

WHY PERSONAL BRANDING MATTERS

Learn what you can do to stand out professionally

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2020

FACIAL RECOGNITION AT CAPITAL TOWER

New access control system at entry points promises better security and convenience

Your **CAPITA** LETTER

QUARTERLY FOR CAPITALAND COMMERCIAL TRUST TENANTS



Green Oasis at the upcoming CapitaSpring

Moving towards zero waste

The zero-waste movement has been gaining momentum in recent years. We look at some efforts by CCT and its tenants to contribute to the cause

How many of us have thrown away a single-use plastic bottle or discarded Styrofoam packaging without giving it a second thought? Now, imagine this seemingly harmless act replicated by about 7.8 billion people around the world, and what you have now is a global waste problem.

It is with the hope of ameliorating this problem that the zero-waste movement has, over the past two decades or so, steadily gained momentum over the globe, as people, businesses and governments have channelled greater efforts into eliminating waste. In 2019, the Singapore government rolled out its Zero Waste Masterplan to encourage citizens to be more environmentally conscious. The main objective? To move towards a circular economy and build a sustainable, resource-efficient and climate-resilient nation. ▶

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Continued from cover

The master plan aims to achieve a 70 per cent national recycling rate and a 30 per cent domestic recycling rate by 2030. As of 2018, these figures stand at 60 and 22 per cent, respectively. The master plan also detailed measures on how to address waste output before it even reaches the recycling stage — by minimising food, packaging and electrical and electronic waste.

Educating customers is key

Islandwide, businesses are stepping up to the challenge. More and more companies have slowly adopted sustainable practices and introducing their customers to the zero-waste lifestyle. One such business is **SaladStop!**, located at Capital Tower and One George Street, which has since 2017 rolled out a series of green initiatives. These include switching to biodegradable straws and using greener packaging, going lidless, using eco-friendly water, composting waste and encouraging customers to use their own reusable food containers when buying food.

The efforts do not end there. SaladStop! also believes in educating customers and making recycling points more accessible. If you've visited its Capital Tower outlet, you'll have noticed its recycle bins, while the One George Street store has a Green Station to encourage patrons to try their hand at waste-sorting and recycling.

These initiatives have certainly paid off. In 2019, the chain saved 680 kilograms of waste, thanks to 20,000 customers refusing single-use packaging by bringing their own reusable food containers, saved 60,000 bags by charging 10 cents per bag and achieved 100 per cent reduction in use of plastic straws — just to name a few of its green achievements.

Going forward, the company plans to launch its own plant-based packaging and set up compost systems in all its stores this year, as well as open its first plastic-free outlet and plant-based outlet by 2021.

Building greener offices

For its part, **CapitaLand** is committed to sustainable practices and has been proactive in rolling out its own green initiatives. According to its 2018 sustainability report, it has recycled 6,000 tonnes of waste, and achieved a 29.8 per cent reduction in carbon emissions and a 17.6 and 20.9 per cent energy and water reduction since introducing greener practices in 2008.

Six Battery Road, a **CapitaLand Commercial Trust (CCT)** property, is an iconic building for environmental sustainability. It houses a 2,000-square-metre indoor vertical garden



To dissuade customers from using single-use bags, SaladStop!'s One George Street outlet has a 'borrow tree' from which they can borrow a bag if they need one

— the first in Singapore — which features about 70 plant species. The building also has an automatic irrigation system that harvests rainwater for the garden. The irrigation pump itself uses clean energy generated by a wind turbine powered using exhaust air.

