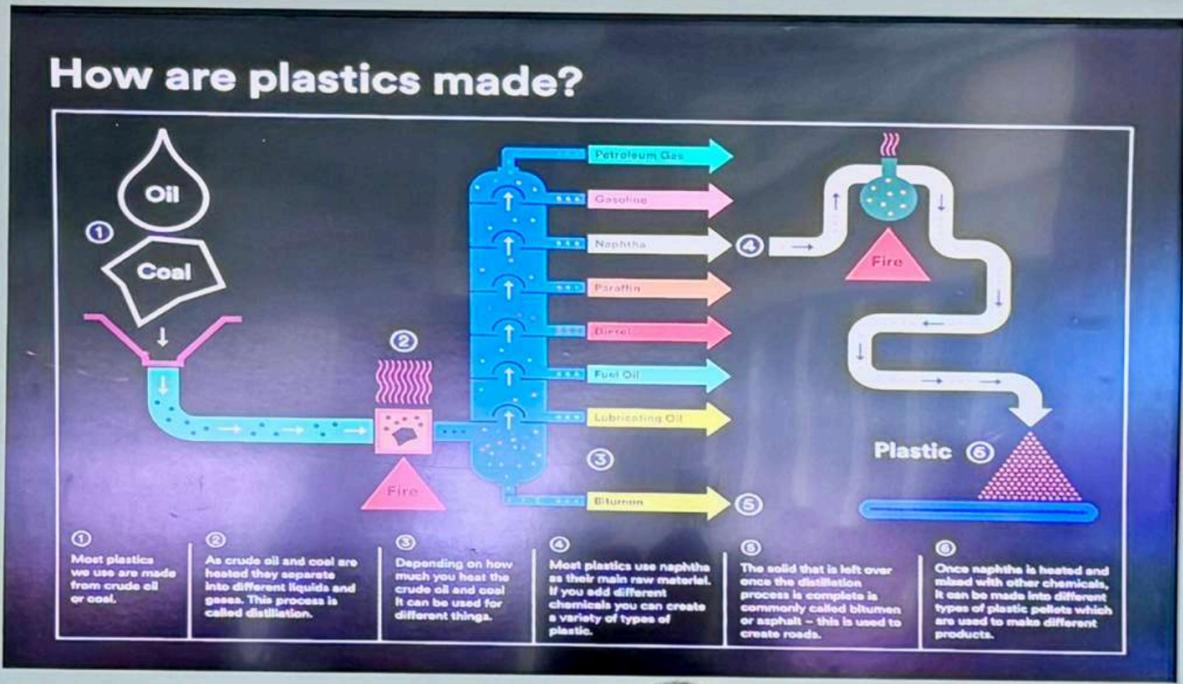


Talks & Sharing

Making Green Conversations the Norm



GREENNUDGE

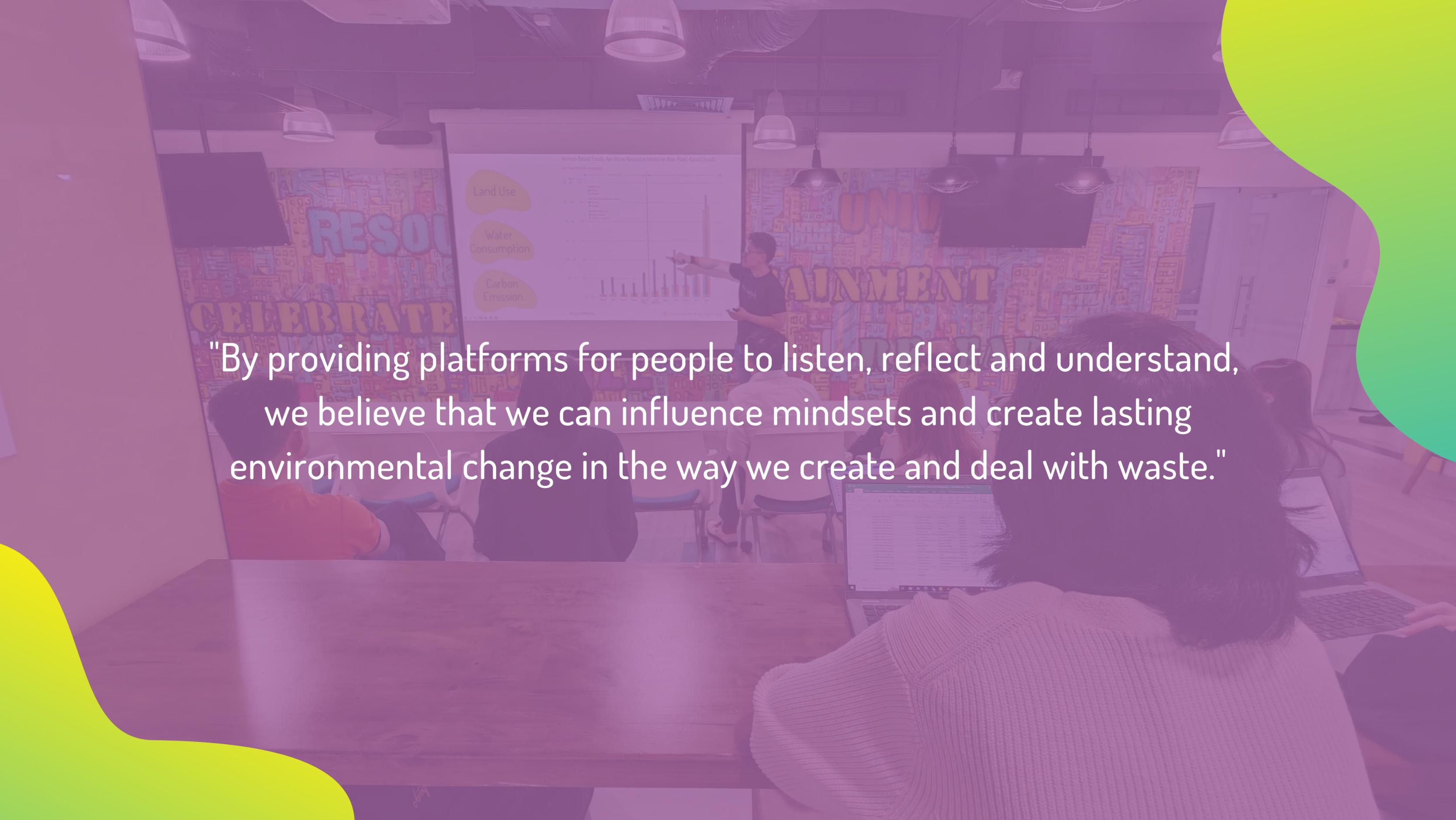


Why Talks?

We believe that change happens when people are given the opportunity and platform to listen to stories and reflections.

We are keen to provide the opportunity for anyone to learn and reflect. Through a range of talks offered, we allow others to gain a better understanding on the waste and sustainability issues in Singapore but also take little green steps that they can start to do their part.



A person is standing at the front of a meeting room, pointing to a presentation slide. The slide is titled "Animal-Based Foods Are More Resource-Intensive than Plant-Based Foods" and compares Land Use, Water Consumption, and Carbon Emission for various food types. The room has a mural with the words "RESOURCES", "CELEBRATE", "UNIVERSITY", and "ENTERTAINMENT". Several people are seated at a long wooden table in the foreground, looking towards the presenter. The image has a purple tint and decorative green and yellow shapes in the corners.

"By providing platforms for people to listen, reflect and understand, we believe that we can influence mindsets and create lasting environmental change in the way we create and deal with waste."

Speaker's Profile



Heng Li Seng CEO & Founder of Green Nudge

The founder of Green Nudge, Li Seng has a hand in all aspects of the company's operations. A former public service officer, Li Seng's experience in the public, community and social enterprise sectors since 2013 reinforced his belief that effective public policies need to be supported by ground-up actions and engagement.

Leveraging waste as a resource, he believes that sustainable long-term change can be achieved when hard facts are complemented by 'heart' facts—stories that speak to people's emotions.

Speaker's Profile



Lee Jek Suen

Jek Suen is an advocate of building environmental sustainability and decarbonisation strategies for organisations. He believes 'culture eats strategy for breakfast' and heartware is therefore critical for sustained outcomes.

Before Green Nudge, he was in the maritime and logistics sectors for more than a decade and was involved in green initiatives such as setting up a sustainability team and building sustainability programmes, where stakeholder engagement and data analysis play vital roles.

Speaker's Profile



Hansel Li

Hansel began his sustainability journey with hands-on experience at a local aquaculture facility before joining Green Nudge. His academic background exposed him to topics such as marine biodiversity and aquatic ecology, which he has since expanded through practical experience with diverse stakeholders.

