

Sustained Engagements

Making Green The Norm



GREENNUDGE

A group of approximately 15 people, mostly of Asian descent, are posing for a group photo in a lush, green forest. They are all wearing orange t-shirts with the "#OCBC Care" logo. Some are giving thumbs up. In the foreground, there is a large pile of green plastic bags, likely for recycling or waste collection. The background is filled with dense foliage and trees.

"Habits do not change overnight.
They change **over time**."



Why Sustained Engagements?

Behavioural change takes time.

We believe that organisations can embed sustainability into their environment by providing sustained, meaningful engagements that engage employees and 'nudge' them to reflect on the way we create and deal with waste.

By building a knowledgeable and mindful community of individuals, we can shape local practices and create lasting change together.



What is a Sustained Engagement?

A programme that provides a **combination** of activities and sharings **over a period of time**.



Cleanups



Workshops



Talks



Trails

How Sustained Engagements Work

Customise your set of engagements by choosing a combination of Cleanups, Workshops, Talks or Trails over a 6-month period.

- ✓ At least 3 engagements over 6 months
- ✓ Suitable for 20 - 50 participants
- ✓ Option to customise available

Possible combinations:

Cleanup + Talk + Workshop

Talk + Trail + Workshop

Cleanup + Cleanup + Cleanup

Cleanup + Trail + Workshop

Cleanups

Not your average cleanup - learn about the history and culture of the area while giving back to the environment!



Cleanups

Participants can gain access to hard-to-reach areas which require more effort to clean while giving back to the environment in a meaningful manner.
Suitable for large groups or first-time cleanup organisers.

Includes:

- Liaison of approval and post-event waste disposal by Green Nudge
- Provision of cleaning equipment, collection and post-event cleaning
- Facilitation of cleanup by Green Nudge facilitators
- Post cleanup summary
- (Optional) in-depth data collection

If you're up for the challenge, you can also [rent our corporate cleanup toolkit package](#) and organise your own cleanup instead!



Workshops

Fun and practical activities designed to encourage critical thinking and raise awareness about sustainability



Workshops

Green Nudge currently offers three workshop streams.

Our engaging and hands-on workshops aim to educate participants on the waste issue in Singapore and equip them with practical skills to make sustainable switches in their lifestyles.



Waste Workshops



Eco-enzyme/ Coffee Scrubs/ Composting Workshop

- Introduction to the food waste problem in Singapore
- Turn food waste into useful products like cleaning agents, body scrub, fertilizers etc.

Food Waste



Ecobricks/ newPlastic Workshop

- Explore solutions to tackle recyclable and non-recyclable materials
- Transform used plastics into functional objects

Plastic Waste



Fabric Tote Bag Workshop

- Learn about fast fashion and the impact of fabric waste
- Create a tote bag using an old T-shirt

Fabric Waste

Talks and Sharing

Engaging conversations that simplify complicated sustainability concepts and empower individuals and organizations

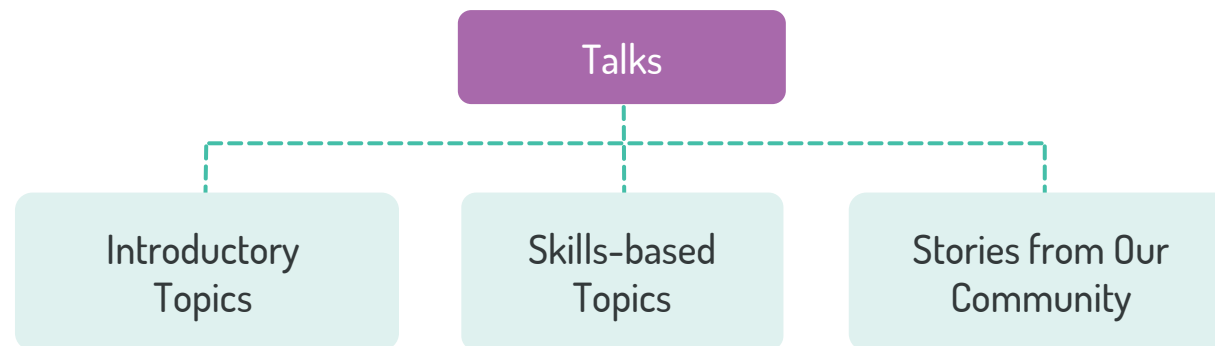


Talks

We offer three different types of talks:

Introductory talks aim to educate participants about Singapore's waste landscape, while **Skills-based** talks equip participants with knowledge about specific sustainability topics. **Stories from Our Community** are dialogue-style talks featuring everyday members of society, targeted at helping participants understand how sustainability can be incorporated into our daily lives.

