



A CSR-DRIVEN

One Brand

One System

One Vision

for a Sustainable Future



INTRODUCTION



Green Mentor

Your Brand begins here

I'm Jeffrey, would like to sharing with you our corporate mission. Follow me at www.greenmentor.com.sg to learn more.



Green Mentor

Who we are

We are a CSR-driven generation shaping the future.

An ecosystem integrate storytelling, digital exhibitions, careers & voluntary green mentorship.

What we do

Advancing **Corporate Social Responsibility** that transforms how brands, people & opportunities are connected through storytelling, digital experience & sustainability.



GREEN MENTOR TAGLINE

Your brand begins here

One Brand

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Sustainable Future



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Economic, social and
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Storytelling + CSR + Branding
= Recognition + Credibility + Trust

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Storytelling + Digital Exhibition +
Job Listing + Green Mentorship
+ Blog

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Follow Our Blog

Inspiring Stories showing how
urban development, grassroots
communities and organizational
CSR interact to create real lasting
impact.



Mission

- Integrating the narrative approach into sustainable ventures.
- Cultivating ethical and sustainable culture (Corporate Social Responsibility) to achieve economic success, environmental preservation and social well-being
- Collaborate with local and national communities, organizations and NGOs to create societal value through the sharing of knowledge.
- Promote environmental awareness among organizations and individuals to take responsibility for protecting their communities and surroundings in their daily activities



Brands Message

The infrastructure for brands

- Mission (Why exist)
- Values (What you believe in)
- Unique selling point (What makes you different)



Formula

(Storytelling + CSR + Branding) = (Recognition + Credibility + Trust) = Strong brand

- **Storytelling** = (The Hearth : Recognition come from attention and transparency)
 - **A**ttention – gets people to notice the brand (visibility)
 - **T**ransparency – Shows honesty and authenticity
 - (**A+T**) = People recognize and remember the brand



Formula

(Storytelling + CSR + Branding) = (Recognition + Credibility + Trust) = Strong brand

- **CSR: Corporate Social Responsibility = (The Soul : Credibility from your real actions)**
 - People believe a business is ethical
 - Economy contribution (e.g. Support local suppliers)
 - Environmental contribution (e.g. Uses recycled material, supports environmental activism)
 - Social contribution (e.g. Donates and supports community projects)



Formula

(Storytelling + CSR + Branding) = (Recognition + Credibility + Trust) = Strong brand

- **Branding** = (The Face : Trust come from reliability)
- Trust is build from consistent reliability and deliver its promise

Brand Transformation



Brand Storytelling

Reshape how people see you

- Narrative.
- Real experience.
- Ethical.
- To protect the environment..
- Contribute to community

Digital Exhibition

An online driven experience

- Free digital exhibition for Merchants enroll in Storytelling program.
- Merchants present products, promotions, events through interaction.
- Reach wider audience.
- Global participation.

Job Listing

A talent recruitment portal

- Free job listing for merchants enroll in Storytelling program
- Allowing employer to communicate their corporate values, culture while connecting job seekers on the same platform.

Brand Transformation



Green Mentorship

Focus on sustainability & green practices

- Continuous learning through mentorship program, pairs merchants with experience mentors.
- Set measurable goals in environmental management program on wastes reduction, pollution prevention, water & energy conservation, green procurement policy and etc.

Blog

An article about current events related to sustainability

- Inspiring communities' stories and environmental initiatives on everyday lives.
- Follow on waste management, harmony lifestyle to protect the environment for a resilience future.

Founding 100



Building with our Founding 100 Brands

- We're onboarding **100** founding brands
- Be one of the first **100** founding brands **pioneering a legacy of impact.**

Brand Transformation



Green Mentor

❖ **ICONIC LOGO**

- The **iconic green colour logo** symbolizes a **SMART Green community (SGC) committed to sustainability.**
- The **building structure** signifies our **green city**
- The **leaves** signify our commitment to **preserving the natural environment**
- The **earth** signifies our **home planet**

1.Brand Storytelling

2.Digital Exhibition

3.Job Listing

4.Green Mentorship

**GREEN MENTOR
ecosystem is a network that
interact and support each
other**



Brand Transformation

Storytelling
(Founding 100)

Storytelling

SUSTAINABLE
BRANDING in DIGITAL
ERA



MY STORY OF ORIGIN

Ever since my first involvement in environmental management and ISO 14001 certification for a multinational corporation back in 1999, nearly 26 years have passed as of today. At that time, the certification rate was relatively low due to financial constraints and non-mandatory requirements

Brand Transformation

Free
Digital
Exhibition

(T&C Apply)

Coming Soon

Hospitality



[VIEW DETAILS](#)

Month:

Coming Soon

Food & Beverage

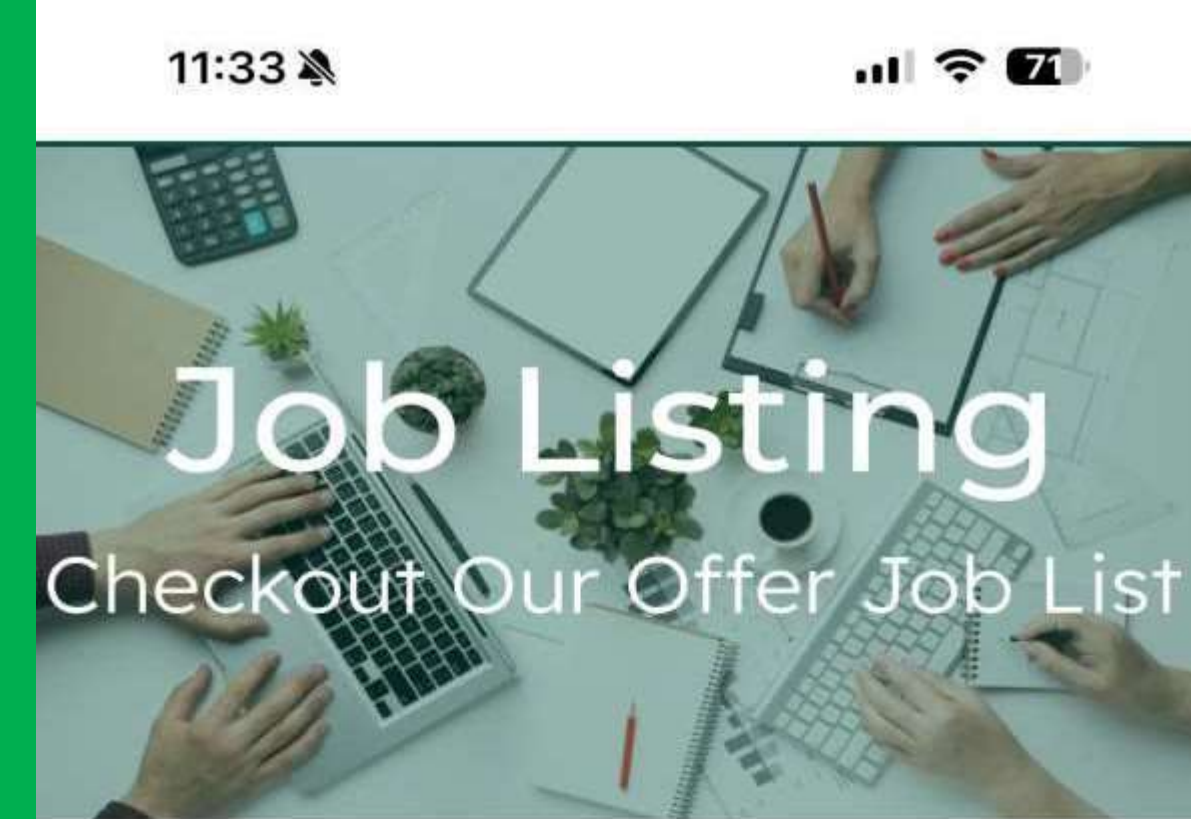


Brand Transformation

Free

Job Listing

(T&C Apply)



Keywords

Location

Search Jobs

Any Salary

Admin Finance Operations

Sales & Marketing

RSS

There are no listings matching your search.

Voluntary Mentorship

Mentor-Mentee

- Impart of knowledge.
- Skill development.
- Mentorship.

CSR Approach

- Continuous learning to create impact on Economic + Environment + Social well-being.

11:37



Your Journey to Green Mentorship

Our mentorship program empowers individuals to become sustainability leaders through expert guidance and practical experience.



Green Mentorship Program

Connect with experienced green professionals in Singapore.

Who can guide you in adopting and implementing sustainable practices. Our program offers:

Personalized mentor-mentee matching
Matchmaking mentor-mentee for the Green Initiative Development.

Training sessions

Follow Our Blog



Blog

- **Inspiring Stories from Singapore about urban development, communities' efforts, and organizational initiatives for a sustainable future.**

Latest Blog Posts

Stay updated with our latest articles on eco-friendly practices, green movement and sustainability.

Blog

9 Mar

City of the Future

City of the Future Singapore, as a future city, incorporates sustainability, smart technology, and green architectural innovation, creating a modern and environmentally friendly ur

READ MORE





**One Brand. One System. One Vision
for a Sustainable Future.**

- **Contact us today !**
- **Now onboarding our Founding 100 Brands**



One decision can
make the
difference !



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