



GREEN NUDGE 2023 A YEAR IN REVIEW

Here's a recap of our work in 2023
and what it means in terms of impact!

We conducted more than 280 engagements in 2023:



102 CLEANUPS



40 TALKS



61 VISITS AND TRAILS



84 WORKSHOPS



OUR ENVIRONMENTAL IMPACT

We conducted 102 cleanups and removed more than 23,000kg of trash around Singapore's shores! *(psst, this was nearly 25% more trash from 2022!)*

In addition, we also contributed in capturing about 36,000 kg of CO2e through our like-minded partners!



OUR SOCIAL IMPACT

10,500 participants and 660 hours of engagement in 2023 *(compared to 8,000 participants and 500 hours in 2022!)*

Internally, we doubled the number of internship opportunities to work with 17 students to increase their work experience and exposure to the green sector.



OUR COMMUNITY IMPACT

We partnered with over 40 schools in 2023, twice the number from 2022, with a majority being first-time engagements for us.

We kick-started Sponsored Engagements by supporting different community groups with the help of corporate sponsorships. This widened our reach and increased awareness on environmental sustainability with young children and seniors citizens.

We went full steam ahead with our project Jalan Jalan to reshape current narratives on health with seniors by curating green trails.

2023 HIGHLIGHTS



We raised money through corporate sponsorships for an aspiring Paralympian in his preparation for the upcoming 2024 Paralympics.



We expanded our consultancy portfolio to include projects with government agencies, a sustainable transport trail design, and waste audits.



We introduced new formats of engagements including intertidal walks, fabric waste outreach events, and plant-based food trails. We enhanced our ongoing commitments, including providing certificates of appreciation for cleanups.



We participated in a number of closed door discussions to provide our views on key sustainability issues such as coastal protection, marine litter, fashion and food waste management, circular economy etc.



We welcomed overseas visitors from Korea and the United States and introduced them to Singapore's vibrant green sector.



We developed several unique Green Nudge content pieces that highlighted environmental and social issues such as wildlife conservation, coral protection, human and wildlife conflicts, women and climate change.



We engaged nearly 300 corporate participants in a mix of sustainability activities within a single day.



We welcomed two new mascots, Norm and Nudgy to share their experiences with younger participants.



OUR UPCOMING PLANS

We believe that lasting environmental impact can only be achieved collectively and organically. Our green offerings that cater to the needs of companies and communities fall within the following four focus areas:



UPCYCLING
AND RECYCLING



MARINE
CONSERVATION



GREEN
GROWTH



REGIONAL
COLLABORATION

OUR PLEDGE

To amplify the impact of our work and benefit the community, we donate the equivalent of 5% of our revenue or more to support our charitable partners.

Let us work together to encourage a more environmentally and socially responsible society. **#bethegreengood**



Mangrove Seedlings
(Since 2020)

Target: To absorb 1,000,000 kg
of CO₂e by 2030



secondmeal.io
Silver Nudge (Since Sep 2023)

Target: To provide
5,000 meals by 2025



Migrant Workers
It's Raining Raincoats

Upcoming (2024)

We hope that 2024 will usher in an even greater push towards sustainability, and together we can continue to make green the norm.

From the bottom of our hearts, we thank you for your unwavering support and wish you a joyous new year!

WITH LOVE, GREENNUDGE



greennudgesg



Green Nudge



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GREENNUDGE