*Option to record or customise talk available (extra charges apply).



Talks



- Let's Talk Rubbish - All About Singapore's Waste
- The Afterlife of Plastics
- Don't Feed Your Bins- Singapore's Food Waste Story
- Behavioural Trends and Insights to Green Efforts in Singapore

Introductory Topics



- Nudging Green At Events – How Nudging Can Help My Organization To Go Green
- How to Avoid Greenwashing
- Recycling or Wishcycling?
- Trash Landing On You- The Marine Litter Issue

Skills-based Topics



- From Green Dollars to Green Nudge– The Journey of Green Nudge
- Sharing from Green Groups
- Learning from Mistakes Along the Sustainability Journey

Stories from Our Community

Trails

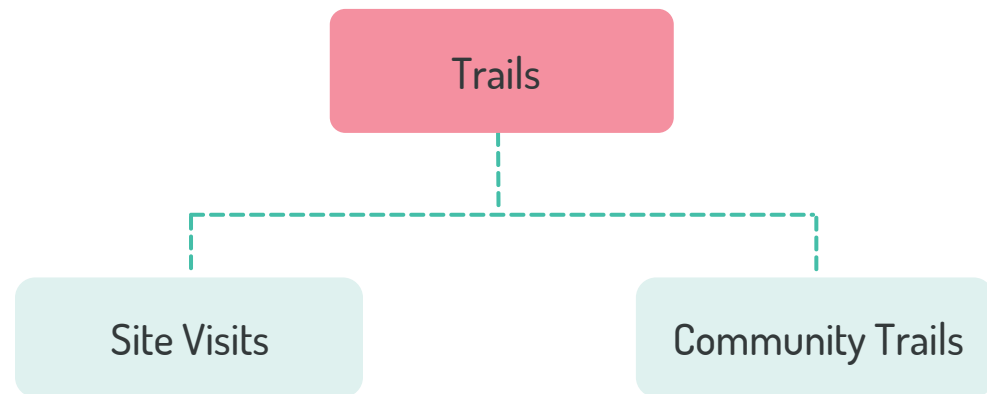
Experiential learning journeys that give a first-hand account of sustainability issues faced on ground.



Trails

Our trails allow participants to see, hear, smell, touch and even taste sustainability related topics!

Green Nudge currently offers two types of trails. **Community Trails** explore the intersection of specific themes with sustainability in the heartlands and encourage participants to observe how individual actions can shape behaviour. **Site Visits** offer a unique behind-the-scenes perspective of locations that are interesting focal points in the sustainability landscape of Singapore.



Trails



- E-waste Factory Visit
- Community Farm Tour

Site Visits



- Bedok Trail
- Chinatown Trail
- Hawker Culture Trail

Community Trails

Sustained Engagements So Far

We have conducted several sustained engagements with corporates, public agencies and community organisations.
Here are some amazing partners that we have worked with!



Cleanup

+

Talk

+

Workshop



Cleanup

+

Trail

+

Workshop

CLARINS

Cleanup

+

Cleanup

+

Cleanup

Schroders

Workshop

+

Workshop

+

Workshop

Towards a Low Carbon Zero Waste Singapore

At Green Nudge, one of our aims is to achieve a carbon-neutral Singapore by 2030.

Despite our best efforts to reduce waste across our activities, waste that is thrown is sent for incineration in Singapore. For instance, the trash collected in our cleanups inevitably generates carbon emissions.

Providing Carbon Offsets for Greener Activities!

Green Nudge calculates the overall amount of carbon emissions generated from our activities, including but not limited to:

- Transport
- Activity
- Overall disposal of waste collected (at our cleanups)

We then help to buy carbon credits to offset the emissions generated.



Our Past Partnerships

We have conducted several sustained engagements with corporates, public agencies and community organisations.
Here are some amazing partners that we have worked with!

