



GO GREEN SG 2025

You are invited to be part of our Go Green SG 2025 national sustainability movement
(Mid-May to End Jun 2025)

Led by:



Ministry of Sustainability
and the Environment
— SINGAPORE —

In support of:





Deputy Prime Minister Heng Swee Keat and partners at the launch of Go Green SG 2024

What is Go Green SG?

Led by the Ministry of Sustainability and the Environment (MSE), Go Green SG is a national movement to rally the community to take collective action towards a more environmentally sustainable and climate-resilient Singapore. Under Go Green SG, partners from across the People, Private and Public (3P) sectors organise a wide array of sustainability-related activities to raise public awareness on climate change, foster ground support for sustainability efforts, and engender behavioural change. These activities include learning journeys, tours, talks and hands-on workshops on building a clean environment, with clean water and safe food.

In 2024, Go Green SG saw:



~200

partners



400

activities



~51,000

participants



94%

satisfaction from survey respondents

Some of the Go Green SG activities organised by our partners can be found at the Go Green SG [website](#) and MSE's [YouTube channel](#).



Families learning about how food waste is upcycled through insects at Werms.inc's urban insect farm tour

Why Go Green SG?

The impacts of climate change are already upon us.

Collectively, the 3P sectors are taking steps to address climate change through innovative solutions. We all have a part to play in taking care of our shared environment. Through our daily actions, we can build a more sustainable Singapore for ourselves and our future generations.

By supporting Go Green SG 2025 with your activities and programmes, the public can learn about environmental sustainability and be inspired and empowered to go a little greener, every day.

Go Green SG 2025

Go Green SG 2025 will run from **mid-May to end June**. It will feature a diverse slate of sustainability-related activities, programmes, and experiences curated by our 3P partners.



2025 marks Singapore's 60th year of independence. SG60 is a significant milestone and will be an opportunity for Singaporeans to celebrate our nation-building journey, reflect on our shared values, renew our commitment to Singapore and build our shared future together.

Go Green SG is an official SG60 programme. We welcome partners to contribute to this collective national effort by infusing your Go Green SG activities with the SG60 elements of Connect, Contribute and Care:

- **Connect:**
 - Create a spectrum of opportunities for participants to meet with others across different backgrounds
 - Increase in numbers so that more people can participate in programmes, and
 - Diversify range of audiences
- **Contribute:** Provide opportunities for citizens to partner with one another to co-create SG60 programmes together
- **Care:** Provide opportunities for citizens to show care through giving or volunteering



Visitors learning about green technologies and sustainability efforts in Singapore's first eco-town on a guided Punggol Waterway Trail by the Housing and Development Board.



Participants at a cooking oil recycling workshop by Apeiron Bioenergy and Tanjong Pagar Town Council

How can I join Go Green SG 2025?

Here are some examples of activities you can organise for the public:

- **Guided tours, workshops and talks** to equip participants with skills and knowledge in environmental sustainability.
- **Promotions and deals** on green products (e.g., discounts on water, energy efficient appliances) and services (e.g., discounts on greener modes of transport).
- **Green challenges and initiatives** (e.g., encourage recycle right practices, reduce the use of disposables, support local produce) to rally the community to take collective action.
- **Community activities** to keep public spaces clean and green, such as litter-picking.
- **Learning journeys** to your sustainable facilities and/or back-of-house operations.
- (For premise owners) **Practise green habits** such as turning off non-essential lights and adjusting air-conditioning temperature to 25°C.



Kwong Wai Shiu Hospital organised a clothes swap and creative upcycling competition for its staff

You can also organise activities to engage your employees and internal stakeholders during Go Green SG 2025. Examples include:

- Reduce resource and energy consumption on premises.
- Volunteer with environmental non-governmental organisations (NGOs).
- Organise sustainability-related events such as recycling drives, competitions and litter-picking activities.
- Encourage BYO (Bring-Your-Own) practices, such as bringing own cutlery, at internal staff events.
- Plant trees under the national OneMillionTrees movement.

