

Green Deck

Making Green the Norm



GREENNUDGE

About Us

Green Nudge

is a B Corp Certified social enterprise delivering sustainability projects that empower businesses, schools, and communities to create positive, ground-up environmental impact.



Why Make Green The Norm?

Environmental sustainability has gained traction over the years. With the launch of the SG Green Plan, it is crucial that these initiatives are effectively communicated to obtain ground up support.

In line with our goal to 'nudge' (and not to 'instruct'), we believe that providing meaningful engagements which enable communities to reflect and learn over time can change the way we create and deal with waste.

By nurturing community builders and individuals within organisations and communities who are knowledgeable and capable, we begin to shape local practices and behaviour so as to enable long term change and impact.





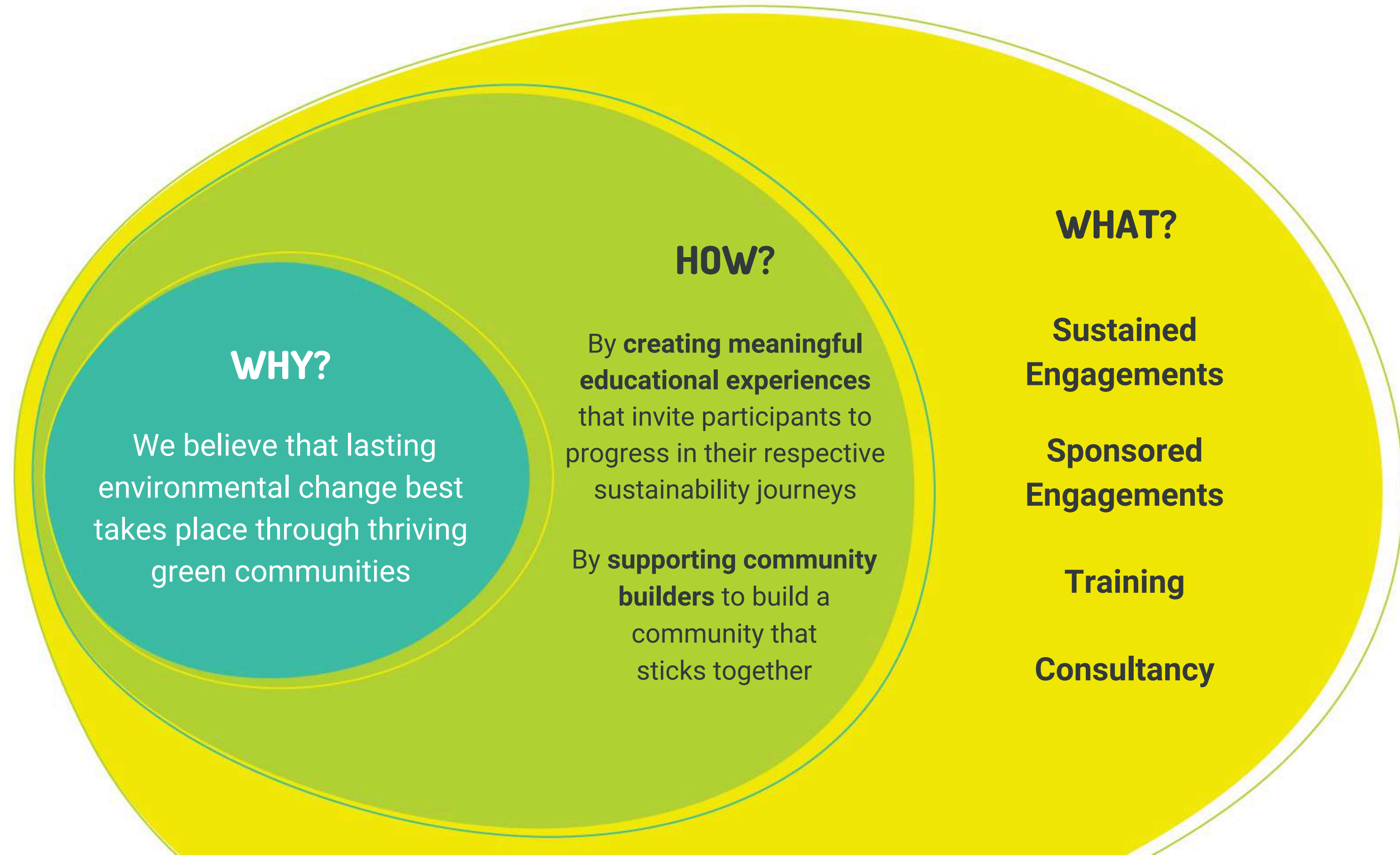
Our Vision

To be the go-to sustainability business partner
to build thriving green communities

