

# Cleanups

Making Green Cleanups the Norm



GREENNUDGE

# Why Cleanups?


Every year, more than 8 million metric tonnes of waste ends up in our oceans<sup>1</sup>, greatly affecting the marine biodiversity and the seafood produce we eat. In 2019 alone, the National Environment Agency (NEA) and Maritime Port Authority of Singapore (MPA) collected 4500 tonnes of marine debris<sup>2</sup>, highlighting the need to prevent contributing more trash into our oceans.

Cleanups are often the first touchpoint for people to realise their impact on the environment. At Green Nudge, we believe that an effective cleanup is much more than just picking up trash along the shore. In line with our goal to 'nudge' (and not to 'instruct'), we aim to redefine the cleanup experience by also weaving in the historical and cultural aspects of the site. Through this approach, we draw the connection between nature and our behaviour to allow participants to develop an appreciation of their natural environment.



<sup>1</sup> Toh, Ting Wei. "Two-year study under way to look into marine litter and microplastics in S'pore waters." The Straits Times, 2 Aug. 2021, <https://www.straitstimes.com/singapore/politics/parliament-two-year-study-underway-to-look-into-marine-litter-and-microplastics>.

<sup>2</sup> "International Coastal Cleanup, Singapore: 2018 Data." International Coastal Cleanup, Singapore, <http://coastalcleanup.nus.edu.sg/results/2018/2018.htm>.

A group of people, including men and women, are walking away from the camera on a dirt path in a park. They are carrying green plastic bags and some are holding tools like rakes. The background is filled with large trees and a clear sky. The entire image has a blue tint, and there are decorative yellow and green shapes in the corners.

“We want to redefine the cleanup experience by going beyond the cleanup activity to share about the historical and cultural importance of the site. In doing so, we draw the connection between nature and human actions.”

- Li Seng, founder of Green Nudge

# The Basic Package

## DIY Fuss-Free

Keen on organizing your own cleanup but unsure how to deal with the equipment after the activity? Our cleanup toolkits are available for rent so that you can enjoy the convenience of a ready toolkit and avoid the hassle of buying and storing equipment!

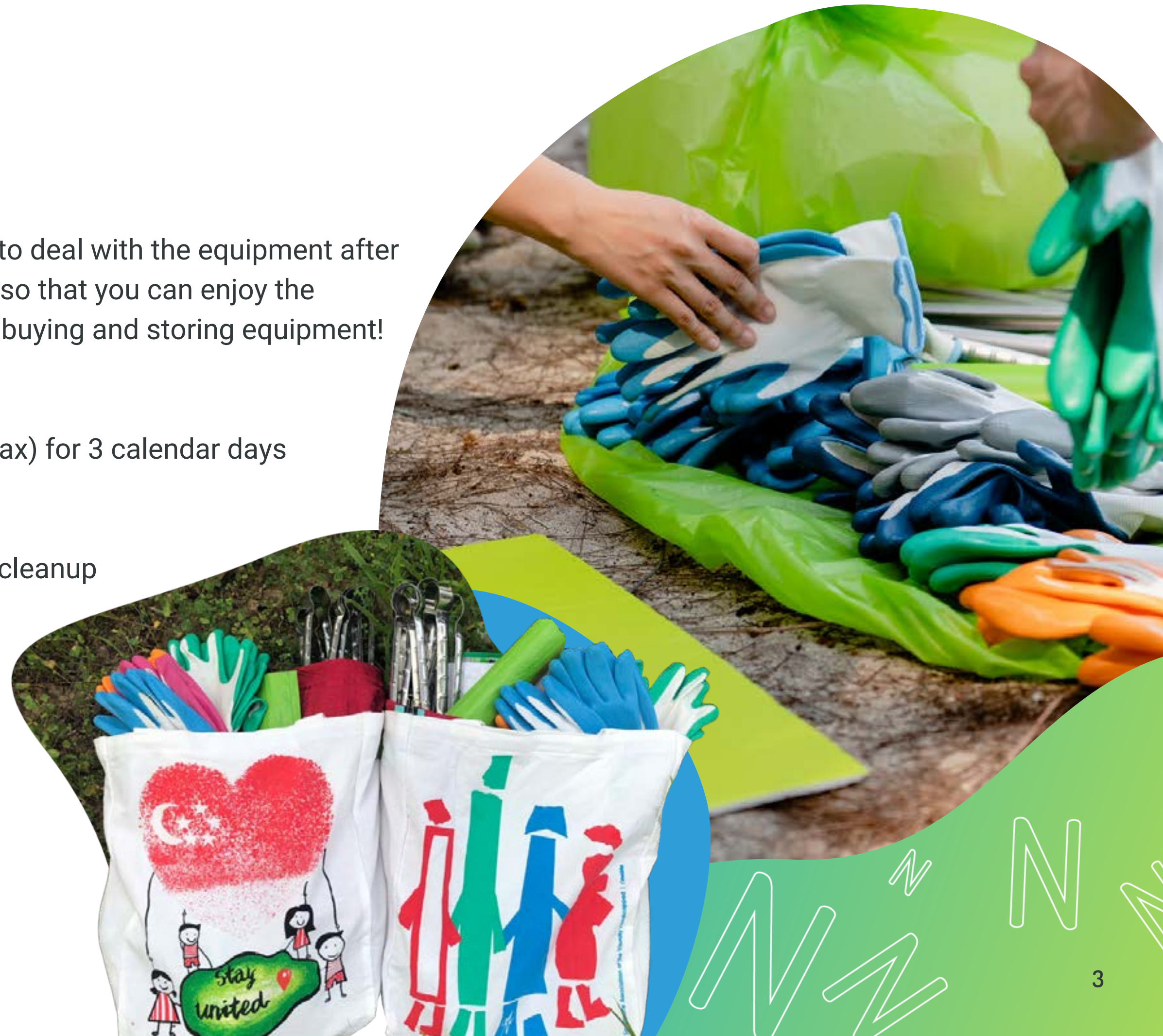
### Includes:

- Equipment Rental (starting from 4 toolkits for 20 pax) for 3 calendar days
- Self-collection or delivery options (charges apply)
- Cleaning of equipment after the cleanup
- (Optional) 30-min consultation session before the cleanup

### Equipment provided:

20 pairs of tongs and gloves  
40 x large green trash bags or rice sacks  
4 x weighing scales  
1 x first aid kit  
1 x corporate coastal cleanup manual  
Other supplementary equipment

To order our basic package, click [here](#).



# The Enhanced Package

## For a Little More Guidance

Our most popular cleanup package, the Enhanced Package provides start-to-end coordination of cleanups at different cleanup sites around Singapore. You will be guided by the Green Nudge team right from the start, including planning out suitable cleanup dates, timings and venues, including areas which may need prior approvals from the authorities. Participants gain access to hard-to-reach areas which require more effort in cleanups 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, including explanation of history and cultural aspects of cleanup site
- Debrief of cleanup activity and sharing of post event call-to-actions
- Post cleanup summary and in-depth data collection (optional)
- Complimentary chilled drinks

### Duration:

3 hours (excluding travelling time)



## Enhanced Package

# Cleanup Layout

### Duration:

Up to 3 hours (excluding travelling time)

### Potential Cleanup Sites:

(subject to Green Nudge's assessment)

East Coast Park, Changi, Tanah Merah, Sembawang, Punggol, and others

### Number of Participants:

Minimum of 20 pax

# Leaving a Lasting Impression

Post cleanup, receive a customised infographic highlighting the cleanup data from the event. Together with tips to care for the broader environment, share these information with participants to reinforce the call-to-actions after the event.



# The Schools Package

## For Self-Guided Cleanups

People aren't the only beings we can extend kindness towards. Singapore's flora and fauna deserve our kindness too! They play an integral role in sustaining the natural ecosystem within our urban concrete jungle. By being more mindful of our surroundings and taking care of them, we can play a pivotal role in ensuring the continued health and vitality of our natural environment. This benefits not only ourselves but all living organisms that call this place home.

Through the schools package, we hope to support educators in your endeavour to #makecleanupsthenorm in inland areas and have curated a special toolkit for you to guide students on cleanups, to keep their surroundings clean. It is accompanied by a guide with a few tips, suggestions and relevant information to ensure that your cleanup efforts are not only effective but also meaningful!