At Green Nudge, he manages corporate and school partnerships and leads plastic waste-focused workshops, working with audiences from students to participants in large-scale corporate programmes and coastal clean-ups.

Hansel shares his journey, insights, and reflections on sustainability to inspire others to take meaningful action toward a more sustainable future.

Speaker's Profile



Ong Chun Yeow

Chun Yeow is an eco-educator and urban gardener who has grown edible plants in his apartment and community rooftop garden since 2015.

He was formerly an IT specialist in the public sector deploying technology for cultural heritage and believes culture plays an important role in shifting mindsets and habits.

As a nature lover turned gardener turned environmental advocate, Chun Yeow has been involved with groups and communities in the green movement for much of the past decade.

Green Talks

Sharing Topics

Host a Talk

Introductory Topic

- Let's Talk Rubbish – All About Singapore's Waste
- The Afterlife of Plastics
- Don't Feed Your Bins - Singapore's Food Waste Story
- Behavioural Trends and Insights to Green Efforts in Singapore

Skills-based Topic

- Nudging Green At Events – How Nudging Can Help My Organisation To Go Green
- How To Avoid Greenwashing
- Recycling or Wishcycling?
- Trash Landing on You – The Marine Litter Issue

Stories from Our Community

- From Green Dollars to Green Nudge – The Journey of Green Nudge
- Day in the Life of an Estate Cleaner
- Day in the Life of a Hawker
- Learning From Mistakes Along the Sustainability Journey

Topic-specific

- Marine Biodiversity and Conservation



Sharing Topics



Let's Talk Rubbish

All About Singapore's Waste

Why should we care for the environment? Gain an understanding of Singapore's waste landscape, including the various waste streams and the recycling industry. Participants will not just gain an overview of Singapore's waste management landscape, but also its challenges such as recycling that are contextualised to Singapore.

Lastly, ongoing efforts as well as little green steps will be shared to invite participants to take action in being more environmentally conscious.

Introductory Topic



The Afterlife of Plastics

Understanding Singapore's Obsession with Plastics and Challenges in Tackling Them