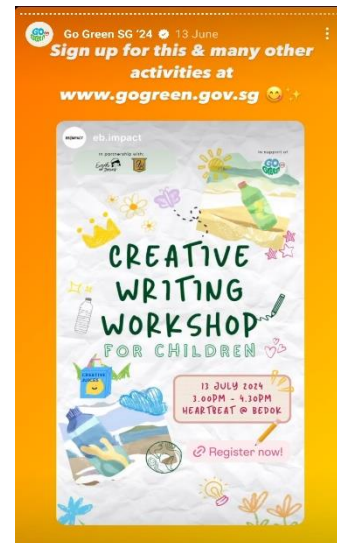
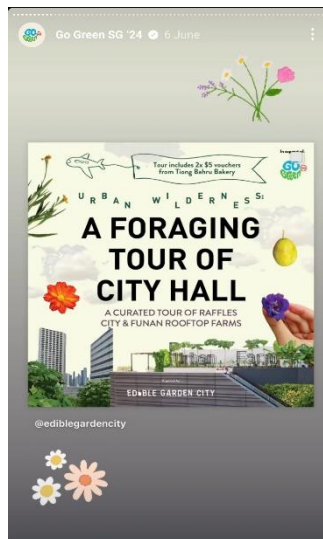
Why join Go Green SG 2025?

Publicity on Go Green SG website

Activities that are open to members of the public will be publicised on our [Go Green SG website](#) to facilitate registration and encourage public participation.

Partners organising activities to engage internal stakeholders will have their logo acknowledged on [Our Partners](#) page of the Go Green SG website.

Selected initiatives will also be featured in our media release and other communications materials, via our social media platforms and other publicity channels. Some examples from the 2024 campaign are:



Go Green SG 2024 [jingle](#) by influencers Annette Lee and Glenn Yong

Publicity on mainstream media and digital/social media

Potential publicity on mainstream media channels (print, broadcast and online).



Watch mock sewer clearance and inspections by robot

They are among activities for Go Green SG, which starts from June 12

Leona Wee Tean

Large, hardened green, sandy pits, sandbars and wet spots - these are some common culprits that cause sewer clogs, resulting in odour and leaks.

Using the natural forces of air to get up as far as possible, PWR's air-cleaning robot can clean up to 100kg of sludge as well as 100 litres of oil in one go.

Using natural tools that can be fit into a standard 100mm pipe, the robot can reach into the sewer and break down obstructions with a spiral wire.

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Participants can learn about the importance of water conservation and how to reduce water usage in their homes. They will also learn about the benefits of recycling and how to properly dispose of waste. The workshop will be held at the National Park Board's Environmental Education Centre, located at the National Park Board's Environmental Education Centre, located at the National Park Board's Environmental Education Centre.



身上穿垃圾 地上捡垃圾

卢慧菁
发布 / 2024年6月22日 09:04 PM

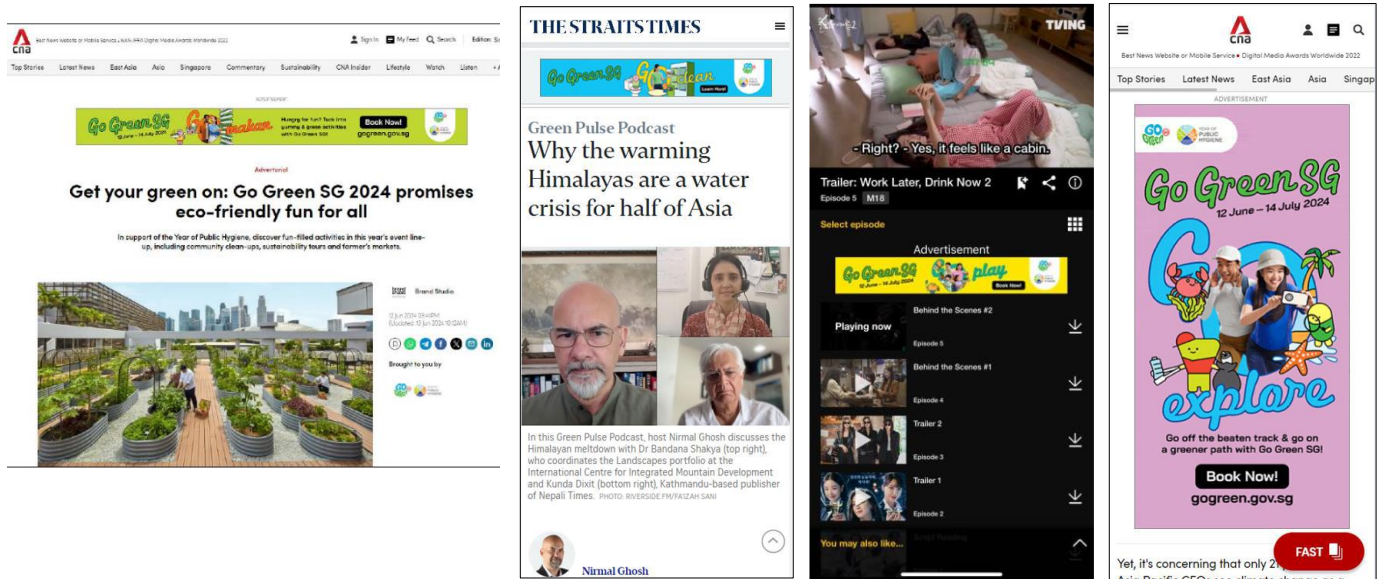
配合为期一个月的绿动新加坡 (Go Green SG), 可持续服装店 Vintageknd 与关注废物管理课题的非营利组织 Stridy, 合作举办“垃圾时装周” (Trashion Week), 分别在6月15日及22日, 在东海岸公园和哈芝巷动员捡垃圾两小时。