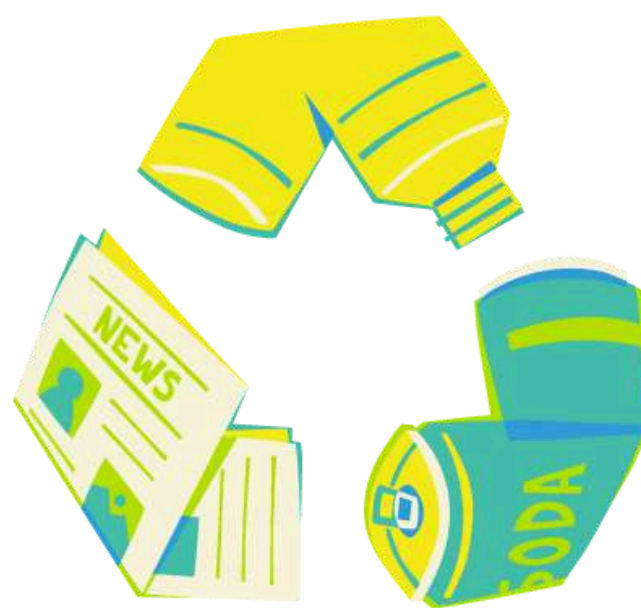
Our Mission

To empower community builders and communities in their
sustainability journey through meaningful experiences

Why We Do What We Do



Our Focus Areas



Waste Minimisation and Recycling



Marine Conservation



Green Growth



Regional Collaboration

Our Services



Sustained Engagements

through the provision of workshops, cleanups, trails, and talks over time



Sponsored Engagements

to make a greater social impact and be the greener good



Training

of green champions within organisations and communities



Consultancy

for new sustainability collaborations or engagements



Sustained Engagements



Sustained Engagements

Habits do not change overnight. They change **over time**.

Implementing effective behavioural change takes time to plan and execute. **Increase buy-in** from your employees or the community by engaging them through a combination of activities across time.

Some of our engagements include:

- **Facilitated cleanups** with an educational component
- **Workshops** leveraging on waste as a resource that provide a sensory experience
- **Learning trails** to local green places of interest
- **Curated talks** that provide an overview of the waste scene in Singapore through our perspective



2021 – 2023

Working with Heartbeat@Bedok, we conducted more than 60 workshops, visits and cleanup activities engaging residents over this two-year period.

Working across these years allowed us to build relationships with residents and learn how to effectively communicate sustainability messages in ways that resonate with them.



2023 – 2024

Working alongside a public agency, we developed and led employee engagements tailored to their area of expertise. Across a span of six months, we not only provided insights into Singapore's sustainability efforts but also connected these themes to the agency's specific field of work.

Through regular feedback sessions with coordinators, we refined each session to ensure it successfully addressed the learning objectives of participants.



Our Proudest Moments

2023

Partnering with a financial institution, we facilitated 6 engagement sessions for their employees to kickstart their internal sustainability programme. These monthly sessions empowered employees to extend their impact beyond the workplace by contributing to social and environmental causes.

2021 – 2024

Our engagements with SIA Engineering Company started in 2021, aiming to cultivate lasting green habits among its employees, both at home and in the office.

Since then, we've continued to offer regular engagement opportunities for their employees to actively contribute to their sustainability goals.

Sponsored Engagements



Sponsored Engagements

Harnessing Collective Power for the *Greener Good*

As a green social enterprise, we leverage on our understanding of the ecosystem to help organisations identify **causes that align with their business objectives**. These could include **weaving sustainability elements into** Corporate Social Responsibility (CSR) initiatives to **achieve social and environmental impact**.

As a sponsor, your support could:

- Enable a cleanup or learning trail to be conducted alongside a social or community group
- Empower students to learn more about waste in Singapore through talks or workshops
- Allow seniors to go on learning trails and learn both environmental and health tips
- Support the conservation of blue carbon ecosystems and coastal habitats



2023

In support of Tay Wei Ming, an para-badminton's journey to the Paris Paralympics, we organised two cleanup sessions to raise funds for his training expenses.

These cleanup efforts, generously sponsored by Estetica Beauty, not only allowed residents and students to contribute to environmental conservation but also ensured that the funds raised were directed towards supporting the aspiring Paralympian's athletic pursuits.



