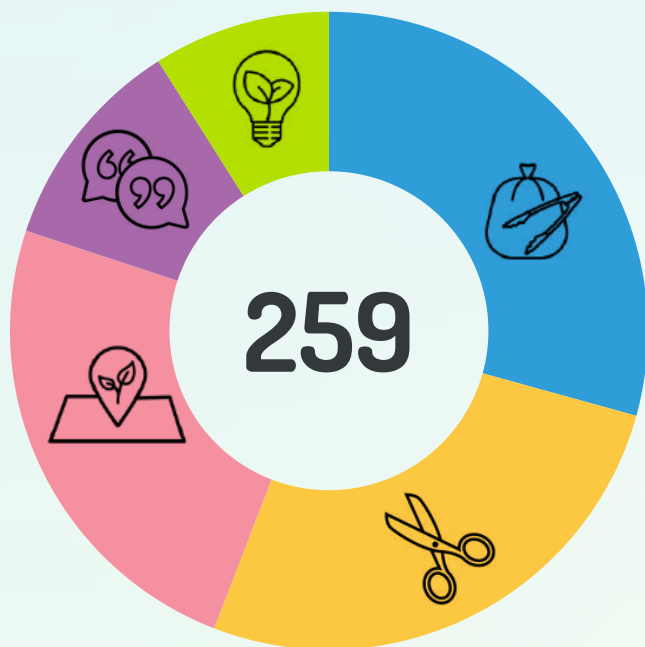



GREEN NUDGE 2025: A YEAR IN REVIEW

Here's a recap of our work in 2025 and what it means in terms of impact!

This year, we conducted a total of **259** engagements across our various green offerings, bringing us past the **1,000**-engagement milestone since we started!



Distribution of completed events across different green offerings:

	Cleanups	74
	Workshops	68
	Learning Journeys	62
	Talks & Sharing	31
	Public Events & Training	24

Our offerings that cater to the needs of companies, schools, and communities fall within the following **four focus areas**:



Waste Minimisation and Recycling



Marine Conservation



Green Growth

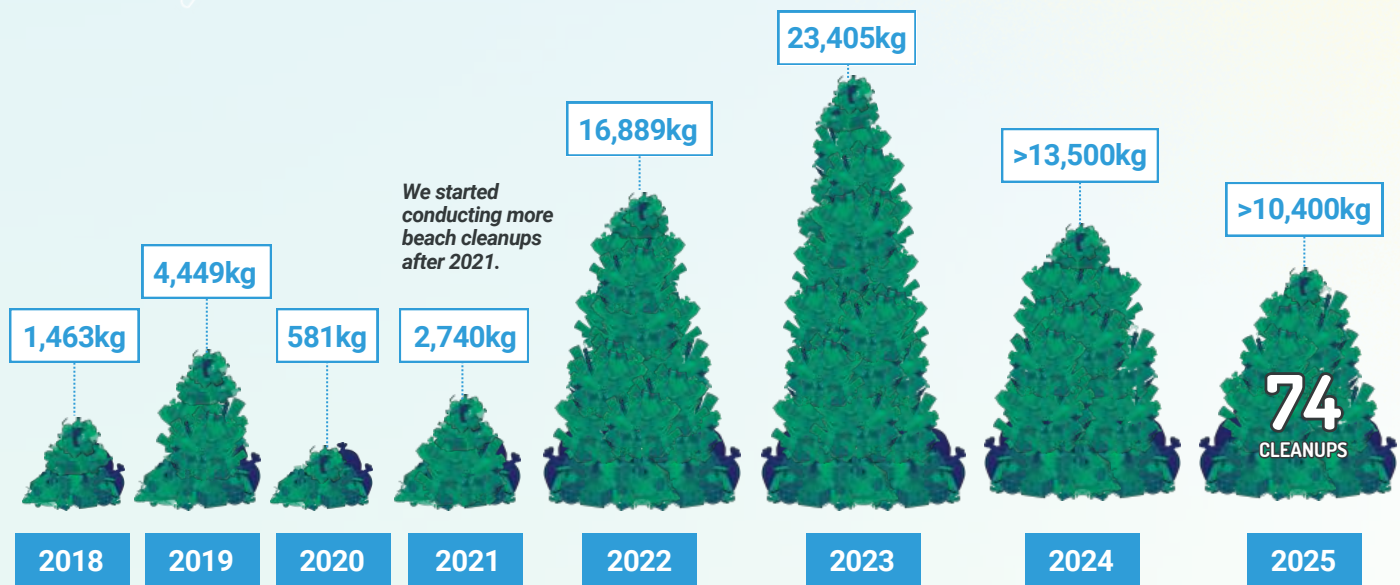


Regional Collaboration

OUR ENVIRONMENTAL IMPACT

We conducted **74** cleanups, coastal and inland, removing **over 10,400 kg** of trash from our local environment.

This brings our total haul to **more than 75,000 kg** since we started – equivalent to the weight of nearly **19** Asian elephants!



Total weight of trash collected, sorted by year.

Despite running slightly fewer cleanups than last year, we engaged **more participants** by welcoming **larger groups**, with those exceeding 100 participants **more than doubling from 4 to 10**.

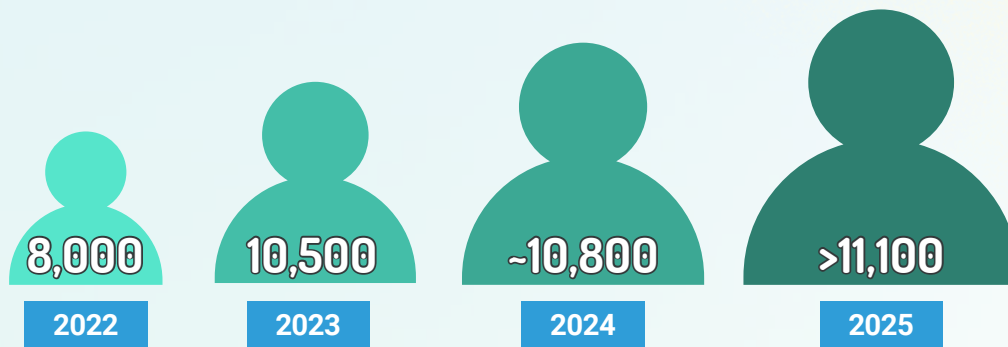
This demonstrates growing community interest and stronger involvement, amplifying each cleanup's impact, with opportunities to engage even more participants in the future.



OUR SOCIAL IMPACT

We **surpassed** last year's figures, with **over 11,100** participants joining our programmes, bringing the total reach since 2018 to **more than 41,100**.

We recorded **over 18,000** hours contributed by participants this year, bringing the seven-year total **past 130,000** man-hours.



Total number of participants, sorted by year.

This year, we also **expanded our public outreach efforts** with more community-facing events that reached broad audiences.

**Visitor footfall is included in participation figures but not counted toward contribution hours.*



We remained focused on delivering meaningful programmes for corporates and schools, yielding an **average participant satisfaction of 4.47* out of 5**.

**Based on post event surveys conducted in 2025.*



OUR COMMUNITY IMPACT

We delivered **over 140** community engagements, sustaining our connection with **more than 75** unique schools, charities, and community groups.



To further extend our reach to the general public and offer more opportunities to participate, we organised **government-supported facility visits** and collaborated on **corporate-sponsored cleanups**.

These efforts enhanced environmental literacy for participants of all ages and abilities through tailored approaches and deepened connections across communities and sectors.

To expand our impact to undersupported communities, we partnered with St. Andrew's Autism Centre to pilot a **one-year plastics upcycling initiative**.

About 25 individuals with special needs turned soft plastics into ecobricks, gaining enrichment and building skills for future micro-employment opportunities.



OUR 2025 HIGHLIGHTS

As we continue empowering organisations and individuals to weave sustainability into daily life, we reached new milestones across our three core approaches: **Awareness Building**, **Capacity Building**, and **Fostering Collaboration**.



Cultivating Sustainable Living (Awareness Building)

New Trail Developments

We launched **three** place-based outdoor learning trails across local neighbourhoods. Over **seven** sessions, **160+** participants explored how sustainability, identity, and community take shape, deepening their understanding of sustainability's links to Singapore's social and civic realities.

How Can Awareness Inspire Action for a Sustainable Future?