主办单位鼓励参与者穿上用废弃材料升级改造而成的服装, 希望通过这个活动让大家了解我国垃圾回收的挑战, 齐心协力打造更清洁的新加坡。

图为永续发展与环境部长傅海燕 (右一) 星期六 (6月22日) 下午与超过40名公众, 在哈芝巷一带用长夹子捡垃圾。这次活动最终收集到约23公斤的垃圾。(唐嘉鸿摄)

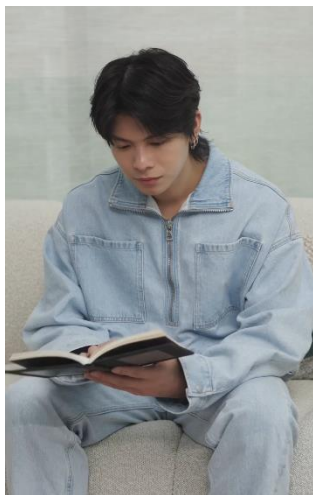


Digital publicity channels include website banners, advertorials and search engine marketing to drive traffic to the Go Green SG website and social media channels.



Influencers may also be invited to attend and promote selected Go Green SG activities on social media.

Influencers took part in Go Green SG activities



[Skit](#) starring Glenn Yong to promote Go Green SG activities



Nurul Syafiq



Aiken Chia



IG story by Glenn Yong at Go Green SG launch



Das DD



BioGirl MJ

Out-of-Home Publicity

Placements in trains and train stations, bus stops and HDB/Condo Digital Display Panels etc.



What support is available?

Content

If you require sustainability content to engage your stakeholders, you can use the videos, publications, infographics and educational materials available on the Green Plan [website](#) and MSE's [website](#).

Funding

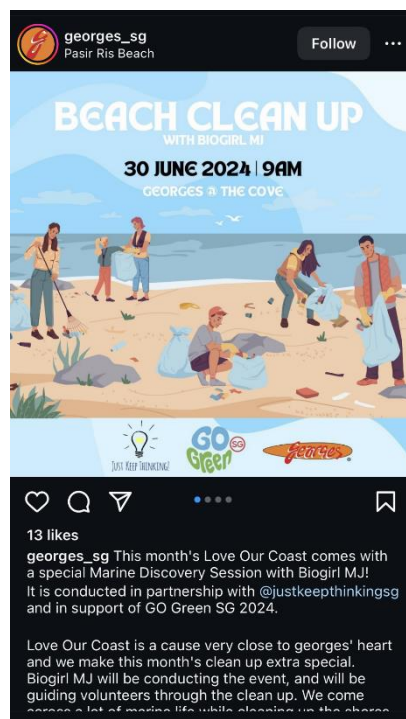
The \$50 million [SG Eco Fund](#) was set up in 2020 to support projects that advance environmental sustainability and involve the community. If you wish to embark on sustainability initiatives beyond Go Green SG 2025, you may apply for the SG Eco Fund. For more information, please contact us at SG_Eco_Fund@mse.gov.sg.