Our Proudest Moments

2023

Over a six-month partnership with Sumitomo Banking Corporation, we organised and facilitated workshops for seniors at a local senior activity centre.

These hands-on sessions covered a range of topics including fabric, food, paper, and plastic waste. Conducted in a mix of Mandarin and English, the workshops aimed to help seniors grasp simple yet effective tips for embracing a more sustainable lifestyle.

2024

Teaming up with UNIQLO Singapore, we supported their youth outreach education programme titled 'Planet Point Of View (POV) — Your Insights, Your Actions', to engage over 500 students through a minimum of 1,000 participant hours by 2025.

This initiative includes hands-on workshops and dialogues, covering pertinent topics such as plastic waste reduction, fabric waste, and marine conservation.



Training



Training

Build a green community with ***your people***, not just for them

Figuring out how to build a community or committee within your organisation can be challenging. Sustaining one that aims to spread an environmentally conscious culture can feel even more daunting. This is why we have **specially curated training programmes and modules** so that your organisation can start and scale thriving green groups with confidence.

Our training programmes include:

- A range of modules that are foundational that are layered on to encourage progression
- A combination of curated seminars, skills based workshops as well as exclusive site visits to encourage better appreciation



2021

We conducted a series of Green Ambassadors training sessions for East Coast residents, aiming to equip them with knowledge and skills on a range of sustainability topics.

By doing so, the programme empowered these individuals to actively support sustainability-related initiatives within the area.



2020 – 2024

We co-created a community trail in Bedok for educators from the Geography Teachers Association to allow them to share more about how sustainability plays out in the community.

We provided educators with practical case studies and materials that enrich their classroom teaching, offering real-life examples to enhance their students' understanding of sustainability.

Consultancy



Consultancy

Ignite change with **support**, not on your own

Embrace sustainability through new collaborations or engagements within your organisation or community. Whether you have a green idea to trial within your organisation, or need an additional pair of eyes (or hands) to support your event, or would like to kickstart a sustainable company function, Green Nudge can provide start-to-end consulting solutions at affordable rates.

Our consulting services focus on:

- Sustainability brand awareness
- Reduction in waste and costs
- Greening of events
- Creating waste and carbon footprint audits





2023

With the support of SMRT, we worked together to create a community living trail around Woodlands Integrated Transport Hub as part of their sustainability outreach efforts.

This trail highlighted different aspects of sustainability within the hub and the surrounding neighbourhood, offering commuters insights into how they can adopt green practices in their daily commute.



2024

We collaborated with the event organisers to assist Coldplay's waste minimisation efforts during their 6 day concerts in Singapore by planning and managing some of its waste streams before and after the event.

Additionally, we mobilised our volunteers to be stationed during the concerts, encouraging concert-goers to dispose of their waste responsibly.

Our Proudest Moments

2023

Teaming up with the Common Ground Civic Centre team, we conducted a waste audit to measure the building's waste footprint.

Following this, we developed a "CG Green Plan" to propose ways for organisations within the building to reduce their waste footprint.





Special Projects & Initiatives

In line with our mission, we have also embarked on projects beyond our services to achieve environmental impact in other meaningful ways. Besides adopting creative spins on our activities to engage with individuals beyond the green community, we also found ways to weave sustainability into other social causes, thereby contributing to other communities!

Special Projects & Initiatives



Project Greenwash

A workshop series that recycled mildly-used soaps from hotels to be redistributed to migrant workers.

Green Collar Careers
Recognising the rising demand for green jobs, Li Seng and Rusty Goh founded a portal for job-seekers interested in the sustainability industry. Since its launch, the portal has garnered over 11,000 visits.



