

## MEDIA FACTSHEET

# EnterpriseSG, SBF and SSG launch new foundational playbook to help enterprises embark on sustainability

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1. To support Singapore enterprises in developing new capabilities in sustainability, Enterprise Singapore (EnterpriseSG), Singapore Business Federation (SBF) and SkillsFuture Singapore (SSG) have jointly launched a foundational sustainability playbook titled “Sustainability Playbook for Enterprises: Embarking on your Environmental, Social and Governance (ESG) journey”<sup>1</sup>. This was announced today by Minister for Trade and Industry Mr Gan Kim Yong at a visit to marine and offshore company Sea Forrest<sup>2</sup>.
2. The playbook provides a step-by-step guide to help enterprises assess their ESG readiness, and a list of relevant resources such as self-help guides and training programmes to help companies get started on this journey. This includes a 3-stage sustainability journey of enterprises.
  - (i) **Stage 1: Build awareness in sustainability**  
Start by understanding key sustainability concepts, identifying relevant trends, requirements, and opportunities.
  - (ii) **Stage 2: Identify relevant areas for intervention**  
Establish baselines and potential areas of improvement by engaging stakeholders to identify material areas and collecting relevant data.
  - (iii) **Stage 3: Embark on projects to improve and meet targets**  
Set targets and determine concrete steps to improve sustainability performance and meet targets. Implement and review initiatives.

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<sup>1</sup> <https://www.enterprisesg.gov.sg/all-forms/Sustainability-Playbook-for-Enterprises>

<sup>2</sup> Sea Forrest is a marine and offshore solutions provider that specialises in energy management solutions, through marine electric and hybrid propulsion, marine charging, and marine energy storage systems.

3. The playbook complements other sustainability playbooks that have been launched or are currently being developed by EnterpriseSG and our partners. These playbooks are a foundational tool that enterprises can tap to increase their understanding of sustainability and identify initial steps for their sustainability journey.
4. Said Mr Jeffrey Siow, Managing Director and Chief Operating Officer, Enterprise Singapore, “With growing attention on sustainable practices from governments, investors and consumers, our businesses must prepare for the inevitable transition to a green economy. Enterprise Singapore supports companies to integrate sustainable strategies and practices into their businesses through our Enterprise Sustainability Programme (ESP). As part of the ESP, we have developed this foundational playbook to guide SMEs on the first steps for their sustainability journeys.”
5. Mr Kok Ping Soon, Chief Executive Officer, SBF said, “Sustainability is now a key imperative for companies, investors, consumers, and the government. Small and medium-sized enterprises (SMEs) that embed sustainability in their value proposition will be well-positioned to tap into green economy opportunities and future-proof their business. This playbook will help SMEs at varying stages of their sustainability journey to identify stage-appropriate resources, tools, and programmes and accelerate their adoption of environmental, social, and governance (ESG) practices. SBF will work closely with the business community to increase the adoption of solutions and tools for sustainability transformation and facilitate business access to sustainability market opportunities.”
6. Said Mr Tan Kok Yam, Chief Executive, SkillsFuture Singapore, “Enterprises need new capabilities to do well in the green economy. These new capabilities, in turn, rely on employees acquiring new skills to take on changing job roles. This playbook provides a guide on upskilling the workforce, for the enterprise striving to go green. It also points to the training resources in place to support enterprises in their journey toward greater sustainability.”

## **Annex: Sustainability support for businesses**

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**About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.

**About Singapore Business Federation**

As the apex business chamber, the Singapore Business Federation (SBF) champions the interests of the business community in Singapore in trade, investment and industrial relations. Nationally, SBF acts as the bridge between the government and businesses in Singapore to create a conducive business environment. Internationally, SBF represents the business community in bilateral, regional and multilateral fora for the purpose of trade expansion and business networking.

For more information, please visit: [www.sbf.org.sg](http://www.sbf.org.sg).

