



GO GREEN SG 2024

You are invited to be part of Go Green SG 2024
(12 June — 14 July 2024)

For the 2nd year running, join our national sustainability movement to rally our people and communities to build a cleaner and greener Singapore together!

Led by:



Ministry of Sustainability
and the Environment
— SINGAPORE —

In support of:





Deputy Prime Minister Lawrence Wong and partners at the launch of Go Green SG 2023.

Background

Led by the Ministry of Sustainability and the Environment (MSE), Go Green SG is a national sustainability movement to rally the community to take collective action for a cleaner and greener Singapore.

In 2023, the inaugural Go Green SG saw more than:



160

partners



300

activities



70,000

participants



95%

satisfaction
from survey
respondents

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

Go Green SG 2024 will run from 12 June to 14 July 2024. It will feature a diverse slate of sustainability-related activities, programmes, and experiences curated by our People, Public, and Private sector (3P) partners.



Visitors to the National Environment Agency's (NEA) Wolbachia-Aedes mosquito production facility at Ang Mo Kio learnt about the science behind Project Wolbachia and how it supports national efforts to fight dengue.

Why Go Green SG 2024?

The impacts of climate change are already upon us and could affect our public health.

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

Go Green SG 2024 invites partners to contribute towards a cleaner, greener, and more climate-resilient Singapore. Through your activities and programmes, the public can learn about environmental sustainability and be inspired and committed to go a little cleaner and greener.



Participants at a beach and urban clean-up, organised by Just Keep Thinking and Stridy.

Creating a Clean, Green and Resilient Shared Future

Go Green SG 2024 will focus on building a cleaner and greener Singapore. We encourage partners to organise activities and programmes that allow participants to:

- Appreciate the urgency of taking climate action today for a greener environment;
- Keep Singapore clean and green;
- Learn how they can contribute to Singapore's efforts to address our climate, environmental, as well as public hygiene and health challenges;
- Go a little greener in their lives through daily sustainable habits (e.g., keeping public toilets and public eating spaces clean, setting air-conditioning to 25°C, buying local produce, and practising [W-A-T-E-R saving hacks](#))



Visitors to Abraclean's glass recycling facility learnt about how Abraclean converts trash to treasure.

Let's Rally Singapore to Go Green!

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

- **Community activities** to rally the public to keep our public spaces clean, such as litter-picking.
- (For premise owners) **Learning journeys** to your sustainable facilities and/or back-of-house operations, with a focus on innovative technologies and solutions in areas such as public hygiene.
- (For premise owners) **Turn off non-essential lights and adjust air-conditioning temperature to 25°C.**
- **Guided tours, workshops and talks** to equip participants with skills and knowledge in environmental sustainability.
- **Promotions and discounts** on green products (e.g., discount on water, energy efficient appliances) and services (e.g., discount 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.



SAFEF'S FARMERS @ MSE'S LOCAL FARMERS' MARKET

11 July 2023 | 9am - 2pm | Environment Building



SAFEF'S FARMER
Stall 06
Vplus Farm

V+ Agritech

CIRCULAR
AGRICULTURE



SAFEF'S FARMER
Stall 05
ACE-FishMarket

CLOSE TO NATURE,
BY FAR

5-POINT QUALITY

100%
HOMEGROWN
TASTE THE FRESHNESS.

Support our nation's 30 by 30 aspiration,
let's buy local!



A local farmers' market organised by MSE in collaboration with Singapore Agro-Food Enterprises Federation Limited (SAFEF) as part of MSE Family's Go Green Week.

We also encourage partners to organise activities to engage your employees and internal stakeholders during Go Green SG 2024. Some examples include:

- Organise a “no cleaners” day, beach clean-up, or litter-picking activity.
- Reduce resource consumption on premises.
- Volunteer with an environmental NGO.
- Conduct a recycling drive and encourage bring your own cutlery as part of internal staff events on sustainability.
- Plant trees as part of our OneMillionTrees movement.

Learnings from Go Green SG 2023

Curation

Go Green SG initiatives that are interactive and engaging, such as experiential tours and hands-on workshops, tend to be popular.

We encourage partners to organise more runs for such initiatives. Partners may wish to consider setting aside resources for an additional run if there is demand for your initiative.

Managing Registration

Free initiatives are also popular, with most of them booked on the first day of registration. We strongly encourage our partners offering complimentary Go Green SG initiatives to approach our MSE organising team to stagger the registration for later runs of your initiatives on our Go Green SG website.

Prices for initiatives could be set on a cost-recovery basis if it is not possible for the initiatives to be offered for free.

We invite partners to manage registration for your own initiatives. MSE will direct visitors to your registration link through the Go Green SG website.

Public Expectations

Participants expect partners 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 could be digitalised if possible. We strongly encourage all partners to adhere to the [Best Practice Guide for organising environmentally friendly events](#).