Green Collar



Trash Landing On You Singles Cleanup

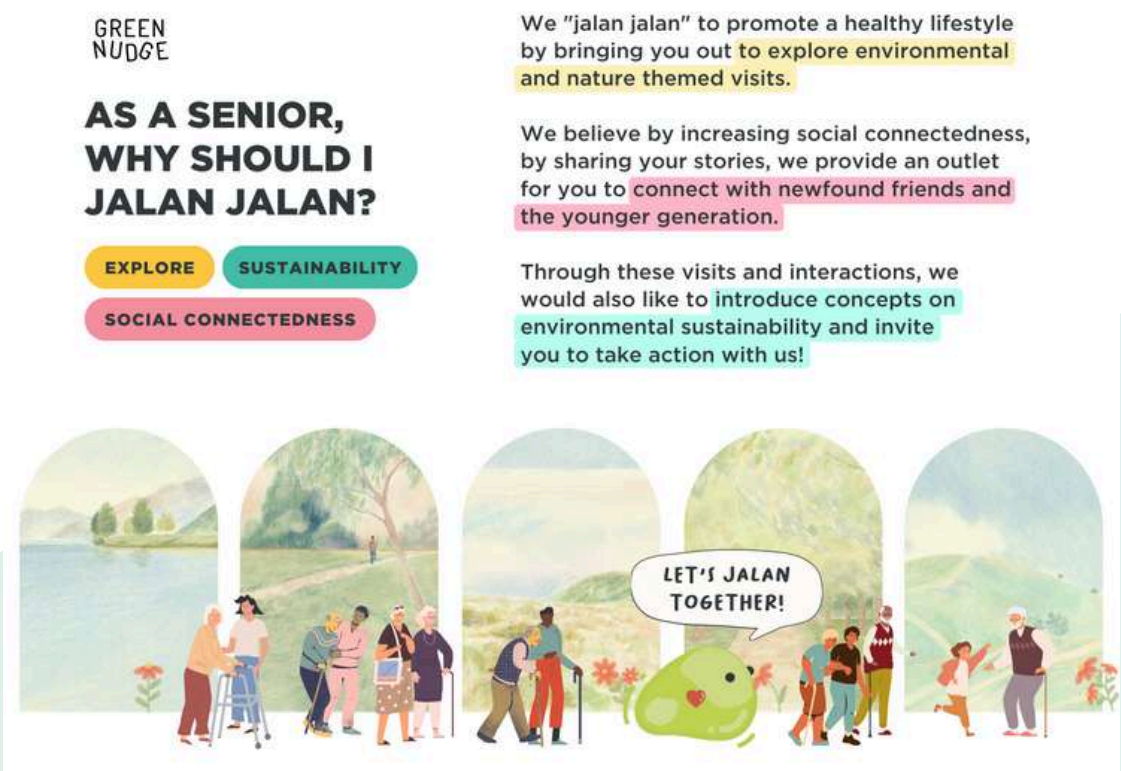
Taking inspiration from the popular Korean drama series "Crash Landing On You", we hosted a cleanup on Valentine's Day to reach out to singles not familiar with green issues.

Special Projects & Initiatives



Beyond the Green 2030

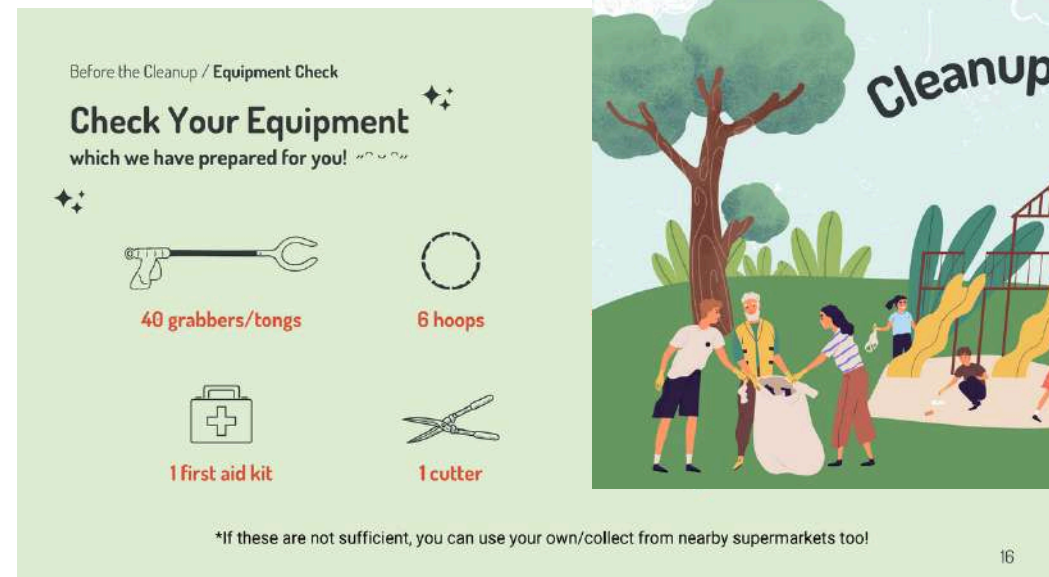
Through a series of activities designed to promote critical thinking through experiential learning, Beyond the Green aimed to promote sustainability leadership among youths by engaging them in a conversation on the SG Green Plan 2030 and visualising sustainable outcomes beyond 2030.