Introductory Topic

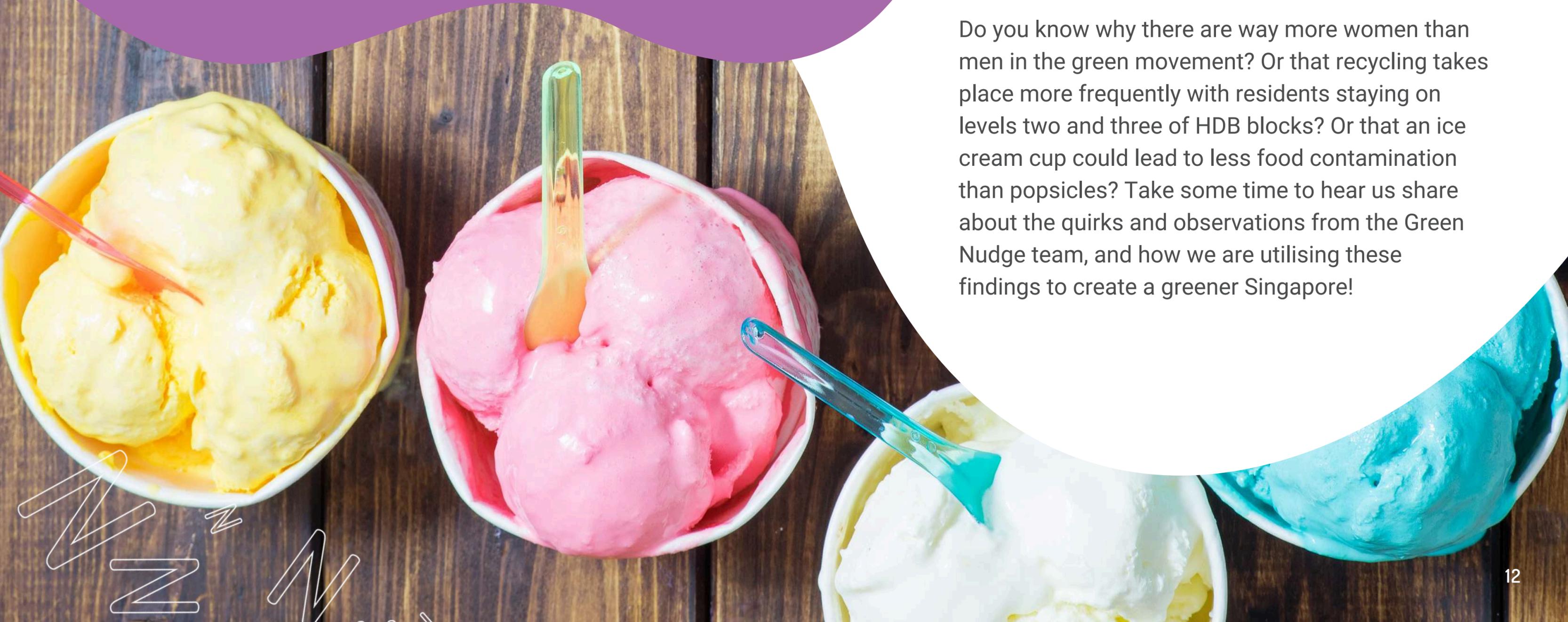


Singapore is consuming more and more single-use disposables, yet official figures show that the recycling rate of plastics is decreasing every year. This session will touch on the plastic waste situation in Singapore, perils of plastics, what we can do personally about plastics as well as igniting a community movement.

Behavioural Trends and Insights to Green Efforts in Singapore

Introductory Topic

Do you know why there are way more women than men in the green movement? Or that recycling takes place more frequently with residents staying on levels two and three of HDB blocks? Or that an ice cream cup could lead to less food contamination than popsicles? Take some time to hear us share about the quirks and observations from the Green Nudge team, and how we are utilising these findings to create a greener Singapore!



Nudging Green At Events

How Behavioural Insights Affect Us To Go Green

Events are common in Singapore, including sporting or community events. The sheer number of events means that the amount of waste generated is staggering. Gain an understanding of how we are leveraging on human psychology to nudge people to go green, and how minor tweaks can have an influence on human decision and behaviour.

Skills-based Topic



From Green Dollars to Green Nudge

The Journey of Green Nudge

Most media articles highlight the achievements of individuals and social enterprises. But keeping the business sustainable and ensuring that it makes a meaningful impact is not always easy. Hear Li Seng's personal stories about how he moved from a stable job in the government to starting his own company - Green Nudge. Get insights to the challenges in running a social enterprise in Singapore, as well as how Green Nudge plays its part in the field of environmental sustainability.

Personal Stories



Learning From Mistakes Along the Sustainability Journey

Committing to a sustainable lifestyle does not happen overnight, nor is it easy. There will be several obstacles along the way. Listen to members of our community as they share their inspiring personal stories about their journey towards sustainability, their obstacles and struggles to keep with the path and how they overcame them.

