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Nordic Embassies in Singapore bring together over 1,600 runners online in a race to protect the ocean

The Nordic Embassies in Singapore use smart technology to engage their communities in a competitive run towards a greener environment as they celebrate the Nordic National Days

Singapore, 7 June 2021 - The race, called 'The Nordic Green Run', jointly organised by the Embassies of Denmark, Finland, Norway and Sweden, attracted more than 1,600 participants from the Nordic communities including local runners, to run as many kilometers as possible to protect marine biodiversity in waters surrounding Singapore. The runners completed over 46,000 kilometers, that is more than one circle around the world (40,000 kilometers)! Every runner contributed 15 kilometers on average during the seven day run.

In times of social distancing, creative solutions make up for social activities. In an effort to mark their National Days this year, the Embassies combined creativity with technology - and the idea of a digital community charity run was born. Runners were invited to connect online and register to a mobile app to form country-based communities and log their distances.

Ms Sandra Jensen Landi, Denmark's Ambassador and initiator says, *"A shared interest for nature, environment and sports, together with digital habits, led to a huge number of runners joining, a crazy amount of kilometers and a great feeling of community. We enjoyed it - all while running for a green cause - and that's the most important!"*

Nordic companies operating in Singapore were invited to sponsor 1 SGD for every kilometer. The total proceeds of 59,000 SGD go to the Coral Triangle Center (CTC), a regional nonprofit foundation, supporting the restoration of coral reefs and marine biodiversity in the Nusa Penida Marine Protected Area. The support for CTC is timely, as the run coincides with World Ocean Day on 8 June. Mr Niclas Kvarnström, Swedish

Ambassador, says, *“Today only one percent of international oceans is protected, The Nordic Green Run is a step in the right direction, contributing to protecting the oceans and creating marine protected areas, where every kilometer makes a difference!”*

Mr Antti Vänskä, Ambassador of Finland, says, *“The world is facing environmental challenges that need everybody’s involvement. Countries, companies, individuals, all have an important role to play. The Nordic Green Run did just that! It contributed kilometer by kilometer to cleaner oceans, to a better world, and it was a lot of fun!”*

Team Norway won the race with more than 18,000 kilometers, ahead of Denmark with 17,000 kilometers. Ambassador of Norway, Ms Anita Nergaard, says *“I am very excited by the wonderful effort by all runners for all four Nordic teams. Together we have shown the best of the Nordics for the benefit of clean and sustainable oceans, we have strengthened the friendship between Singapore and the Nordics, and we have forged stronger bonds within our communities.”*

The friendly competition between the Nordic teams in the Nordic Green Run 2021 is finished, but the community will continue running and bonding digitally, for healthy fun together.

For more information, visit:

www.facebook.com/DKembassySG/

<https://www.facebook.com/FinnishEmbassySingapore>

<https://www.facebook.com/NorwayinSG/>

<https://www.facebook.com/EmbassyofSwedeninSingapore>

<https://nbas.org.sg/news/nordic-green-run-a-tale-of-collaboration-and-friendship/>

<https://nbas.org.sg/news/nordic-green-run-sg-norway-will-win-because-we-always-go-the-extra-mile/>

#NordicGreenRunSG #GreenTogether

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