**About SkillsFuture Singapore**

SkillsFuture Singapore (SSG) drives and coordinates the implementation of the national SkillsFuture movement, promotes a culture of lifelong learning and strengthens the ecosystem of training and adult education in Singapore. Through a holistic suite of national SkillsFuture initiatives, SSG enables Singaporeans to take charge of their learning journey in their pursuit of skills mastery. SSG also works with key stakeholders to ensure that students and adults have access to high quality and industry-relevant training that meet the demands of different sectors of the economy for an innovative and productive workforce. For more information, visit [www.ssg.gov.sg](http://www.ssg.gov.sg)

## **Annex: Sustainability support for businesses**

### **Enterprise Sustainability Programme by Enterprise Singapore**

Enterprise Singapore launched the Enterprise Sustainability Programme (ESP)<sup>3</sup> in October 2021 to support Singapore enterprises to integrate sustainability into their business and capture new opportunities in the green economy. The ESP supports training courses, capability and product development projects, and key enablers in areas such as certification and financing. Under the ESP, EnterpriseSG will also be rolling out a series of sustainability playbooks, which include:

- Decarbonisation for Singapore Enterprises playbook, which was launched in January 2023<sup>4</sup> by UN Global Compact Network Singapore, with support from EnterpriseSG and National Environment Agency.
- Sustainability Playbook for Enterprises: Embarking on your Environmental, Social and Governance (ESG) journey developed by EnterpriseSG, SBF and SSG.
- Other playbooks to address key topics and sectors such as sustainability reporting and logistics, which will be introduced subsequently.

Besides the playbooks, other recent initiatives under the ESP include:

- A new environmental disclosure programme by EnterpriseSG and CDP<sup>5</sup> to provide a structured framework for Singapore enterprises disclosing their environmental data and performance.
- More foundational courses to help companies plug the knowledge gap and kickstart their sustainability journey, and new thematic courses on decarbonisation and sustainable finance.
- Extension of the enhanced support level of 70 percent under the Enterprise Development Grant to March 2026 for sustainability projects in areas such as strategy and product development, resource optimisation, and standards adoption.
- EnterpriseSG is also setting up a one-stop website to house resources and information on whole-of-government support measures to help SMEs get easier access to information and resources on sustainability.

### **Efforts by Singapore Business Federation**

Singapore Business Federation (SBF) is driving industry awareness and adoption of ESG practices by shaping policies, building platforms, and forging the capabilities of our companies as they go about their transformation. SBF works closely with the business community through:

- Shaping policies: There are ongoing industry consultations and public-private dialogues to organise the industry response on sustainability-related policies and regulatory developments.

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<sup>3</sup> <http://www.enterprisesg.gov.sg/ESP>

<sup>4</sup> <https://unglobalcompact.sg/resources?index=b30184f8-c42f-4b15-b4e4-732dee89ef36#anchor>

<sup>5</sup> CDP is a global non-profit organisation specialising in environmental disclosure for companies. It drives companies to disclose their environmental impacts, reduce greenhouse gas emissions, safeguard water resources and protect forests.

- Building platforms: SBF has completed several runs of the MAP transformation programme<sup>6</sup> on sustainability and is working with industry partners to plan more runs. SBF is also the appointed accreditation body for the Progressive Wage Mark<sup>7</sup> which recognises firms that pay progressive wages to lower-wage workers.
- Forging capabilities: SBF runs the Career Conversion Programme for Sustainability Professionals<sup>8</sup> as well as a range of training programmes for companies looking to advance their ESG and social impact performance.

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<sup>6</sup> <https://www.sbf.org.sg/what-we-do/digitalisation-transformation/map-initiative>

<sup>7</sup> <https://www.sbf.org.sg/what-we-do/jobs-and-skills/progressive-wage-mark>

<sup>8</sup> <https://www.sbf.org.sg/what-we-do/jobs-and-skills/career-conversion-programme/ccp-s>