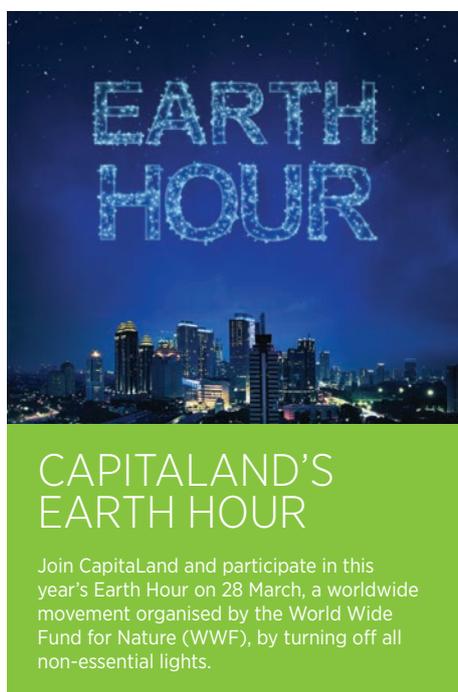
Meanwhile, CapitaGreen and One George Street make use of effective landscaping and sky terraces to help lower the building's natural ambient air temperature and bring

nature closer to tenants. CCT properties also have high-performance glass exteriors to reduce heat penetration and minimise energy consumption. Asia Square Tower 2, for example, uses double-glazed glass with triple lining to reduce heat.

And come next year when it opens, the new CapitaSpring will be one of the greenest buildings in Raffles Place. The 51-storey integrated development has, as its centrepiece, a 35-metre-high Green Oasis, located 100 metres above ground and boasting amenities including jungle gyms, work pods, meeting facilities, a yoga alcove, a garden café and an amphitheatre for performances, all set within a lush botanical promenade.

CCT also plays an active role in urging its corporate tenants to be more sustainable. One initiative is the E-Waste Collection and Recycling Programme, launched in 2016 to encourage tenants to mindfully dispose obsolete or unwanted electrical and electronic appliances, including laptops, desktops, tablets, mobile phones and printers. Electronic waste contains chemicals that are harmful to the environment, and recycling such waste helps lower the amount of toxic heavy metals in our incineration ash.

CCT's e-waste collection points are available at Asia Square Tower 2, Capital Tower, CapitaGreen, One George Street, Raffles City Tower and Six Battery Road. ■



CAPITALAND'S EARTH HOUR

Join CapitaLand and participate in this year's Earth Hour on 28 March, a worldwide movement organised by the World Wide Fund for Nature (WWF), by turning off all non-essential lights.

Shape your personal brand

Personal branding matters because it can help you stand out professionally. Here's how to build an effective one

Most of us are used to thinking about branding in terms of businesses and products, but may struggle when asked to articulate our own personal brand. Simply put, your personal brand is the unique combination of skills and experiences that make up who you are. When used and expressed well, it becomes not only the means by which others remember you, but also the most effective way for you to stand out in your area of influence.

Knowing how to communicate your personal brand well is as important as having one. Michelle Koh, Executive Director at Pure Search, has over a decade of recruitment experience and currently heads the Singapore office, where she recruits finance and legal professionals. She shares some tips on how to define your own brand.

How important is having a strong personal brand?

Ms Koh: Your personal brand is the “perception or emotion, maintained by somebody other than you, that describes the total experience of having a relationship with you”, according to marketers David McNally and Karl Speak, who were the first to use the term “personal brand”. For this reason, when your personal brand is strong, a company will find it easier to decide if you would fit in with their organisation.

That being said, you should not expect to have a personal brand that everyone would love. Sometimes, your brand would be the right fit for certain companies or roles, but at others, it simply may not be.

Let's take LinkedIn as an example, what are the qualities of a good LinkedIn profile? What should candidates have on their profiles and what should they avoid?

Ms Koh: Firstly, they should not leave it bare. I have seen candidates with a LinkedIn profile that contains just their name, company and job title. You should take this opportunity to

showcase yourself — list your achievements and core responsibilities in each of the roles you've undertaken. If you're excited about a professional photo of you where your personality shines through, use it. Plus, sharing insightful articles about the industry you're in or topics you're passionate about can also help increase your visibility and personal brand. You should also try to connect with peers in your industry.

Offline, when it comes to CVs, I usually advise against trying too hard to be too “original” when it comes to choice of word. We've seen some work descriptions come off confusing or, worse, stand out for the wrong reasons.

What do you look for in candidates when recruiting for the legal and finance industries?

Ms Koh: The candidate's personal brand should centre on his technical know-hows, reputation in the market, industry standings, etc.

If a candidate has a diverse portfolio, how can he best present himself professionally?

