

News Release

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FROM WORKPLACE TO THE COMMUNITY – CDL LAUNCHES “SAFETY FOR LIFE” INITIATIVE FOR SENIORS IN PARTNERSHIP WITH SOUTH EAST CDC

- **A community-focused workplace safety and health advocacy to support seniors, promoting anti-scam awareness, home safety and mental wellness**
- **Anchored at THK Active Ageing Centre @ Bedok, quarterly befriending sessions to start from January 2026, alongside ongoing regular food distributions**

City Developments Limited (CDL) is extending its longstanding commitment to Workplace Safety and Health (WSH) beyond its construction sites and into the community with the launch of the “Safety for Life” initiative. This initiative, in partnership with the South East Community Development Council (South East CDC), aims to promote safety and well-being for seniors.

This first-of-its-kind “Safety for Life” initiative was unveiled today at the annual CDL Green Building, Decarbonisation and Safety (GBDS) Seminar. Over 320 CDL employees and representatives from its subsidiaries attended the seminar, which focused on shared goals of sustainability, innovation and WSH. Now in its third year, the Group-wide Environment, Health and Safety (EHS) training seminar continues to drive meaningful exchanges and actions within the CDL Group toward a safer and greener future. The event also featured the annual CDL EHS Awards, with categories inspired by Singapore’s National WSH Campaign 2024 (Empower, Ensure, Embrace), recognising the exemplary contributions of CDL Group employees to WSH.

Guest-of-Honour **Mr Dinesh Vasu Dash, Minister of State, Ministry of Culture, Community and Youth & Ministry of Manpower, and Mayor of South East District**, said, “Workplace Safety and Health (WSH) is a shared responsibility, and CDL has consistently led by example – from protecting workers, to now extending that commitment to the wider community by safeguarding our seniors through the ‘Safety for Life’ partnership with South East CDC. This partnership demonstrates how corporate expertise can directly address community challenges such as the specific vulnerabilities that our seniors face at home. By translating workplace safety principles into daily living practices, CDL volunteers are equipping our seniors with practical skills and tips they can easily learn and apply to stay safe at home.”

The “Safety for Life” programme equips seniors with practical knowledge in three main areas: anti-scam awareness, home health and safety, and mental wellness. CDL is committed to meaningful and sustained engagement, moving beyond one-off activities to regular sessions that include the ongoing food distributions and a new befriending initiative starting from January 2026, such as social activities, art and craft sessions, and safety workshops. CDL will partner with THK Active Ageing Centre @ Bedok to host quarterly engagements for its seniors, fostering a sense of belonging and camaraderie. Building on its existing volunteer efforts, CDL volunteers from City Sunshine Club (CDL’s employee volunteer platform) will continue to support seniors, especially those aged 65 and above who live alone, helping them to age with confidence, dignity and safety at home.

Mr Sherman Kwek, CDL’s Group Chief Executive Officer, said, “At CDL, safety has always been at the heart of our sustainability efforts – from our employees and contractors to migrant workers at our project sites. The ‘Safety for Life’ initiative marks a new milestone as we extend our WSH advocacy beyond our workplace and into the community. Through our partnership with South East CDC and THK Active Ageing Centre @ Bedok, we hope to collectively provide not just food and practical support through regular and sustained engagements, but also companionship and enhanced safety awareness that empower and safeguard our seniors.”

Anchored in its ethos of “Conserving as We Construct”, CDL has integrated WSH into its operations. Safety and health considerations are embedded from the outset, establishing high internal benchmarks and fostering a culture of care.

CDL’s senior management team conducts regular Gemba walks to reinforce a safety-first culture across its development sites and supply chains. Since 2023, CDL has engaged over 1,800 workers and employees through 60 site visits and engagements.

For its employees, CDL provides regular WSH training on risk assessments and incident reporting, along with workplace wellness initiatives like the Employee Assistance Programme, regular fitness programmes, and lunchtime wellness workshops. It also conducts an annual staff seminar covering key EHS topics.

As a WSH Advocate, CDL supports its external contractors and SMEs in enhancing their WSH practices. Since 2001, CDL has prioritised WSH excellence at its worksites and supply chain, through the CDL 5-Star EHS Assessment System, which mandates quarterly EHS audits by an independent auditor for its builders, who rates them on a scale of one to five stars on energy, water, waste management, safety, noise and public health management. In 2005, the CDL 5-Star EHS Awards were launched to recognise exemplary builders and workers who excel in enhancing workplace standards for safety, health and well-being.

CDL also shares knowledge through platforms such as the Tripartite Connect 2025 and encourages its subsidiaries to invest in safety technologies.

The “Safety for Life” programme, in partnership with South East CDC, extends these principles of safety, protection, and care to the wider community, particularly seniors.

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