

Sustained Engagements

Making Green The Norm



GREENNUDGE



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



Why Sustained Engagements?

Behavioural change takes time.

We believe that organisations can embed sustainability into their environment by providing sustained, meaningful engagements that engage employees and 'nudge' them to reflect on the way we create and deal with waste.

By building a knowledgeable and mindful community of individuals, we can shape local practices and create lasting change together.



What is a Sustained Engagement?

A programme that provides a **combination** of activities and sharings **over a period of time**.



Cleanups



Workshops



Talks



Trails

How Sustained Engagements Work

Customise your set of engagements by choosing a combination of Cleanups, Workshops, Talks or Trails over a 6-month period.

- ✓ At least 3 engagements over 6 months
- ✓ Suitable for 20-50 participants
- ✓ Option to customise available

Possible combinations:

Cleanup + Talk + Workshop

Talk + Trail + Workshop

Cleanup + Cleanup + Cleanup

Cleanup + Trail + Workshop

Cleanups

Not your average cleanup - learn about the history and culture of the area while giving back to the environment!



Cleanups

Participants can gain access to hard-to-reach areas which require more effort to clean while giving back to the environment in a meaningful manner. Suitable for large groups or first-time cleanup organisers.

Includes:

- Liaison of approval and post-event waste disposal by Green Nudge
- Provision of cleaning equipment, collection and post-event cleaning
- Facilitation of cleanup by Green Nudge facilitators
- Post cleanup summary
- (Optional) in-depth data collection

If you're up for the challenge, you can also [rent our corporate cleanup toolkit package](#) and organise your own cleanup instead!



Workshops

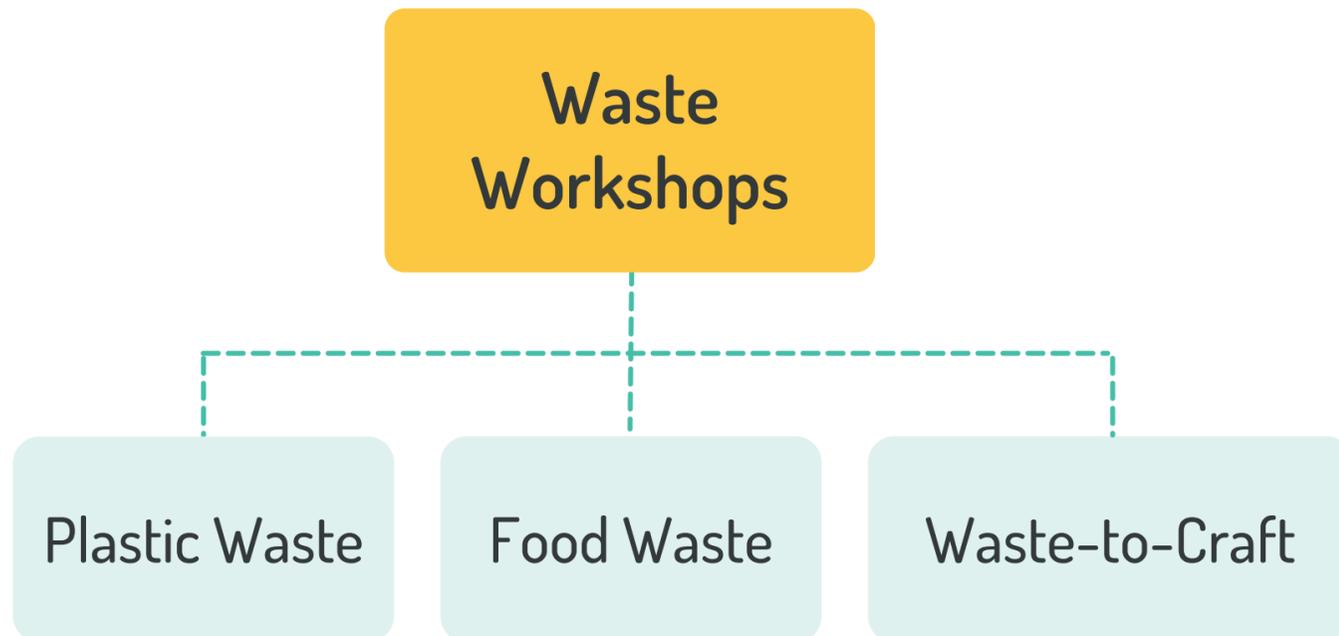
Fun and practical activities designed to encourage critical thinking and raise awareness about sustainability.