Ms Koh: Focus on building your brand on your core values instead of positioning yourself as



a “who’s who” in a particular sector. It’s okay to fine-tune your brand as you go along, but avoid “over-packaging” yourself, as you might end up alienating others.

“Your personal brand is the perception or emotion, maintained by somebody other than you, that describes the total experience of having a relationship with you”

Any other tips on how to start building your personal brand?

Ms Koh: My suggestion is to come up with a short, five-word description of what reflects your authentic self, and keep building on this. You may find this hard at first — unlike products and goods, human beings are much more complex — but doing so gives you focus and helps you create a stronger brand.

It’s okay to start defining yourself in broad terms, but don’t just end there. Avoid generics like the word “nice”, as it’s hard to make an impression, let alone an impact, with terms like these. Dig deeper to discover what makes you nice. A hard life in your earlier years? Realising your privilege and therefore wishing to help the deprived? Are you nice to animals, the aged or sick, or do you have a soft spot for children? Asking yourself these questions will help you reflect more on what makes you you. ■



Verbatim

“I love seeing my junior colleagues develop into highly accomplished lawyers.”

Dean Collins,
managing
partner at
Dechert
(Singapore).



One George Street, talks about what motivates him and makes his work exciting.

1. I came to Asia 11 years ago to join a law firm that did not have an established client base in my area of expertise, private equity fund formation. Since then, with the help of many talented colleagues, I have helped build what is regarded as a leading practice in the wider Asia-Pacific region — an achievement of which I’m very proud.

2. People often think the work we do is dry and involves focusing on boring regulations. While this may be true to some extent, it is only a small part of what we do. In fact, we get to work on fun, high octane deals involving negotiations with multiple parties from across the globe.

3. To me, being a leader is about setting the direction but leaving the details to others. Even our most junior lawyers get to work directly with our partners and interact with clients. I try to empower them to do as much as they can to contribute to producing exceptional results for our clients.

4. I believe in mentoring my younger colleagues to enable them to make the most of their talents. When our clients compliment them, it’s a great indicator that I must be doing something right.

5. I would tell someone starting out in an international law firm to treat the opportunity as a sponge. Take in all that you can and use it to boost your learning.

Greening made easy

CCT's green champions share tips on how they're helping to save the environment

Trying to go green can be intimidating for some — questions like “Where do I start?” and “How will my actions count for much?” are not uncommon for them. But ask some CCT tenants and they'll tell you saving the earth begins with simple, small steps that all of us can take. Here, they share how they've made sustainability a key part of their daily lives.

Reduce: the most essential 'R'

The first way to reduce wastage is to use only what you need and avoid disposables. At **CBRE**, at Six Battery Road, all employees are given a bamboo cup as a substitute, while reusable cutlery is provided at pantries to discourage the use of single-use ones, said Ms Jessica Feng, the company's Senior Manager of Sustainability, Property Management.

Meanwhile, at **L'Oreal Singapore**, One George Street, employees of Kiehl's are given their own tumblers, metal straws and cutlery for takeaways, shared Ms Iris Lam, Country Managing Director at L'Oreal, and Ms Sheenum Kumar, Kiehl's Brand Manager.

At work, thinking twice about printing documents goes a long way in reducing paper waste, said Mr Dylan Chua, Manager of Advisory & Transaction for Industrial & Logistics services at CBRE. This sentiment was echoed by Ms Janice Tee, Consultant of Financial Services Technology at recruitment consultancy **Robert Walters Singapore**, Six Battery Road. She shared, “One way I help reduce waste at work is by using digital CV copies instead of printing hard copies, as we encounter dozens of CVs a week!”

Agreeing, Mr Kavi Rai of Resource Solutions, an RPO business under the Robert Walters Group, added that mobile apps and other technology tools have indeed paved the way for paperless working. The APAC Head of Talent Acquisition avoids printing meeting agendas and creates his daily to-do list in Microsoft OneNote.