Branding

For cohesive branding across all our activities, we encourage you to use the Go Green SG logo in your marketing collaterals to co-brand your initiative with Go Green SG.

We also encourage you to tag [@msesingapore](#) and use the following campaign hashtags in your posts so we can easily locate and amplify them across our channels:

[#GoGreenSG](#) [#SGGreenPlan](#)



Partnership

In the spirit of 3P partnership, we encourage you to collaborate with other likeminded groups and individuals to organise activities / initiatives. Examples include:

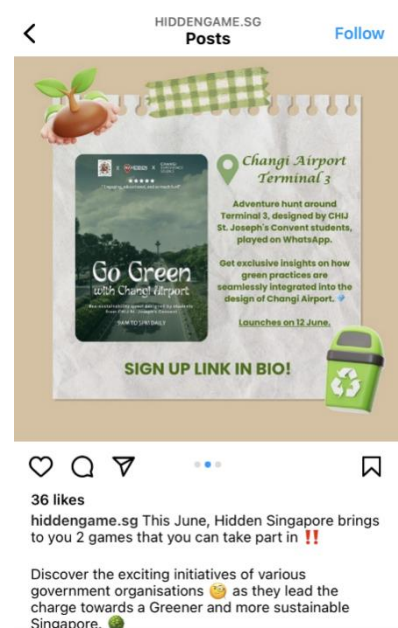
1) Vintagewknd & Stridy: Trashion Week

A seven-day clean-up at popular attractions and public spaces with participants dressed in upcycled clothing.



2) CHIJ St. Joseph's Convent, Hidden.SG & Changi Airport Group: Sustainability Trail at Changi Airport

An escape room trail with a sustainability theme at Changi Airport.



Learnings from Go Green SG 2024

1) More activities that are new and exclusive to Go Green Singapore

Participants enjoy new and exclusive activities, as well as those offering a behind-the-scenes look at places that are not usually open to public. Such activities usually attract more sign-ups. You can consider organising site visits to your sustainability facilities or offer learning journeys on new trails.

For retail deals, you can consider offering promotions or discounts exclusively during the Go Green SG period.

2) Longer activity durations and more sessions

Interactive and engaging initiatives, such as tours and hands-on workshops, are popular amongst the public.

Do cater more runs and longer durations for such initiatives, if possible. Do consider setting aside resources for additional runs if there is high demand for your initiative.

3) Managing registration

Free activities are especially popular, with most slots snapped up soon after registration opens. If you are offering free Go Green SG activities, we recommend staggering the registration for later runs, to ensure a steady stream of activities available for sign-ups throughout the Go Green SG period.

We strongly encourage that prices for activities be set on a nominal or cost-recovery basis if it is not possible to offer the activities for free.

Partners will manage registration for your own activities. MSE will direct visitors to your registration link through the Go Green SG website.

4) Convenience and accessibility

Participants prefer activities that are held at an accessible location and at convenient timings or days. For activities at less accessible locations, you may wish to provide free transport for participants.

5) Public expectations

Participants expect all of us to walk the talk* on sustainability. For example, as far as possible, bottled water should not be provided during the activity (participants can be reminded to bring their own water bottles) and indemnity forms should be digitalised. We strongly encourage all partners to adhere to the [Best Practice Guide for organising environmentally friendly events](#).

**Please see section on 'Safeguarding against Greenwashing'.*



Participants at a free aquaponics and sustainability workshop organised by SingHealth Duke-NUS Institute of Biodiversity Medicine

Safeguarding against Greenwashing

Greenwashing happens when organisations market themselves as being more environmentally friendly than they actually are.

Types of Greenwashing



Source: Eco-Business. Adapted from *The Greenwashing Hydra* by Planet Tracker

Guide against Greenwashing



Partners can refer to the Public Relations & Communications Association Asia Pacific (PRCA) Communications Guidelines on Environmental Sustainability Claims 2023 when curating and publicising your Go Green SG proposal.