Screengrab of the Go Green SG brand film ‘Go Green Your Way’

Support from MSE

Publicity

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

Organisers of activities to engage internal stakeholders will be acknowledged on [Our Partners](#) page of the Go Green SG website.

Similar to last year, MSE will also be featuring selected initiatives in our media release and other communications materials, via our social media platforms and other publicity channels. Some publicity examples from last year’s campaign are as follows:



Publicity (Continued)



Eco enthusiasts, assemble: 5 highlights at Go Green SG to block your calendar for

Whether you're an eco-minded individual or an aspiring urban farmer, find your tribe at one of the many green activities lined up this July.

Get up close and personal with marine conservation on a guided intertidal walk, that's part of the Go Green SG event line-up. Photo: Dennis, The Untamed Paths

If you've ever been curious about Singapore's efforts to promote environmentalism, Go Green SG is the perfect opportunity to delve into the national sustainability space.

Thoughtfully curated by the Ministry of Sustainability and the Environment in collaboration with the Singapore Tourism Board, the inaugural Go Green SG sees the participation of close to 150 partners. With more than 300 planned activities catering to the members of the public and corporate sector, the month-long movement aims to rally individuals to take strides towards a more sustainable and climate-resilient Singapore through fun and informative experiences.

Brand Studio
30 Jun 2023 02:09PM
Brought to you by

Related Topics
Go Green SG | Ministry of Sustainability and the Environment | sustainability | environment | go green | advertisement

Samples of publicity featuring various Go Green SG 2023 activities.

Publicity channels that MSE are considering this year include radio, out-of-home advertisements such as placements in trains and train stations, digital platforms such as website banners, advertorials, search engine marketing to drive traffic to the Go Green SG website, and social media channels. Influencers will also be invited to attend selected activities and create reels to promote the Go Green SG activities on social media.

For more cohesive branding across all our activities, we encourage partners 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 your posts and amplify them across our channels as far as possible:



#GoGreenSG

#SGGreenPlan

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](#).

Partnerships

In the spirit of 3P partnership, we also encourage partners to collaborate with one another on your activities / initiatives.

The \$50 million [SG Eco Fund](#) was set up in 2020 to support projects that advance environmental sustainability and involve the community. Partners who wish to embark on sustainability initiatives beyond Go Green SG 2024 can apply for the SG Eco Fund. For details on SG Eco Fund, you may contact SG_Eco_Fund@mse.gov.sg.

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

Gathering of Feedback

Please encourage your participants to complete the Go Green SG participants' survey after your activity so that we can better improve on our future campaigns. The link to the survey will be shared by early June 2024.

Safeguarding against Greenwashing

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

Types of Greenwashing

					
Greencrowding	Greenlighting	Greenshifting	Greenlabelling	Greenrinsing	Greenhushing
Built on the belief that you can hide in a crowd to avoid discovery, relying on safety in numbers. If sustainability policies are being developed, it is likely that the group will move at the speed of the slowest.	Occurs when company communications spotlight a particularly green feature of its operations or products, however small, in order to draw attention away from environmentally damaging activities being conducted elsewhere.	Occurs when companies imply that the consumer is at fault and shift the blame on to them	A practice where marketers call something green or sustainable, but a closer examination reveals this to be misleading.	Where a company regularly changes its ESG targets before they are achieved.	Corporate management teams under-reporting or hiding their sustainability credentials in order to evade investor scrutiny

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 not suitable to be part of Go Green SG.

Milestones

Date	Milestone
February	Potential partners receive invitation to participate in Go Green SG 2024.
8 March	MSE's briefing on Go Green SG 2024 to prospective partners.
15 April	Deadline for submission of partner's proposal. We encourage partners to submit proposals early.
30 April	Partners to be informed if the proposal(s) submitted is/are accepted.
End May	Shortlisted activities will be open to media and influencers' preview.
31 May	Lifting of media embargo. Information on Go Green SG 2024 activities will go live on our Go Green SG website.
5 June	Online registration for Go Green SG activities opens in conjunction with World Environment Day.
12 June	Launch of Go Green SG 2024 campaign
End of each activity	Conduct Go Green SG participants' survey
Two weeks after last activity	Submission of partners' survey
14 July	Conclusion of Go Green SG 2024 campaign



A participant making her own body scrub at the Green Glam Up! workshop organised by City Sprouts.

Submission of proposals

Proposals can be submitted via this [link](#) (for events open for public participation) and [link](#) (for events not open for public participation; for internal stakeholders) by **15 April 2024**. Please refrain from late submissions.

Queries

Please contact Vincent Koh (Vincent_KOH@mse.gov.sg) and Leong Pei Xin (LEONG_Pei_Xin@mse.gov.sg) if you have queries.

Thank you

We thank partners for your interest and look forward to your active participation in Go Green SG 2024. Together, we can build a cleaner and greener Singapore!