Jalan Jalan

Through the Movements for Health Fund, Jalan Jalan intersects seniors x healthcare along with partners such as Bold at Work, The Majority Trust and the MOH Office of Health Transformation. This project aims to support ageing in place by bringing seniors to different green places of interest to come up with self-help trail guides.

Special Projects & Initiatives



Cleanup Rental Toolkit for Schools

To support educators and students in conducting cleanup activities, we lend out cleanup toolkits equipped with reusable materials to schools.

Supported by the Singapore Kindness Movement, these toolkits help reduce single-use disposables and promote learning about gracious behaviour toward both the environment and the community. Within 6 months of its launch, close to 500 students have clocked nearly 1,000 hours of volunteering hours using the toolkits.



Supporting Sentosa Sustainable Showcase

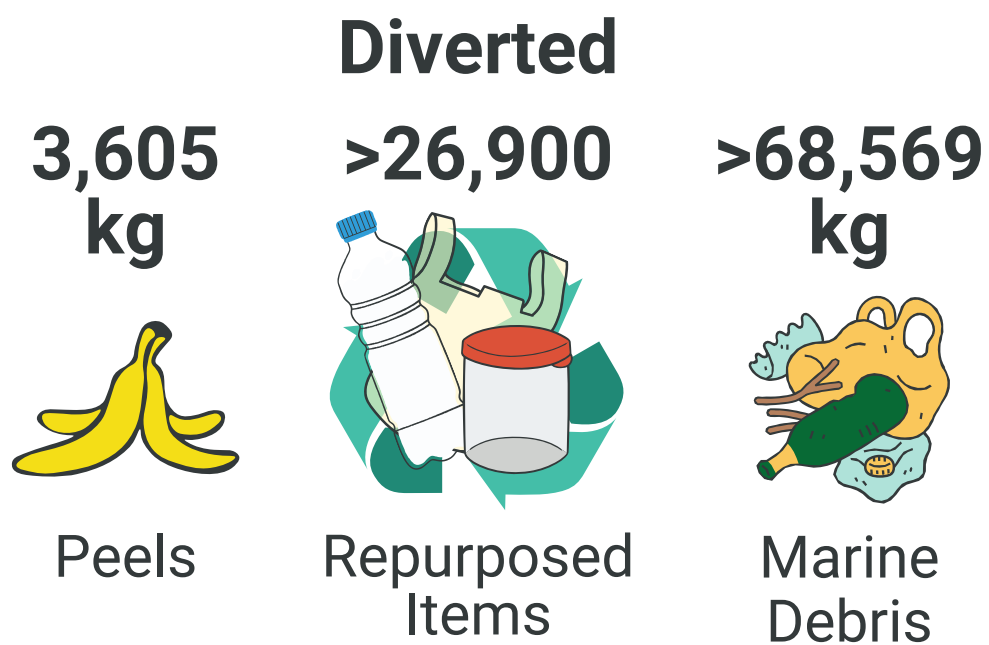
In collaboration with a local art gallery, we supported Sentosa's Sustainable Showcase by assisting in the assembly and installation of approximately 1400 repurposed bottles to create a wall showcase.

Additionally, we transformed old linen sheets from various hotels within Sentosa into a sea grass ceiling display. This 6 month long installation will be showcased at Sentosa's Beach Station, contributing to Sentosa's initiative of turning discards into discoveries.

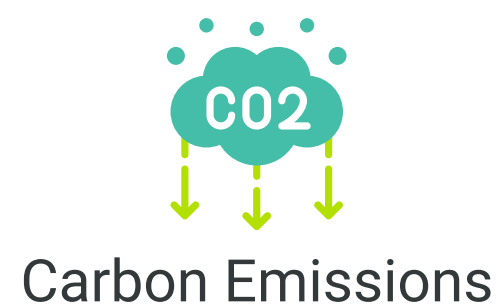
Our Impact

since we started out in 2018

Environmental



Offset
94,800 kg of CO₂e



Social



Governance



As of 30 June 2025

GREENNUDGE

Green Nudge Pledge

We charge for our offerings to stay financially sustainable. However, we also set aside a sum of money from our revenue every quarter to the following environment causes and community groups:



Mangrove Seedlings (since 2020)

Target: To absorb 1,000,000 kg
of CO2e by 2030
Current: 94,800kg



Providing Meals to Elderly Cardboard Collectors (since Sep 2023)

