

Subject: Cool Ideas for Better HDB Living

Hi,

Last year, Minister for National Development has tasked MOS(National Development), Mr Lee Yi Shyan to lead the initiative to call for ideas from both the public and market players. MOS Lee Yi Shyan is currently championing the initiative of "Cool Ideas for Better HDB Living". This initiative includes engaging the public to gather innovative ideas to enhance HDB Living.

A facebook page, "Lee Yi Shyan – Cool Ideas for Better HDB Living" (<http://www.facebook.com/leeyishyan.ideas>) has been created to engage with the netizens and we would like to seek your assistance to share this with the ACES members.

At the moment, there are 2 on-going events on the Facebook page.

i) Cool Clips Challenge

A video campaign, "Cool Clips Challenge" was launched recently. Through this campaign, the public could share with us on the areas they wish to improve in their day-to-day HDB life on film. Closing date would be the end of each month and the top video of each month stands a chance to win \$50.

ii) Call for Cool Ideas - Growing Vegetables at Home

A call for ideas on Growing Vegetables at Home was also launched recently. This is to gather interesting and innovative ideas from the public on growing vegetables in the comfort of their own home. Closing date would be on 30 Apr 2012.

More details of these 2 events could be found at <http://www.facebook.com/leeyishyan.ideas>

As some of the members may be interested to participate in the above events, we would appreciate it if you could send the attached posters to them.

In addition, we would appreciate it if you could post the attached posters on ACES website and hyperlink to (<http://www.facebook.com/leeyishyan.ideas>).

If you have any enquiries, pls feel free to contact me. Thank you.

Regards,
Hwee Ling



Soh Hwee Ling . Engineer
HDB Building Research Institute . Tel: 64902649
Housing & Development Board

Privileged/Confidential information may be contained in this message. If you are not the intended recipient, you must not copy, distribute or use it for any purpose, nor disclose its contents to any other person. Please notify the sender immediately if you receive this in error.

Visit our website at <http://www.hdb.gov.sg>

COOL CLIPS CHALLENGE

HDB LIVING IN MOTION !



Be Creative, Be Fun!

Share with us the areas you wish to improve in your day-to-day HDB life on film.

The closing date is the end of every month!

The top video of every month will stand to win \$50!



How to Participate

Simply submit your video (or a youtube link to your video) of approximately 30 seconds to hdbbri_innovation@hdb.gov.sg, sharing with us the areas in your HDB living which you wish to see improvement in.

How to Win

Entries will be evaluated based on a monthly basis. The closing date for submission is the end of every month. Following which, a public voting exercise will be conducted. The top video of the month will stand to win \$50.

So be **creative** and make your videos **fun** and **interesting!**

Organized by HDB Building Research Institute

For more details: <http://www.facebook.com/leeyishyan.ideas>

Or email to: hdbbri_innovation@hdb.gov.sg



CALL FOR COOL IDEAS - GROWING VEGETABLES AT HOME



Interested to grow vegetables in the comforts of your own home?

If you have a great idea on how you can do it, share it with us by **30 Apr 2012** and stand to win up to **\$300!**

Prizes

- 1st Prize: \$300 Cash
- 2nd Prize: \$200 Cash
- 3rd Prize: \$100 Cash
- 2 Merit Prizes: \$50 Cash each
- Most Popular Prize: \$50 Cash



Send your proposal to hdbbri_innovation@hdb.gov.sg by 30 Apr 2012. It will subsequently be posted on MOS Lee Yi Shyan's Cool Ideas for Better HDB Living Facebook Page for sharing and voting. Please indicate "Cool Ideas for Growing Vegetables at Home " as the subject title. Your proposal shall contain the following:

- (i) Title/ Name of your Proposed Solution
- (ii) Indicate whether your proposed solution is to be used at the common corridor and/or within the flat unit
- (iii) Highlight how your solution has addressed the following :
 - **Safety**, i.e. the proposed solution shall not cause or become a potential safety hazard, or result in mosquito breeding, etc
 - **Maintenance**, i.e. the proposed solution shall require low maintenance
 - **Originality**, i.e. the proposed solution shall be unique and is different from existing solutions
 - **"DIY-ness"**, i.e. the proposed solution shall be easily implemented by an individual
 - **Cost Effectiveness**, i.e. the proposed solution shall be affordable
 - **Aesthetics**, i.e. the proposed solution shall be visually pleasing
 - **Vegetable types**, i.e. what kind of vegetables could be grown using the proposed solution

Organized by HDB Building Research Institute

For more details: <http://www.facebook.com/leeyishyan.ideas>

Or email to: hdbbri_innovation@hdb.gov.sg