Certainly, a truly sustainable lifestyle begins with the individual. Reducing our carbon footprint at home comes in many forms, from taking shorter and cold showers, opting for appliances with high energy-efficient ratings, to growing your own food and making sure every washing machine load is full. “I also think twice before any clothes purchase, as the fast fashion industry produces more carbon than flights and ships combined, on top of being the second-largest consumer of world's water supply,” said CBRE's Ms Feng.

Reuse: the not-to-overlook 'R'

Reusing is most effective in saving energy and preventing pollution caused by landfills — and it's not at all difficult to achieve in our everyday lives. Ms Isabelle Lim, Corporate Communications Director at L'Oreal Singapore, “reforms” her old chairs with cracked leather with sew-on chair covers and uses old cushions and cloth to make them more comfortable. And she's not alone in adopting clever hacks like these. Ms Janet Tan from the marketing department at **Cargill**, CapitaGreen, shared that she makes it a point to reuse plastic cutlery she uses for takeaway food, and repurposes used detergent bottles.



Recycle: the most rewarding 'R'

It's a long process, but one worth committing

to. Recycling greatly reduces the strain that manufacturing puts on our planet's nature and wildlife, on top of conserving vast energy reserves and resources. As long-time sustainability champions, Robert Walters, CBRE and Cargill have made recycling bins for materials like metal cans, paper and glass readily available in their offices, in an effort to making recycling at work effortless.

For Kiehl's, it believes recycling should extend beyond their employees. It has run campaigns to gift succulent plants to customers in exchange for used product packaging, which is later sent for recycling, explained Ms Lam and Ms Kumar.

Meanwhile, Cargill has launched an eco-campaign that includes a series of talks to promote eco-consciousness and inspire colleagues to do their part to protect the environment, shared Ms Delphina Lim and Ms Geraldine Lam, who are from Cargill's Treasury team.

It's not uncommon for many people to struggle with adopting green habits, and it's difficult to see how one's own action can bring about measurable change, CBRE's Mr Chua acknowledged. “My tip for them is to know that every great deed begins with a willing mind. Focus on cultivating small habits that require little effort and build from there.” ■



Facial recognition comes to Capital Tower

Say goodbye to building access cards — tenants at Capital Tower can expect a faster and hassle-free entry into the building, with its newly launched facial recognition system.

Following the system's successful pilot in December, Capital Tower has introduced its contactless, biometric access control system at entry points. By eliminating the need to fumble for access cards, entering the building is now more convenient and much faster. What's more, since building access cards can be misplaced or misused by someone else, doing away with them and relying on facial recognition means Capital Tower is now more secure, as one's unique facial metadata cannot be replicated.

Tenants who tested the system in its pilot stage praised it for bringing convenience with the hands-free entry. "I appreciate the swift and touchless entry particularly when I'm entering the building with my hands full carrying my hot coffee," shared Ms Ng Kok Phay of **Ferring**.

Added Ms June Soon, who also works at Ferring, "Not only was it hassle-free, the new system has made it much faster to

enter the building. I have yet to encounter a failed recognition."

Official enrolment of facial metadata at Capital Tower began in January, while plans are in place to roll out facial recognition at other CCT properties over time. If you are a Capital Tower tenant, you may register for facial recognition entry by contacting your office manager or emailing the Tenant Service Centre at custsvc-ct@capitaland.com ■

CAPITALAND NEWS UPDATE

Tenants at Capital Tower using the new facial recognition system to enter the premises



Look forward to a refreshed and upgraded read

Come April, **yourCAPITALETTER** will transit to an all-digital platform, with its stories hosted under a new e-newsletter, **your Workplace Community**. With this move, our aim is to deliver more regular content and engage readers more widely and meaningfully.

Since its first issue in June 2013, **yourCAPITALETTER** has consistently produced stories that update readers on what's happening at CCT properties, while engaging them on topical issues. We remain committed to delivering all these and much more as we move forward. Look out for tenant profiles, work-life and wellness stories, reviews and recommendations, and updates on CCT properties in the refreshed newsletter.

Subscribe to our mailing list now at capitaland.com/signup ■



GREEN TIP

Many appliances consume energy even when you're not using them. To conserve energy, don't forget to unplug your electronics from power sockets when they are not in use.



CapitaLand

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