CLARINS

PALO IT



N S M
National Museum
of Singapore

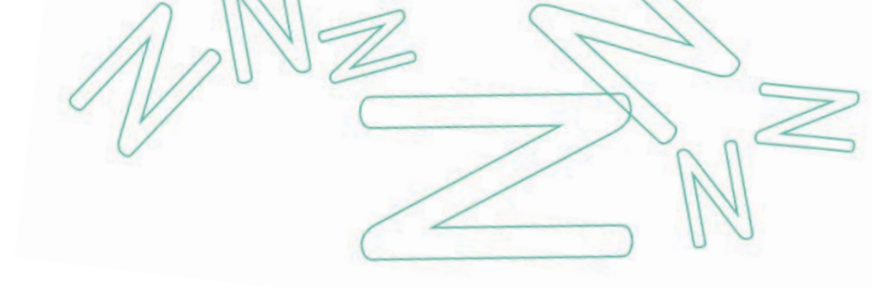
SHOPBACK
The Smarter Way

THE
ARTS
HOUSE

华社自助理事会
CDAC

J.P.Morgan

FAQs



What is the lead time between the enquiry process to event execution?

The team will need at least 2-3 weeks of lead time (depending on the service) once you have given us your approval. This lead time allows us to obtain approval from the relevant authorities (for cleanups), prepare relevant equipment and schedule our facilitators prior to the event. The lead time for our Cleanup Basic Package is 3 working days.

Why do you charge for your services?

As a social enterprise and a registered business, we believe that the best way for us to maximise impact is to ensure the financial viability of the work. Thus we charge reasonable fees to cover our costs and ensure the long-term sustainability of our enterprise.

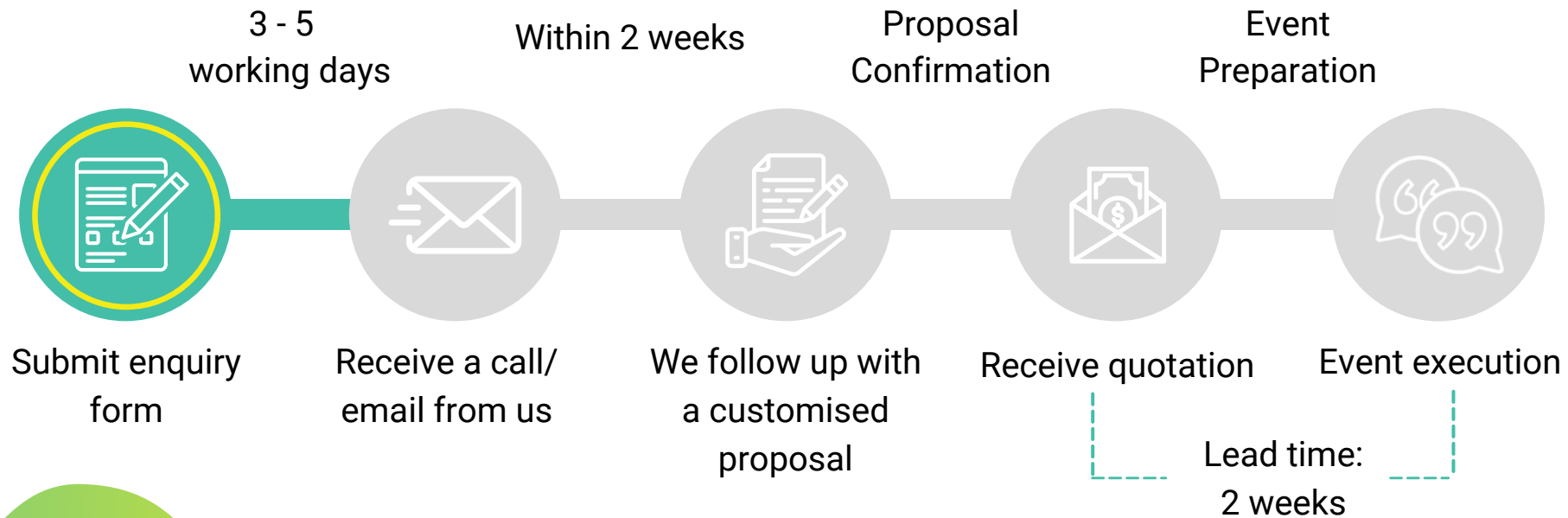
What will your fee cover?

- Efforts for obtaining approval and ensuring that waste is properly disposed off after the session
- Provision of relevant cleanup equipment as well as post-event cleaning
- Provision of facilitators, including sharing of the historical and cultural site of the area
- A portion of the money also goes towards reducing carbon emissions through carbon credits

Interested in Working With Us?

Drop us an enquiry by filling up our form [here](#). We will drop you an email or call within 3 - 5 working days to share more about our work before following up with a customized proposal for your review!

What to expect after you submit a request:



GREENNUDGE

Got a question? Contact us here:

✉ team@greennudge.sg

🌐 www.greennudge.sg

📘 fb.me/greennudgesg

📷 [@greennudgesg](https://www.instagram.com/greennudgesg)