Target: To provide 5,000 meals
by 2025
Current: 600



Passing Necessities to Migrant Workers *Its Raining Raincoats*

Target: To provide 100,000
items by 2030

As of 30 June 2025

GREENNUDGE

B Corp Status

Certified



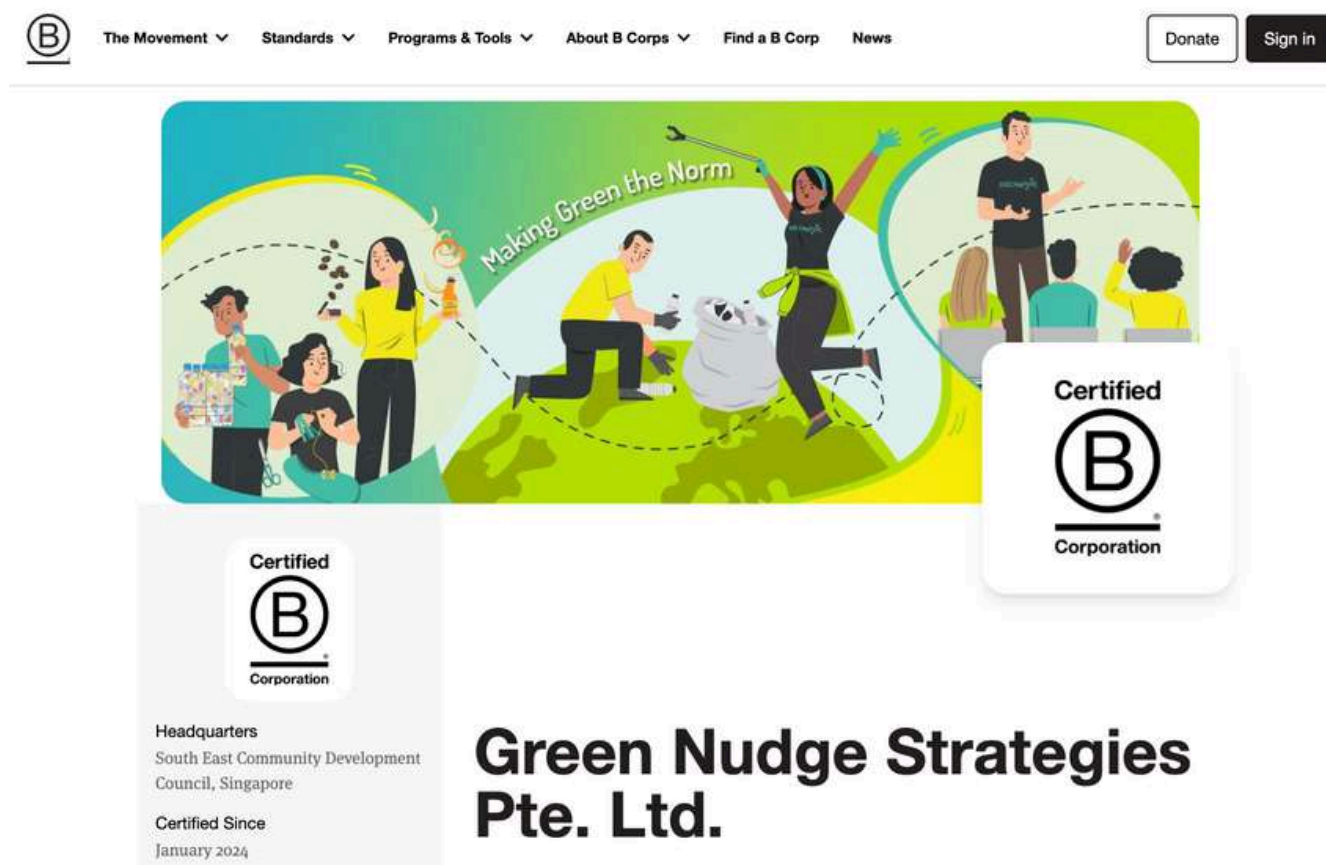
Corporation

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

Since January 2024, we are also proud to be **Certified B Corp!** The certification demonstrates our social and environmental performance as well as underlines our commitment to all stakeholders instead of just shareholders.

B Corp certification has encouraged us to adopt a more holistic approach in our social and environmental practices, emphasising 'whole-systems thinking'. This ensures that the engagements we design are meaningful to all involved. Being part of the larger B Corp community enables us, as a small organisation, to connect with like-minded partners, fostering new collaborations and generating fresh ideas and offerings for our clients.

As we are required to undergo the verification process every three years in order to re-certify, Green Nudge will also focus on continuous improvement to ensure that we remain responsible to the community and environment.



