

FACTSHEET ON MEWR WEBSITE REVAMP

The Ministry of the Environment and Water Resources (MEWR) launched its revamped website (www.mewr.gov.sg) in April 2012. The objectives of the revamp was to explain the rationale behind MEWR's policies in an interesting and yet intuitive and meaningful manner so that policies can be easily understood and to make our visitors more aware of environmental issues.

The target audiences of the website are the general public, youths, students, teachers, researchers and businesses. In particular, the website aims to serve as a key education tool for MEWR, particularly to reach out to the youths to engage them on environmental issues. Hence, the website has a strong educational slant where youths can learn about strategic government direction and rationale behind our environment and water policies in a fun and accessible way.

Moving away from a conventional website format where content is largely text-heavy, the revamped MEWR website uses striking graphics and interactive content to enhance the experience of our visitors.

First-time visitors to our homepage will be drawn to the striking use of photography and engaging headlines. Through this, we aim to pique our visitors' curiosity and encourage them to explore and enjoy learning more about the environment on our site.

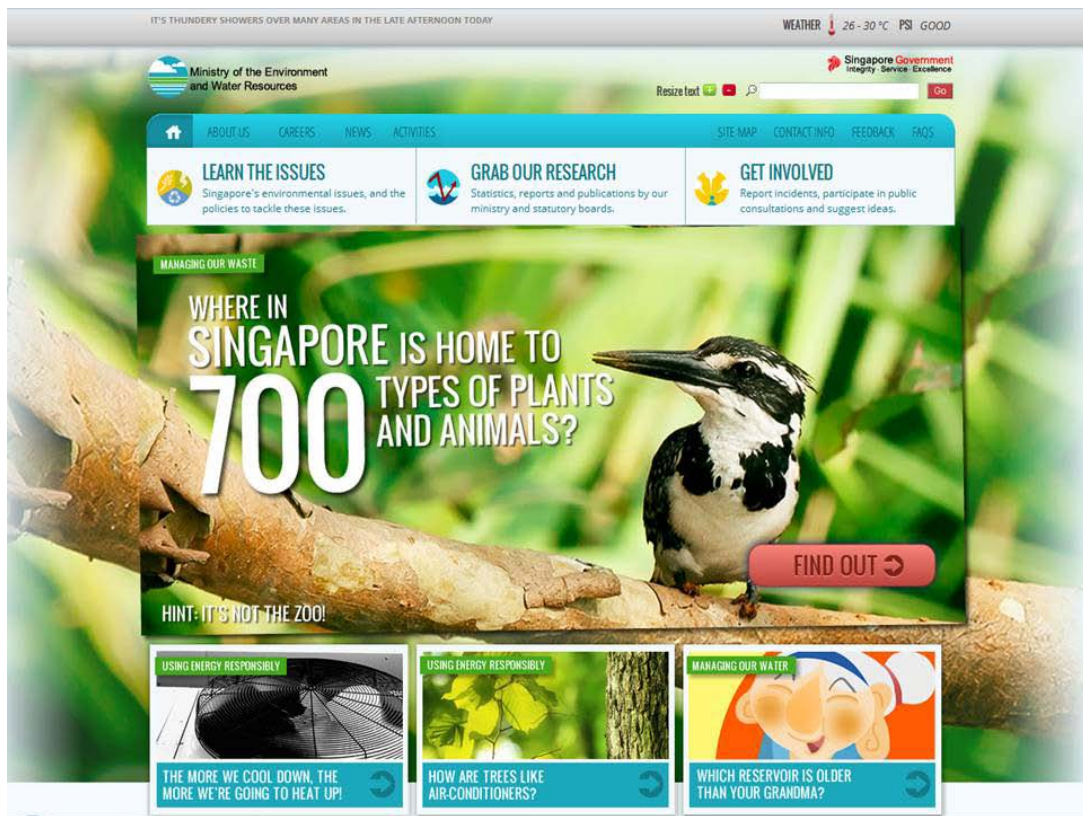
Statistical figures are also presented in a colourful and dynamic manner. Our graphics utilise bright, bold colours and strong accents to convey the information in a more aesthetically pleasing manner. In addition, to develop a more interactive and pro-active dimension on our website, visitors are encouraged to take action by joining green interest groups, and also by sharing the knowledge they have received via Facebook badges and/or infographics.

About Ministry of Environment and Water Resources

The Ministry of the Environment and Water Resources (MEWR) is committed to providing Singaporeans with a quality living environment. Having achieved a clean and green environment and a system in place to maintain and safeguard it, our ultimate goal is long-term environmental sustainability.

Together with its two statutory boards, the National Environment Agency and PUB, the national water agency, MEWR continues to manage Singapore's limited resources and address Singapore's environmental sustainability challenges through innovation, vibrant partnerships and co-operation across the 3P sectors - private, public and people.

SCREENSHOTS



Homepage



HOW DO TREES KEEP YOU COOL?

Carbon dioxide traps heat in the atmosphere.

Not only do trees along the street provide shade to pedestrians, they use carbon dioxide to create food and energy for themselves.

CO₂ is used up.

This traps less heat and creates a cooler environment for us!

So the more greenery there is, the more up and less remains in the atmosphere.

RELAX

Just breathe

The clean air we enjoy is threatened by fine pollutants such as PM_{2.5} which can pose serious health risks at high enough levels.

REGULATING NOISE

NEA controls noise from construction sites and factories by stipulating maximum permissible noise levels for different times of the day and night.

The noise limits also vary according to the sensitivity of the areas to noise. Noise standards for new and in-use vehicles are also stipulated under the Environmental Protection and Management Regulations.

MAXIMUM NOISE LEVELS FOR FACTORIES SITUATED NEAR RESIDENTIAL PREMISES:

65 DECIBELS DURING THE DAY	60 DECIBELS DURING THE EVENING	55 DECIBELS DURING THE NIGHT
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Colourful illustrations are a hallmark of the revamped MEWR website



Cute badges to encourage users to share website materials on their social networks