



## **MEMO FROM HONOUR SG CHAIRMAN: Sustainability Driven by Honour**

Sustainability, as explained on Wikipedia, is a broad policy concept in the global public discourse and is thought to consist of at least three main “dimensions” or “pillars”: the environmental, economic, and social dimensions. The discussion of the environmental dimension of sustainability is often centred around prevailing issues. The dominant issues since the early 2000s are, for example, climate change, loss of biodiversity, environmental degradation and pollution, especially plastic pollution.

Wikipedia further describes Sustainability as an “exhausted roadmap” due to the view that our consumer societies are socially and ecologically self-destructive. Moving towards sustainability can involve social challenges such as individual lifestyles and ethical consumerism.

Sustainability is multidimensional in its coverage, but the foundational idea must not be missed; the fundamental concern is the sustainable well-being of human beings. This means being concerned not only about people today but about the well-being of the generations to come. A good approach for assessing multi-dimensional sustainability is to measure the behaviour of companies and nations with respect not just to effective and responsible use and generation of financial capital, but also natural capital, social capital, and human capital.

When it comes to measuring success, it is easy to fall into the trap of focusing on KPIs and checking boxes on rules and regulations, rather than strengthening convictions on the critical need for sustainability. When this happens, minds may be changed but hearts remain unchanged; commitments may be met, but convictions are untouched; rules may be met, but initiative, imagination, innovation, and enterprise are absent.

This is where Sustainability has to become a matter of Honour. Honour stands on its two dimensions of Honouring our Word – being trustworthy – and Honouring Each Other – being people who care for others and are concerned for their continued well-being. Looked at in this manner, Sustainability is the outcome, but Honour is the driving force.

Sustainability, on its own, may well turn out to be a check-the-box and meeting-the-rules exercise. Honour is a concern, conviction, and commitment exercise, which is where we should want Sustainability to be.

Lim Siong Guan  
Chairman, Honour Singapore

## ABOUT THE ORGANISERS

### *About Honour Singapore*

**Honour (Singapore)** is a non-profit organisation dedicated to promoting a culture of Honour and Honouring. We are a citizen-led initiative, founded by concerned citizens and guided by a multi-racial and multi-religious panel of community advisors. One of our key efforts is the Honour Film Initiative, which works with both young adults and students to tell stories of honour through the medium of film. With Singapore's leading media school Ngee Ann Polytechnic as lead partner, along with 3 other institutes of higher learning, the Honour Film Initiative has explored and continues to deepen our collective understanding of honour. A number of Honour short films have won national film awards, and have been featured at international and regional film festivals. In January 2022, the Honour Champions Group on Sustainability was convened, and one key idea was to use films as a medium to promote a culture of sustainability driven by honour. The Chapter seeks to promote a culture of honouring people and our environment and preserving nature through a deeper understanding of key topics such as the science behind climate change, biodiversity and its impact on human communities, livelihoods and health. Building on Honour SG's dimensions of Honouring our Word and Honouring Each Other, we seek to expand this to a framework for businesses & organisations to promote a culture of sustainability driven by Honour.

### *About the St Gallen Symposium Singapore Chapter*

**The St Gallen Symposium** is today the world's most relevant organisation and platform for cross-generational dialogue and collaboration. We believe in positive change for a better world by bringing generations together along with our vision: *Lead with the Next Generation in Mind*. The symposium brings together leaders of today and tomorrow from business, politics, science and civil society to foster mutual understanding and joint action on our most pressing challenges and chances. Our global community comprises more than 400 businesses and institutions and over 300 universities. **The St Gallen Symposium Singapore Chapter**, launched on the sidelines of the St Gallen Symposium Singapore Hub, envisions bringing together the Symposium's community in Singapore and the broader Southeast Asia region. The Chapter is led by a steering committee comprising Leaders of Tomorrow who attended previous St Gallen Symposiums and is advised by champions of the strong ties between Singapore and the St Gallen Symposium. The theme of the 51<sup>st</sup> St Gallen Symposium is Collaborative Advantage.

## KNOWLEDGE PARTNERS

**The Duke-NUS Centre for Outbreak Preparedness (COP)** has been established to bring together partners across Singapore with the aim of enhancing regional health security. This includes coordinated efforts to strengthen laboratory systems to identify diseases early; accelerate the development of new tools and technologies for diagnosis and treatment; support the capacity of the health system; and ensuring sufficient financing, policies and legal frameworks are in place to protect all countries in Asia.

**World One Health Congress** is the world's premier conference that explores how interactions between humans, animals and the environment affect health. This biannual event will take place in Singapore on November 7-11, 2022, and will be hosted in Asia for the first time. The event attracts a wide range of global leaders, policy makers, scientists, practitioners and students.

**Conservation International's (CI)** global mission is to empower people to protect our most fundamental needs, such as food, water, and a stable climate for the benefit of all life on Earth. In Singapore, CI provides environmental education, university internships, and direct support to

conservation science and research. Additionally, CI's partnerships with the private and civil sectors encourage environmental responsibility and sustainability.