Workshops

Green Nudge currently offers three workshop streams.

Our engaging and hands-on workshops aim to educate participants on the waste issue in Singapore and equip them with practical skills to make sustainable switches in their lifestyles.



Waste Workshops



Eco-enzyme/Coffee Scrub/ Composting Workshop

- Introduction to the food waste problem in Singapore
- Turn food waste into useful products like cleaning agents, body scrub, fertilisers etc.

Food Waste



Ecobricks/newPlastic/ Beeswax Wrap Workshop

- Explore solutions to tackle recyclable and non-recyclable materials
- Transform used plastics into functional objects

Plastic Waste



Fabric Tote Bag/Paper Making Workshop

- Explore creative ways to upcycle unused materials
- Transform various types of waste, such as textiles and paper, into new items like tote bags or recycled paper

Waste-to-Craft

Talks and Sharing

Engaging conversations that simplify complicated sustainability concepts and empower individuals and organisations.

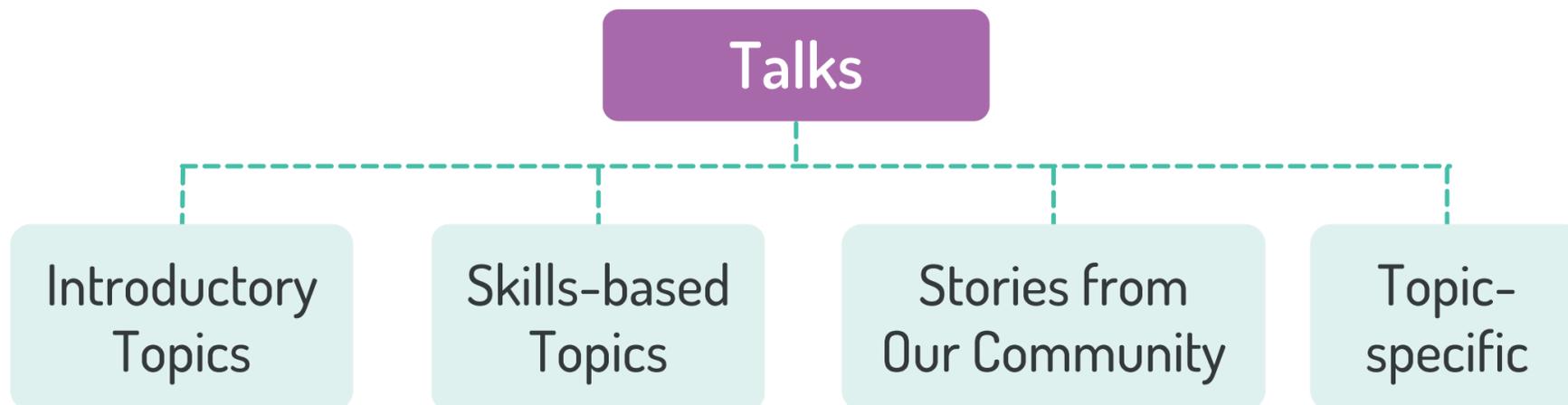


Talks

We offer four different types of talks:

Introductory talks aim to educate participants about Singapore's waste landscape, while **Skills-based** talks equip participants with knowledge about specific sustainability topics. **Stories from Our Community** are dialogue-style talks featuring everyday members of society, targeted at helping participants understand how sustainability can be incorporated into our daily lives. **Topic-specific** talks provide in-depth exploration of specific sustainability topics, offering insights and actionable strategies for participants to address critical environmental challenges.

*Option to record or customise talk available (extra charges apply).