Public Outreach Efforts

Through **10** outreach booths, we engaged **760+** individuals in hands-on environmental activities. From **school setups** to **corporate family days** and **educator networking**, these interactions helped diverse audiences learn simple sustainable actions for daily life.

Regional & International Engagements

We welcomed **840+** participants from **Japan, Australia, South Korea, Southeast Asia, and beyond** for learning exchanges on Singapore's sustainability and waste management, fostering practical exchanges, language application, and a deeper understanding of regional challenges.



Transforming Communities (Capacity Building)

What Does It Take to Build Sustainable Habits at Scale?

Sustained Engagements with Pacific International Lines

Over **six months**, we organised **local and overseas activities** on marine conservation and environmental stewardship, engaging **110+** employees and showcasing sustainability through a **multi-format, tailored** approach. Highlights included:

- **2D1N Bintan Mangrove Ecotrip** – planted 300 seedlings and engaged local communities
- **Marine Litter Lunch & Learn**
- **newPlastics Workshop**
- **Beach Cleanup** – removed 176 kg of marine litter



Community Sustainability Training with Punggol Coast Green Action Committee

We facilitated a **half-day session** that equipped **30** volunteers with skills to engage communities effectively.

They explored sustainability trends, Singapore Green Plan activities, behavioural levers, co-created initiatives, and reflected on engagement challenges and successes.

UOB Heartbeat Run

For this year's run, we **doubled volunteer engagement**, implemented waste-minimisation strategies, and educated participants on recycling, collecting **56 kg** of fruit peels for composting.

The peels were redirected to Ground Up Initiative for soil rejuvenation, bringing our cumulative total to **190 kg** since first supporting the event.



Intersecting Community and Sustainability (Fostering Collaboration)

Corporate Sponsorships For the Greener Good

Through **four** corporate sponsorships, we engaged **145+** volunteers and beneficiaries, including youth, children, and persons with special needs, who contributed **over 365** participation hours.

Our **hands-on waste upcycling workshops** offered a supportive space for participants to develop sustainability skills, independence, and meaningful volunteer-beneficiary connections.



Green Mosaic Programme

We are a key implementation partner in UOB's **two-year initiative**, supported by the SG Eco Fund, to drive community awareness of sustainability and art through a series of engagement activities across Singapore.

In the past **eight** months, we launched **2** murals at **Chua Chu Kang** and **Singapore Polytechnic**, engaging **1,506** participants across **15** community engagement activities, and collaborated with **4** sustainability partners to deliver multi-session workshops.

Planet Point of View (POV) Programme

In partnership with UNIQLO, the **two-year youth outreach programme** sparked conversations and inspired climate action across **16** schools, engaging **1,100+** students through **23** sessions and **more than 2,210** participation hours — over **double** the initial target.



THE YEAR AHEAD

We enter the new year with a simple belief: **small, consistent actions matter**. In 2026, we will continue shaping meaningful hands-on experiences that help corporates, schools, and communities build sustainability into daily life — not as a one-off, but as a habit.



What's Coming Up

New Ideas, New Experiments

We will be exploring new waste streams and parts of our environment, turning overlooked materials into learning moments. Expect **creative activities using everyday waste** and **more community trails** in Tengah, Somerset, and Bidadari to make sustainability feel local and personal.

We will also introduce **small-batch items made from recycled resources** and **new creative materials**, designed to make impact tangible, spark curiosity, and support the communities behind the work.

Stronger Partnerships, Deeper Work

We will be deepening existing collaborations, such as **Green Mosaic** and **Planet POV**, with long-term partners like UOB and UNIQLO to expand sustainability efforts across schools and communities.

Keep a lookout for our **Wired for Change mobile e-waste exhibition with Virogreen**, which will bring conversations and action on e-waste directly into neighbourhoods.

Growing Our Community Work

We are returning to Boon Lay to work with seniors through a new project, **Project Huat Bao**, using learning journeys and hands-on workshops to make recycling engaging and practical.

We will also extend similar efforts to Kreta Ayer–Kim Seng, focusing on **respectful, community-based work around hoarding and recycling**.



Here's to more hands-on learning, honest conversations, and shared responsibility in 2026! Thank you for your support in helping us continue to #makegreenthenorm.