Personal Stories

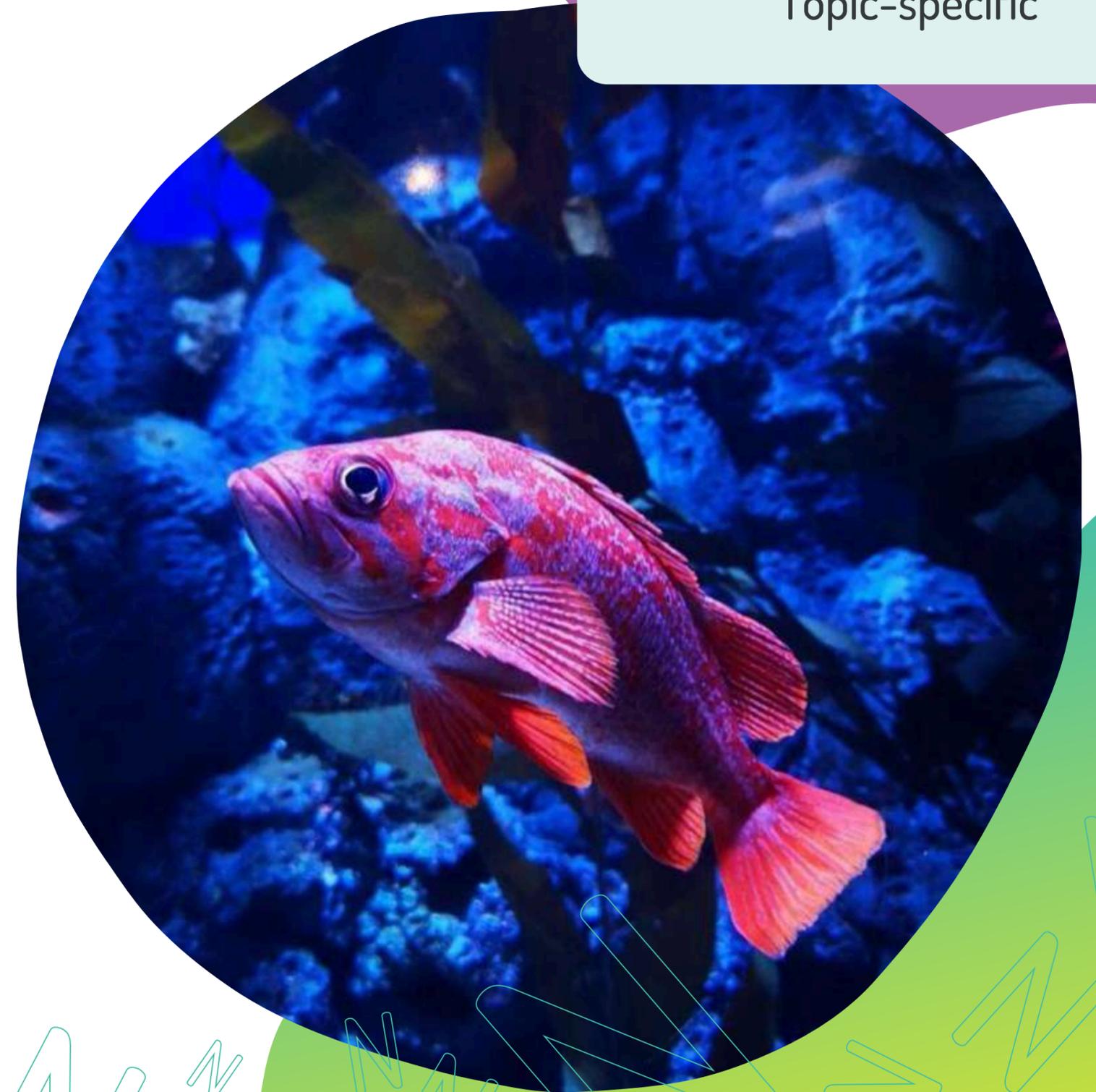


Marine Biodiversity and Conservation

Topic-specific

The oceans are essential for supporting life on Earth, serving as crucial sources of food and playing a key role in regulating our climate and oxygen levels. However, with the onset of global warming and climate change, our marine environments face growing threats.

Come hear from members of the Green Nudge team as they share their journey and motivations in the environmental field. Learn about the importance of our marine ecosystems, the threats they face, and discover actionable steps for individuals and organisations to contribute to their protection.



Choose Your Own Stories

Sharing with an audience of diverse needs can be challenging. Not all in your audience may be keen on the topics that are shared. Rather than dictating what needs to be shared, we provide a few scenarios for your audience to choose and tell us what they want to hear.

