



THE MAP INITIATIVE ON SUSTAINABILITY PROGRAMME EVALUATION REPORT

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EXECUTIVE SUMMARY

The MAP Initiative first started in 2021 with the objective to guide businesses in their business transformation journeys. Since then, two runs of the MAP were conducted, with the first run targeting the Wholesale and Retail Trade sectors, and the second on the Logistics sector.

Instead of a sectoral approach, the third run of the MAP Initiative, named “MAP Initiative on Sustainability”, took on a thematic approach. As a pilot in testing out the theme on sustainability, SBF adopted a cost-saving angle and offered two specific tracks: energy efficiency and decarbonisation.

The initiative was supported by 11 partners: Energy Market Authority (EMA), Global Compact Network Singapore (GCNS), GIC, Infocomm Media Development Authority (IMDA), Ngee Ann Polytechnic (NP), Singapore Green Building Council (SGBC), SGX Group (SGX), SP Digital, TotalEnergies ENEOS, TÜV SÜD, and Workforce Singapore (WSG).

The MAP Initiative on Sustainability was open to all companies from all sectors. In this run, it has benefited more than 500 participants from 300 companies.

Mindset Shift



WEBINAR

The Sustainability Business Case for SMEs

Dollars and Cents: How Adopting Green Solutions Helps Save Cost



Analysis of Current State



WORKSHOP

Design Thinking

Customer Journey of Carbon Mgmt

Introduction to Carbon Footprint

Leveraging Green Energy Tech

SGX ESG Core Reporting Metrics

1-ON-1 MEETINGS

On-Site Assessments for Air-Conditioning System

Consultation Sessions with Partners



Pathway Assignment



PATHWAY

Career Conversion Programme - Sustainability

Enterprise Sustainability Programme

Sustainability in Singapore Programme

Energy Conservation/ Green Solutions

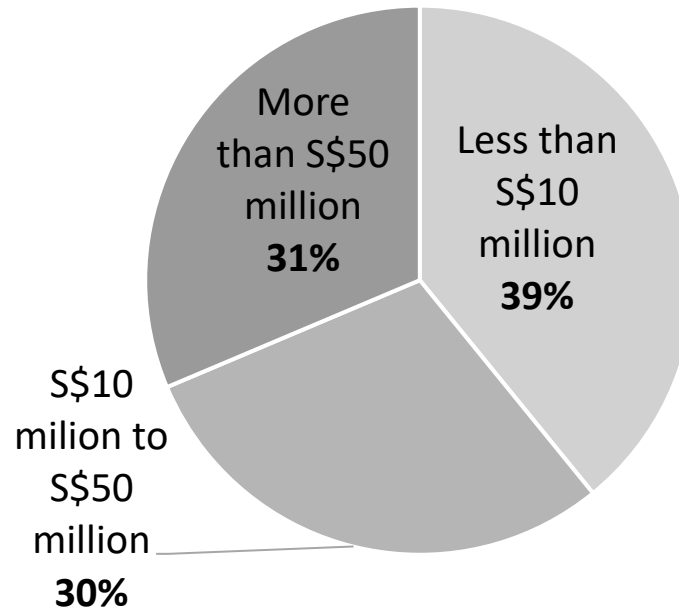
E-Module on Green Financing for SMEs



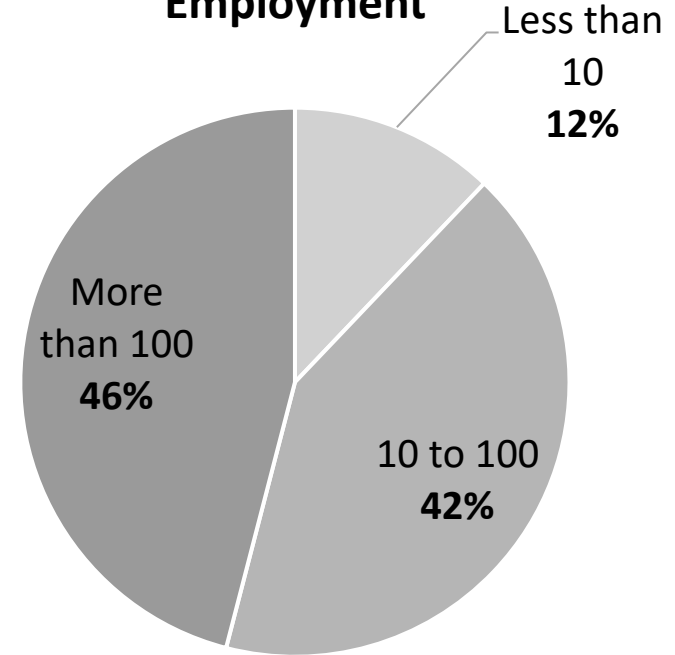
PROFILE OF REGISTRANTS (1)

Top Five Sectors Represented	Percentage
Manufacturing	19.9%
Construction and Built Environment	13.2%
Logistics and Transportation	9.8%
Professional Services	8.8%
Wholesale/ Retail	6.6%

Annual Revenue



Employment



Note: Data was taken from Stage A registration form (n = 316).



The Sustainability Business Case for SMEs

Design Thinking on Sustainability

Leveraging Green Energy Tech to Better Manage Costs and Carbon Emissions

Understanding the Customer Journey of Carbon Management