



Ministry of Sustainability
and the Environment
— SINGAPORE —

GO GREEN SG 2023

You are invited to be part of Go Green SG
from 1 to 31 July 2023.

Join the national movement to rally our people and
communities to green our way of life!





Growing of microgreens by Nanyang Girl's High School

BACKGROUND



Organised by the Ministry of Sustainability and the Environment (MSE), Go Green SG (formerly known as Climate Action Week (CAW)) is an annual national initiative that invites stakeholders to galvanise Singaporeans to take collective climate action. **CAW 2022** saw a record number of partners coming onboard and activities organised since it was launched in 2019.

MORE THAN
80
PARTNERS

ORGANISED OVER
140
ACTIVITIES

such as learning journeys, workshops, programmes/initiatives, and offer promotions.

List of activities organised by partners last year can be found at
go.gov.sg/caw2022events





Beach clean-up by employees of Electrolux, in partnership with social enterprise Green Nudge

OBJECTIVES

Building on last year's momentum, Go Green SG 2023 aims to further grow the sustainability movement by:



- Rallying more partners from the people, private and public sectors to organise activities and initiatives to inspire Singaporeans of all ages in adopting a sustainable lifestyle
- Increasing participation from citizens, organisations, and community through a series of experiential sustainable activities
- Building the sustainability ecosystem through establishing new partnerships between stakeholders
- Anchoring sustainability as the way for Singapore to move forward towards a more resilient future

Sustainability week organised by Singapore Management University student association



JOIN US!

We invite partners to join us in creating a more impactful Go Green SG 2023! Here are some examples of activities you can organise during Go Green SG 2023 in July:



- **Guided tours** to educate participants on environmental sustainability
- (For premises owners) **Learning journeys** to your sustainable facilities and/or back-of-house operations
- (For premises owners) **Turn off non-essential lights** and **adjust air-conditioning temperature to 25 degree Celsius**. When lighting up your building facade, choose to go green in support of Go Green SG 2023
- **Workshops or talks** aimed at inculcating sustainable skills or knowledge
- **Activities** to rally participation from the community, such as recycling drives
- **Promotions and discounts** off sustainability products (e.g. discount on water or energy efficient appliances) and services (e.g. discount on greener modes of transport)
- Start a **green challenge** or initiative (e.g. encourage recycle right practices, reduce the use of disposables, support local produce) with the broader community

In addition, we encourage partners to organise activities to engage your employees or internal stakeholders during Go Green SG 2023. Some examples include:

- Volunteer with an **environmental NGO**
- Reduce resource consumption on premises by encouraging electrical appliances and lights to be turned off during lunch time and at end of day
- Go on a learning journey to a sustainable facility
- Conduct a recycling drive and encourage bring your own cutlery as part of an internal staff event
- Plant trees as part of the **OneMillionTrees** movement and encourage **Walk-Cycle-Ride**



Youth4Climate concert organised by City Developments Limited

SUPPORT



PUBLICITY

MSE will be listing relevant activities organised in support of Go Green SG 2023 on our website.

Selected initiatives will be featured on our media release and other communications materials, via our social media platforms and other publicity channels.

In addition to the use of the logo (which will be provided by early June 2023), participating organisations and communities may wish to co-brand your initiatives as part of Go Green SG 2023 using the following campaign **hashtags** for greater publicity:

#GoGreenSG

#SGGreenPlan

#SGTogether

#ForwardSG

CONTENT

You can also leverage publications, infographics and educational materials available at greenplan.gov.sg and mse.gov.sg/resources.

PARTNERSHIPS

The \$50 million **SG Eco Fund** was set up in 2020 to support projects that advance environmental sustainability and involve the community.

The Fund has supported over 140 projects thus far.

You may wish to approach the **SG Eco Fund recipients** directly if they offer any products or services of interest. Partners who wish to embark on an eco-initiative beyond Go Green SG 2023 can also apply for the SG Eco Fund.

Please contact the organising team (details listed under Contact Us) if you wish to discuss specific collaborations with MSE.

HELP US IMPROVE!

To help us improve, we seek the help of participating organisations to gather feedback from your participants using the template in **Annex A** and share the feedback with MSE by **4 August 2023**. The data will be used to evaluate the effectiveness of Go Green SG 2023 and to improve future iterations of Go Green SG.

Partners can add more questions specific to your own requirements.

CONTACT US

If you are interested to be part of Go Green SG 2023, submit the details of your initiative(s) at go.gov.sg/goforwardgogreen by **15 April 2023**.



For queries, please contact:

- **Toh_Bee_Hui@mse.gov.sg**
- **Vincent_Koh@mse.gov.sg**

Thank you for supporting Go Green SG 2023!

GO GREEN SG 2023

[ACTIVITY NAME]

PARTICIPANT FEEDBACK FORM

Thank you for joining [activity name]!

We appreciate you sharing your thoughts towards [activity name]. While your responses will be shared with the Ministry of Sustainability and the Environment for the purpose of improving Go Green SG, your responses will be anonymous and will not be identifiable or attributed to you.

1. Overall, how satisfied were you with [activity name]?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

2. I have learnt more about Singapore's sustainability efforts through [activity name].

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

3. After participating in [activity name], I am more willing to lead a more sustainable lifestyle.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

4. What did you like about the [activity name]?

5. What would improve your experience?

6. I look forward to participating in more of such activities, which are organised in support of Go Green SG.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

7. I would like to be updated on future Go Green SG.

- ☐ Yes. My email address is _____
- ☐ No

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GREEN PLAN