Talks



- 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

Introductory Topics



- 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

Skills-based Topics



- From Green Dollars to Green Nudge – The Journey of Green Nudge
- Sharing from Green Groups
- Learning from Mistakes Along the Sustainability Journey

Stories from Our Community



- Marine Biodiversity and Conservation

Topic-specific

Trails

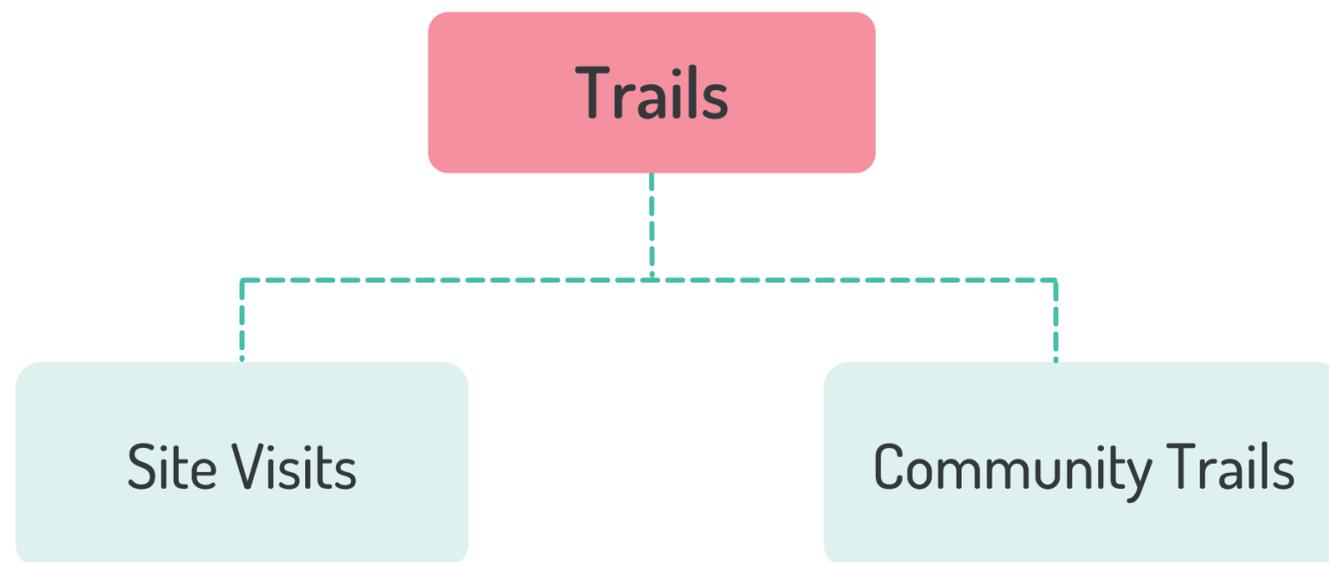
Experiential learning journeys that give a first-hand account of sustainability issues faced on ground.



Trails

Our trails allow participants to see, hear, smell, touch and even taste sustainability related topics!

Green Nudge currently offers two types of trails. **Community Trails** explore the intersection of specific themes with sustainability in the heartlands and encourage participants to observe how individual actions can shape behaviour. **Site Visits** offer a unique behind-the-scenes perspective of locations that are interesting focal points in the sustainability landscape of Singapore.



Trails



- E-waste Factory Visit
- Hi-Tech Urban Farm Visit

Site Visits



- Green Living Trail
- Plant-based Food Trail
- Green Commuting Trail
- Marine Biodiversity Trail
- Nature Discovery Trail

Community Trails

Sustained Engagements So Far

We have conducted several sustained engagements with corporates, public agencies and community organisations.

Here are some amazing partners that we have worked with!



Cleanup

+

Talk

+

Workshop

Cleanup

+

Trail

+

Workshop

Cleanup

+

Cleanup

+

Cleanup

Workshop

+

Workshop

+

Workshop

Towards a Low Carbon Zero Waste Singapore

At Green Nudge, one of our aims is to achieve a carbon-neutral Singapore by 2030.