Overall B Impact Score

Based on the B Impact assessment, Green Nudge Strategies Pte. Ltd. earned an overall score of **88.5**. The median score for ordinary businesses who complete the assessment is currently 50.9.



Governance 15.8

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

Mission & Engagement	2.7
Ethics & Transparency	3.1

+ Mission Locked 10

What is this? A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.

Our Corporate Clients

We have conducted countless activities and consulting services with corporates, including multi-national companies, regional offices as well as small and medium enterprises. Here are some amazing clients that we have worked with!



Our Public Sector and Community Clients

As a GeBiz registered business, we have also worked with public agencies and ministries, with focus on environmental and youth development issues. Here are some of the partners whom we have worked with:



Ministry of Sustainability
and the Environment
— SINGAPORE —



NLB
National Library Board
Singapore

THE
ARTS
HOUSE

N S M
National Museum
of Singapore



National
Environment
Agency
Safeguard • Nurture • Cherish



National
Heritage
Board



YOUTH CORPS
SINGAPORE



HEARTBEAT
@ BEDOK

NYC
NATIONAL
YOUTH
COUNCIL
SINGAPORE



PUBLIC
HYGIENE
COUNCIL



MSF | MINISTRY OF
SOCIAL AND FAMILY
DEVELOPMENT

PAssion wave

Selected Educational Clients

Pre-Schools

E-Bridge
Preschool by the Park

Primary

Catholic High Primary
CHIJ Kellock
Fuhua Primary
Gan Eng Seng Primary
Teck Whye Primary
West Grove Primary

Secondary and JC

Anglican High School
CHIJ St Nicholas
Chung Cheng High (Main)
Damai Secondary
Dunman High School
Eunoia Junior College
Hwa Chong Institution
Junyuan Secondary
Madrasah Alsagoff Al-Arabiah
Manjusri Secondary
Peicai Secondary
Raffles Girls' School
Regent Secondary
River Valley High School

Tertiary Level

Nanyang Technological University
National University of Singapore
Singapore Management University
Hong Kong Baptist University
Singapore Polytechnic
Temasek Polytechnic
Ngee Ann Polytechnic
ITE College (East)

International Schools

Good Shepherd Lutheran College
(Australia)
Beacon School *(Philippines)*
Choate Rosemary Hall *(United States)*

Others

Waste Disposal Academy
(Hong Kong)
Asan Frontier Academy
(South Korea)
Singapore International Foundation
Geography Teachers Association
Children Wishing Well

Participant Testimonials

“Passionate about what they do”

“I can tell that the facilitators are not only very knowledgeable but also passionate about what they do and it can show during the whole activity. Thanks for teaching us!”