### Includes:

- Inland cleanup equipment (grabbers, tongs, trash bags and a first aid kit etc.) for 40 pax
- Inland cleanup guide
- Self collection or delivery options

To order our schools package, click [here](#).



## Why Green Nudge?

# Towards a Low-Carbon Zero-Waste Singapore

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

In Singapore, all of our waste is sent for incineration. Despite our best efforts to clean our shores, the trash that we collect inevitable generates more carbon emissions through our cleanups.

### **Providing Carbon Offsets for a Greener Cleanup!**

Working with credible partners that provide carbon offset credits, Green Nudge will offset carbon emissions generated in order to minimise our carbon footprint.

After the event, Green Nudge will calculate the overall amount of carbon emissions generated, including but not limited to:

- Transport
- Cleanup activity
- Overall disposal of waste collected



# Interested in Building a Sustained Impact?

Mix and Match Your Experience!

Go beyond and customise your cleanup to be part of our Sustained Engagements or Sponsored Engagements package! Choose from a combination of workshops, talks or learning journeys where participants can explore, act and reflect in-depth on one or two themes to enjoy the full green experience.



Cleanup



Workshop



Talk



Trail

## How Sustained Engagements Work

Choose from a combination of Cleanups, Workshops and Talks over a 6-month period.

- ✔ At least 3 engagements over 6 months
- ✔ Suitable for 20 - 50 participants

Learn more about Sustained Engagements [here](#)



# Summary

	Basic	Enhanced	Schools
Provision of cleaning equipment	✓	✓	✓
Provision of inland cleanup guide	✗	NA	✓
Delivery of equipment	Optional (charges apply)	✓	Optional (charges apply)
Liaison with authorities	✗	✓	✗
Facilitators	✗	✓	✗
Post-event disposal of trash	✗	✓	✗
Post-cleanup infographic sheets	✗	✓	✗
Carbon offsets	✓	✓	✗
Complimentary chilled drinks	✗	✓	✗
Combination with other services	✗	✓	✗

# 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 customised proposal for your review!

# What to Expect After You Submit a Request:



# Our Public Sector and Community Clients

As a GeBiz registered business, we have worked with public agencies and ministries.

Here are some of the partners whom we have worked with:



# Our Corporate Clients

We have also worked with several corporate clients. Here are some of the partners whom we have worked with:

**Deloitte.**

 **OCBC Bank**

 LexisNexis®

**CLARINS**

**UNI  
QLO**

 **GIC**

  
SIA ENGINEERING  
COMPANY

  
Unilever

**BOLLORE**  
LOGISTICS

 **amcor**

**IHG**  
HOTELS & RESORTS

 **Nielsen**

**KPMG**

# FAQs

## **How does Green Nudge choose the suggested dates and timings for my organisation's cleanup?**

In order to maximise your activity's impact during the event, we will recommend a day and time when the tides are low enough so that there is more trash available for your participants to pick up. Speak with us to find out more.

## **Do you have alternative activity/wet weather plan? What happens if it rains?**

As many of our sites are located in hard-to-access areas, we may not be able to provide an alternative activity in the event of wet weather. In the event that wet weather occurs or is expected to occur before the event, we will contact the liaison person an hour before the start of the event to update on the weather forecast and advise on the next course of action.

In the event of heavy downpour during the event, participants may seek shelter at the nearest building which will be guided by our facilitators. Should bad weather persist or worsen, Green Nudge reserves the right to cancel the event for safety reasons.

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

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

## **Why do you charge for your services?**

As a social enterprise and 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?**

The fee will cover the following:

- 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



Got a question? Contact us here:

✉ team@greennudge.sg

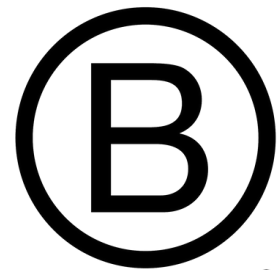
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📷 @greennudgesg

# GREENNUDGE

**Certified**



**This company is committed to  
accountability, transparency,  
and continuous improvement.**

**Corporation**