Source: PRCA Communications Guidelines on Environmental Sustainability Claims 2023

MSE does not condone greenwashing. We reserve the right to decline proposals that we deem unsuitable to be a part of Go Green SG.

Milestones

<u>Date</u>	<u>Milestone</u>
End 2024	Potential partners receive invitation to attend briefing on Go Green SG 2025.
6 February	MSE's briefing on Go Green SG 2025 to prospective partners.
17 March	<p>Deadline for submission of partner's proposals^ for Go Green SG activities. We encourage partners to submit proposals early.</p> <p><i>^MSE will contact partners for clarifications/additional information if needed.</i></p>
Late April	Shortlisted activities will be open to media and influencers' preview.
Early to mid-May	<ul style="list-style-type: none"> • Public announcement on Go Green SG 2025. • Information on Go Green SG 2025 activities will go live on our Go Green SG website. • Online registration for Go Green SG activities opens.
Mid-May	Launch of Go Green SG 2025 movement
End of <u>each</u> activity	Partners to administer MSE's Go Green SG participants' survey
Two weeks after last activity	Partners to submit MSE's Go Green SG partners' survey
End June	Conclusion of Go Green SG 2025 movement



Participants on a nature walk at Pasir Ris Mangroves organized by Young Nautilus

Submission of proposals

We invite partners to submit your proposals via an online form which will open in January 2025. Please refer to [Annex](#) for a sample of the form.

Queries

Please contact **Joyce Yong** (Joyce_YONG@mse.gov.sg), **Shaline Tan** (Shaline_TAN@mse.gov.sg) and **Leong Pei Xin** (LEONG_Pei_Xin@mse.gov.sg) if you have queries.

Thank you

We thank you for your interest and look forward to your active participation in Go Green SG 2025!

ANNEX: SAMPLE OF ONLINE FORM TO SUBMIT YOUR GO GREEN SG PROPOSALS

Section 1: Profile

1. Name of Organisation

2. Name of co-organisation(s)(*optional*)

Please add the name of the co-organisation(s) that may be supporting your Go Green SG activities. Ensure that the organisation mentioned is aware that they may be listed on the Go Green SG website.

3. Select the profile you represent:

- Community groups / interest groups
- Corporates
- Educational institutes (School / Institute of Higher Learning)
- Non-Government Organisation / Non-Profit Organisation
- Public Agencies

4. Your name

5. Is this your first time participating in Go Green SG?

- No
- Yes

Section 2: Details of activities

6. How many activities are you organising?

Section 2a: First Activity

7. Which of these categories do your Go Green SG activity fall under? Please select all categories that are applicable for your activity.

- SG60
- Family-friendly
- Event (e.g. festivals, showcases, exhibitions)
- Initiative (e.g. community/ground-up activities on tree planting, food rescue, community clean-ups, and/or sustainability-related digital resources and campaigns)
- Retail, F&B and deals (discounts, promo codes)
- Tour (learning journey, visits)
- Workshop/talk

- Others

8. Submit an image of the activity that you are organising.

- *The photo must be in PNG or JPEG format in 16:9 aspect ratio (rectangle shape). The required size is 1920 x 1080 pixels.*
- *The image should be a good visual representation of your activity (e.g., photo of a similar past activity). Event poster may also be submitted in lieu of a photo.*
- *The image should belong to you and be copyright free (i.e. please do not submit images downloaded from the Internet).*
- *We may use your submitted image for publicity purposes on the Go Green SG website and MSE's social media channels.*

9. (For activities organised for your internal audience/staff) How many participants are expected to attend each activity?

10. Title of Activity

11. Start date of activity

12. End date of activity

13. Admission fees

- *For ticketed activities, please indicate the fee under 'Others'.*
- *For ticketed activities with tiered charges, please separate the fees with a comma (e.g. Adult: \$10, Child: \$6)*
- *If GST and service charge apply, please include '++' at the end of each price.*
 - Free (no registration required)
 - Free (registration required)
 - Others: _____

14. What marketing efforts will you be leveraging to publicise your activity?

- Social Media
- Govt Websites
- Physical Collaterals (e.g. flyers, posters)
- Word of Mouth

15. If you have more details that would allow us to understand your activity better, you may attach more details here.