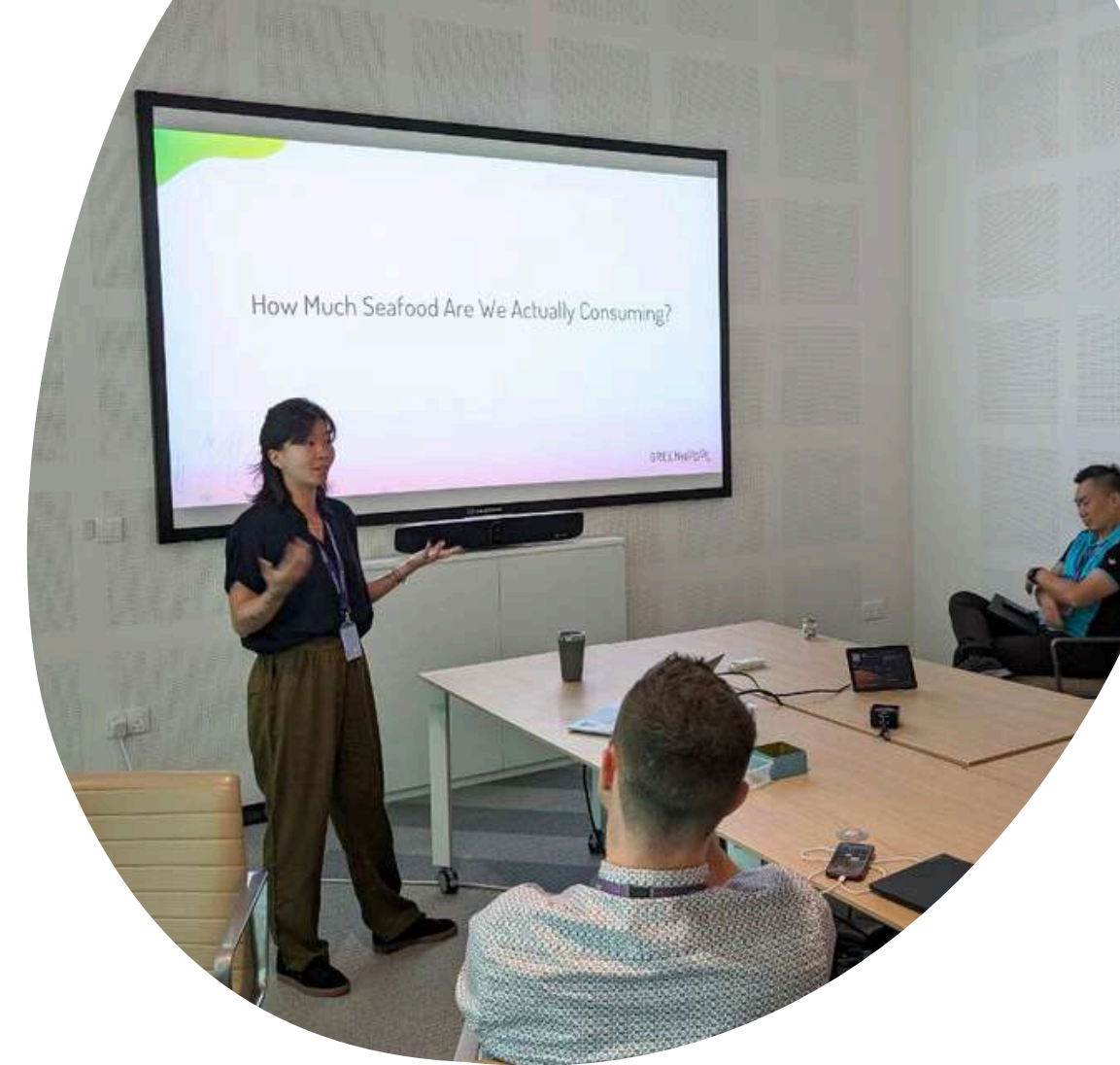
- *Coffee Scrubs Workshop Participant*



“Eye-opening and insightful!”

“The session was eye-opening and insightful! It really grasped the different aspects of the issue at hand and tied all the information together nicely.”

- *‘Marine Biodiversity and Its Impacts’ Talk Participant*



“I think the people working at Green Nudge, they are extremely passionate at what they do. And the work that they put in is extremely present and heartwarming in our trail, so definitely do join them for this insightful tour!!!”

- *Green Transport Learning Trail Participant*

Client Testimonials

“Inspiring!”

“I think beyond being informative, the trail was inspiring! Li Seng is a really wonderful facilitator. I truly appreciated that the Green Nudge team customised the session for us and tried their best to really meet all the objectives that we discussed beforehand.”

*- Educator from Punggol Secondary School,
Green Jobs Learning Journey for Educators*



“Going above and beyond”

“Debra and Hansel, thank you very much for having us at Sentosa! The children were so engaged throughout — from using the grabbers to exploring the sea urchin skeletons, it was such an enriching experience for them beyond a regular beach cleanup. We truly appreciate the level of professionalism, thoughtful consideration, detailed planning, and accountability you have shown at every stage of this partnership! A big thank you for going above and beyond in catering to our requests and we look forward to more partnerships with you!”

*- Educators from Preschool By-The-Park (Shelford),
Marine ConservAction Programme*

Our Partners

At Green Nudge, we believe that lasting environmental change takes place collectively. We have partnered with social enterprises, non-profit organisations and like-minded businesses in similar fields who are also working towards doing good for both society and the environment.

common
GROUND



Our Team



Li Seng
Founder & CEO

Manages and oversees the company's direction and operations



Chun Yeow
Eco Lead

Curates and facilitates workshops, particularly in urban gardening and environmental education



Jek Suen
Business Development Lead

Oversees corporate engagements and partnership



Debra
Programme Lead,
Schools and Communities

Oversees school and community engagements and programme design



Hansel
Business Development Associate

Handles sales enquiries and supports corporate engagements and partnerships

Our Team



Charmayne

Marketing & Communications Lead

Helms the branding
and marketing
aspects of
the company



Hwee Chieh

Multimedia Designer

Supports the
company's marketing
and creative content
development



Fatin

Visual Communicator

Maintains brand
image and assists
in graphic design

Got a question? Contact us here:

✉ team@greennudge.sg

🌐 www.greennudge.sg

in Green Nudge



@greennudgesg

GREENNUDGE

Certified



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

Corporation

