Darussalam

The Asia-Europe Foundation (ASEF) with its co-organisers launched the ASEF Green Action initiative with a bag exchange on Wednesday, 17 April 2013 at the Universiti of Brunei Darussalam (UBD). This activity is ASEF's contribution to raise awareness on the harmful effects of plastic on the environment.

During the launch, students and people from different walks of life, were given environment-friendly bags in exchange for their plastic bags. These bags are especially designed for the ASEF Green Action initiative and are autographed by Mr GOH Kiat Chun, international actor, singer and Managing Director of Fitness Zone.

On 22 and 23 May 2013, bag exchanges will be organised from 7 pm - 10 pm at Hua Ho Department Store Kiulap and Giant Rimba Supermarket (tbc), where passers-by will be invited to swap their plastic bag for a sustainable one. They will also be encouraged to continue the use of sustainable bags in future. All collected materials in April and May will be used to create a Giant Earth Ball that will be exhibited at the UBD Convocation in August 2013.

The ASEF Green Action initiative is a follow-up to the [18th ASEF University](#), themed 'Conscious Consumers for Environmental Sustainability' in August 2012 in Tartu, Estonia. In close cooperation with AU18 participants, bag exchanges along with other activities will take place in Brunei Darussalam and 6 other Asian and European countries.

The ASEF Green Action in Brunei Darussalam is coordinated by AU18 participant, Ms Nursalwa Baharuddin, and co-organised by ASEF, UBD, Green Brunei, Creative Academy of Narrative & Dramatic Arts and Sciences (CANDAS) and the UBD Volunteering and Charity Club.

The [ASEF University](#) offers opportunities for promising students and young professionals from the 49 [Asia-Europe Meeting \(ASEM\)](#) countries, to explore current issues in various fields through a 2-week programme of lectures and participatory activities.

For more information please visit <http://bit.ly/ASEFGreenAction>

ABOUT THE ORGANISERS



The **Asia-Europe Foundation (ASEF)** furthers understanding, fosters relationships and facilitates cooperation among the people and institutions of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the fields of governance, economy, sustainable development, public health, culture, and education. Founded in 1997, ASEF is a non-profit, intergovernmental organisation located in Singapore. It is the only permanently established institution of the Asia-Europe Meeting (ASEM). Together with about 700 partner organisations ASEF has run more than 600 projects, mainly conferences, seminars and workshops. Over 17,000 Asians and Europeans have participated in its activities and it has reached wider audiences through networks and web portals, exhibitions and lectures.

For more information, please visit www.asef.org



The mission of the **Universiti Brunei Darussalam (UBD)** is to develop the individual and society as a whole through the cultivation and enrichment of the intellect, faith and culture, accomplished through the creation of an environment conducive to achieving excellence in teaching, learning, research, scholarship, public service and professional practice.

For more information, please visit <http://www.ubd.edu.bn/index.php>



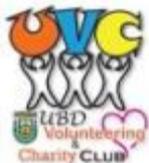
Green Brunei is a non-profit organisation that promotes environmental education and creates awareness on environmental conservation and clean technology through media, activities and projects. Green Brunei aims to become the biggest green community in Brunei, with the goal of providing free green educational and resources and an enabler of youth-initiated environment projects. Green Brunei works closely within a 3P partnership (People, Public, and Private) sectors to promote environmental conservationism in Brunei. Centric to this, Green Brunei encourages citizenry journalism, where any Bruneians can submit articles on environment.

For more information, please visit <http://www.green-brunei.com/>



CANDAS stands for 'Creative Academy of Narrative & Dramatic Arts and Sciences.' CANDAS Corp. promotes advancement of the art & diversified global media arts academy based in Brunei Darussalam. CANDAS Corp. scouts local talents & promotes local as well as international narrative, dramatic arts & film products. CANDAS Corp. was finally established in 2012 by a group of young university student who only had a dream & with hard work made that dream into realization.

For more information, please visit <https://www.facebook.com/CANDASInc>



The **Universiti of Brunei Darussalam (UBD) Volunteering and Charity Club** supports the university's intention of preparing undergraduates for global challenges. UBD Volunteering and Charity Club also aims to increase awareness and expose more people to volunteering and charity work.

For more information, please visit <https://www.facebook.com/groups/301144145223/>

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