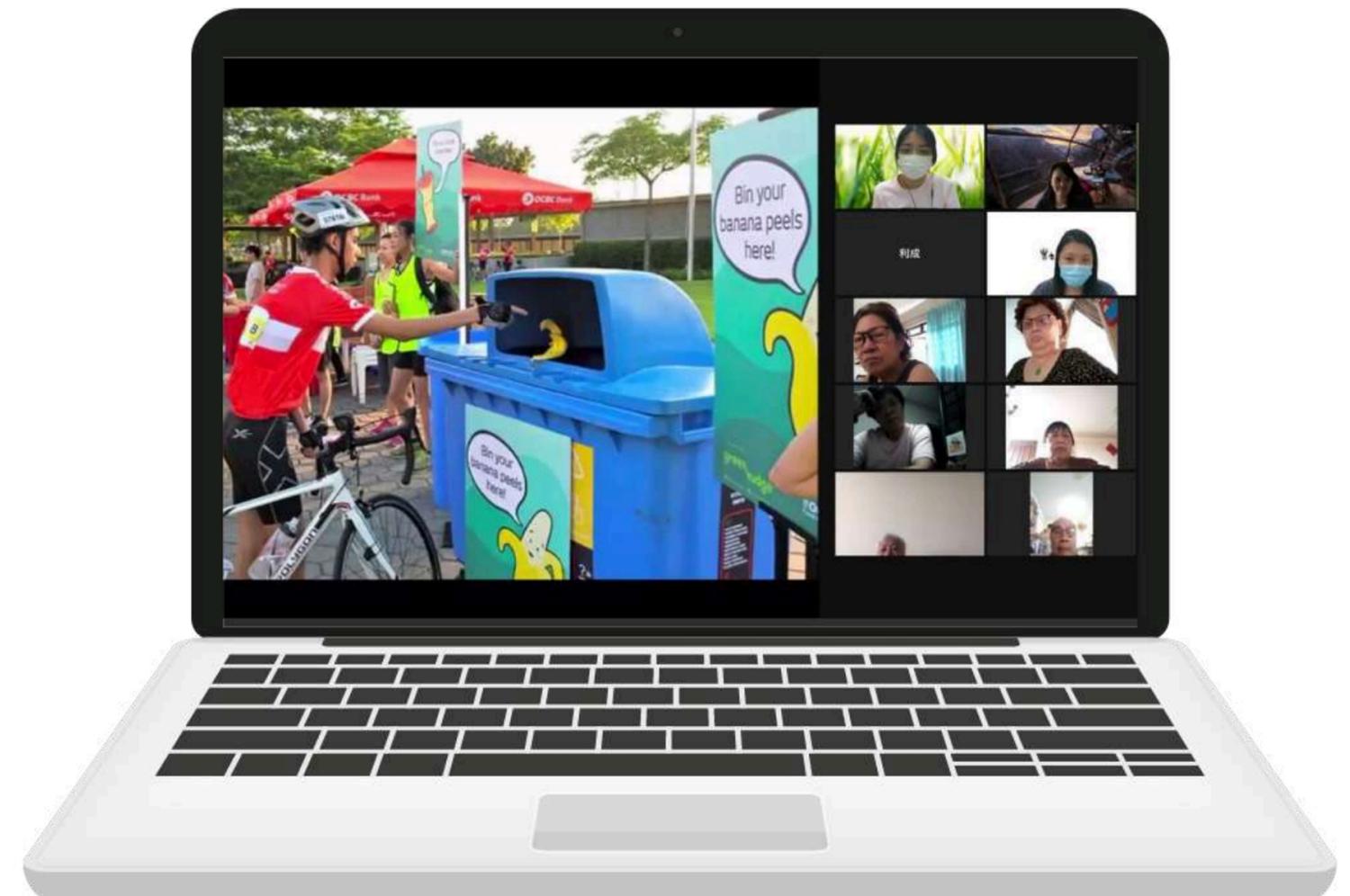
By providing an agency of choice, we allow for better engagement, and in turn a more memorable sharing experience.



Online Sharing Now Available!

We have broadened our engagements to include virtual engagements so that participants may learn from the comfort of their own homes.

We have conducted talks, workshops as well as dialogues via digital platforms such as Zoom, Microsoft Team, and Google Meet, and will continue to provide this as an additional platform going forward. If you are a first time organiser of online talks for your company or community, we will guide you along the way to ensure that you carry out the outreach in a meaningful and impactful manner.



Host a Talk

Got an idea but unsure about how to organise a comprehensive sharing session? We can ideate and conceptualise the talk for you depending on your needs and event purpose, and even invite our partners through our network to share their expertise on specific green topics.

Includes:

- 1-hour consultation before the day of the event to conceptualise and ideate the topic and programme
- Talk lasting 45 - 60 mins, inclusive of 15 min Q&A session
- 1- hour debrief session after the talk, to provide feedback



Interested in Working With Us?



Drop us an enquiry by filling up our form [here](#).



We will drop you an email or call within **3-5 working days** to share more about our work before following up with a customised proposal for your review!

What to Expect After You Submit a Request:



Our Clients

As a GeBIZ-registered business, we work with a diverse range of organisations and partners across different sectors and communities. Here are some of the partners whom we have worked with:



B Corp Status

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.

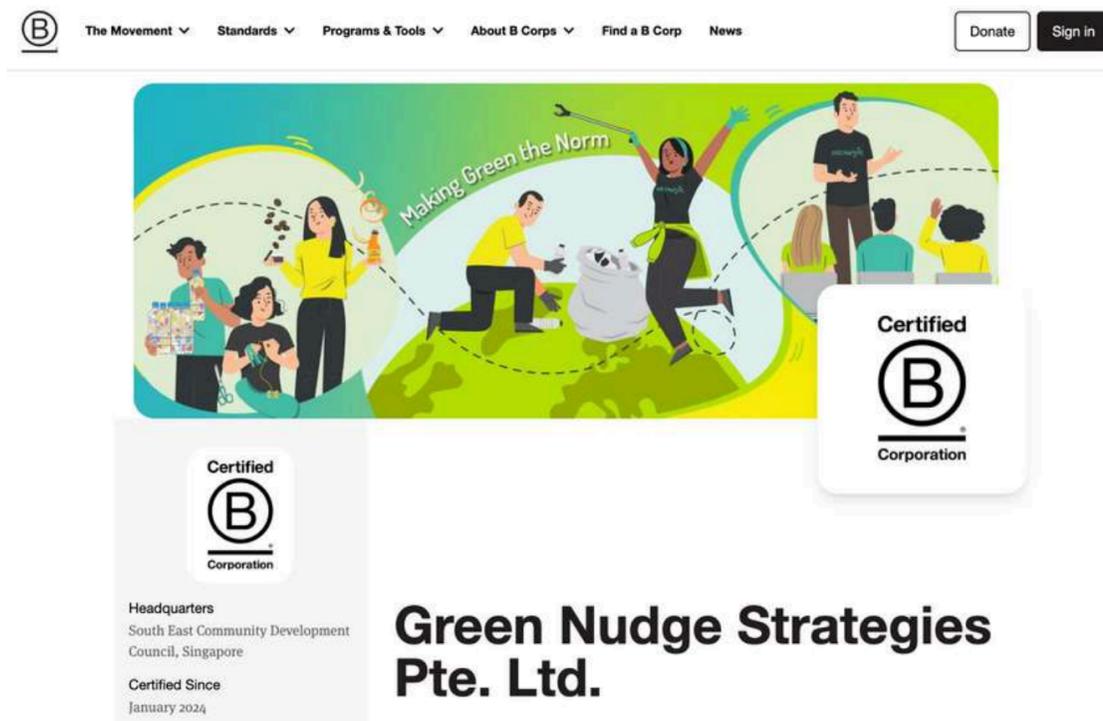
B Corp certification has encouraged us to adopt a more holistic approach in our social and environmental practices, emphasising 'whole-systems thinking'. This ensures that the engagements we design are meaningful to all involved. Being part of the larger B Corp community enables us, as a small organisation, 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.



Certified
B
Corporation

Part of a global movement working to benefit people and the planet.
Learn more at [bcorp.com](https://www.bcorp.com)



The screenshot shows the B Corp certification page for Green Nudge Strategies Pte. Ltd. The header includes navigation links: The Movement, Standards, Programs & Tools, About B Corps, Find a B Corp, and News. There are 'Donate' and 'Sign in' buttons. The main content features an illustration with the text 'Making Green the Norm' and a 'Certified B Corporation' badge. The company name 'Green Nudge Strategies Pte. Ltd.' is prominently displayed, along with its headquarters location: South East Community Development Council, Singapore. It also states 'Certified Since January 2024'.

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
- Workers
- Community
- Environment
- Customers

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.

FAQs

Will there be slides used for any of the talks under Sharing Topics?

Yes, the mode of delivery will be a combination of presentation slides, videos, and Q&A formats.

Can the speaker's slides be made available after the session for participants who were not able to attend?

Depending on the needs of the team, we will work to support this on a case-by-case basis. Alternatively, our session can be recorded for individuals to watch after the event.

How will the talk be carried out if it is an online sharing session?

Our sharings can be made available via digital platforms such as Zoom, Microsoft Team, and Google Meet (Zoom preferred). A URL link to the talk will be provided by us before the event.

What is the lead time between the enquiry process to event execution?

The team will need at least 2 weeks of lead time prior to the actual talk. This includes providing a confirmed number of attendees as well as confirmed quotation.

Why do you charge for your services?

As a social enterprise and a registered business, we believe that the best way for us to maximise impact is to ensure the financial viability of our work. Thus we charge reasonable fees to cover our costs and ensure the long-term sustainability of our enterprise.

Got a question? Contact us here:

✉ team@greennudge.sg

🌐 www.greennudge.sg

 Green Nudge



@greennudgesg

GREENNUDGE



Certified



Corporation

Part of a global movement
working to benefit people
and the planet.

Learn more at bcorp.com