Despite our best efforts to reduce waste across our activities, waste that is thrown is sent for incineration in Singapore. For instance, the trash collected in our cleanups inevitably generates carbon emissions.

Providing Carbon Offsets for Greener Activities!

Green Nudge calculates the overall amount of carbon emissions generated from our activities, including but not limited to:

- Transport
- Activity
- Overall disposal of waste collected (at our cleanups)

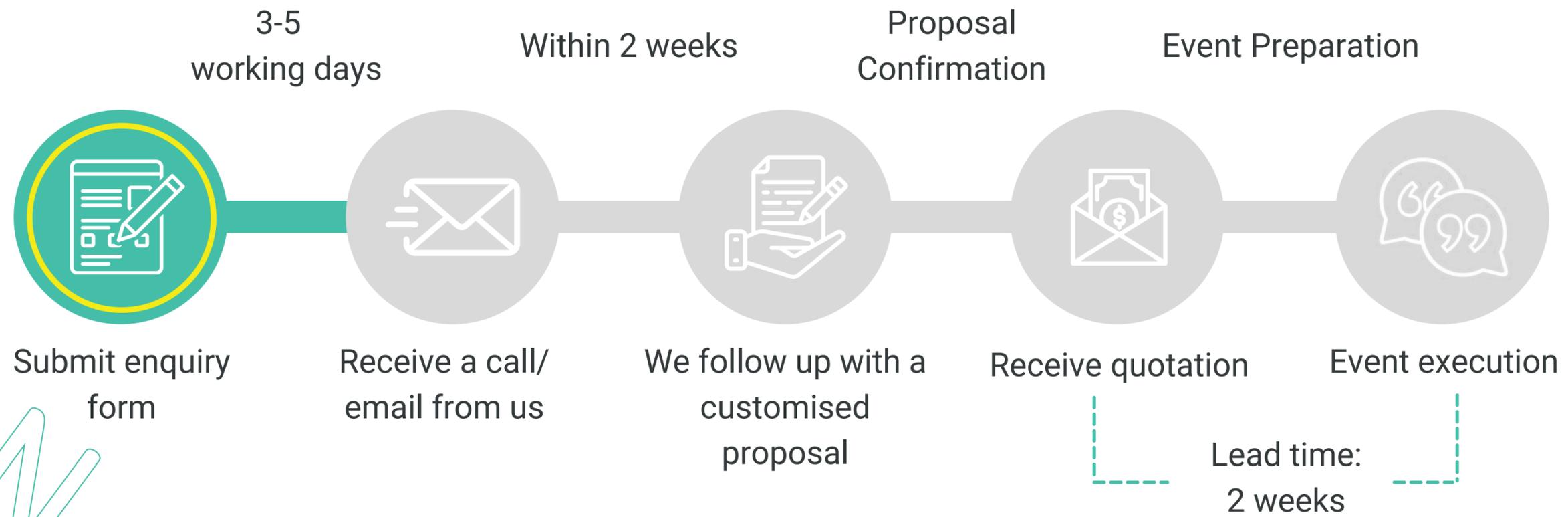
We then help to buy carbon credits to offset the emissions generated.



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 Past Partnerships

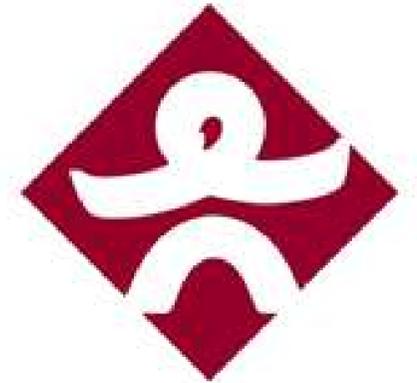
We have conducted several sustained engagements with corporates, public agencies and community organisations.
Here are some amazing partners that we have worked with!

CLARINS

PALO IT



N S M
National Museum
of Singapore



SHOPBACK
The Smarter Way

THE
ARTS
HOUSE

J.P.Morgan



华社自助理事会
CDAC

Schroders



Allianz



Capgemini

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.

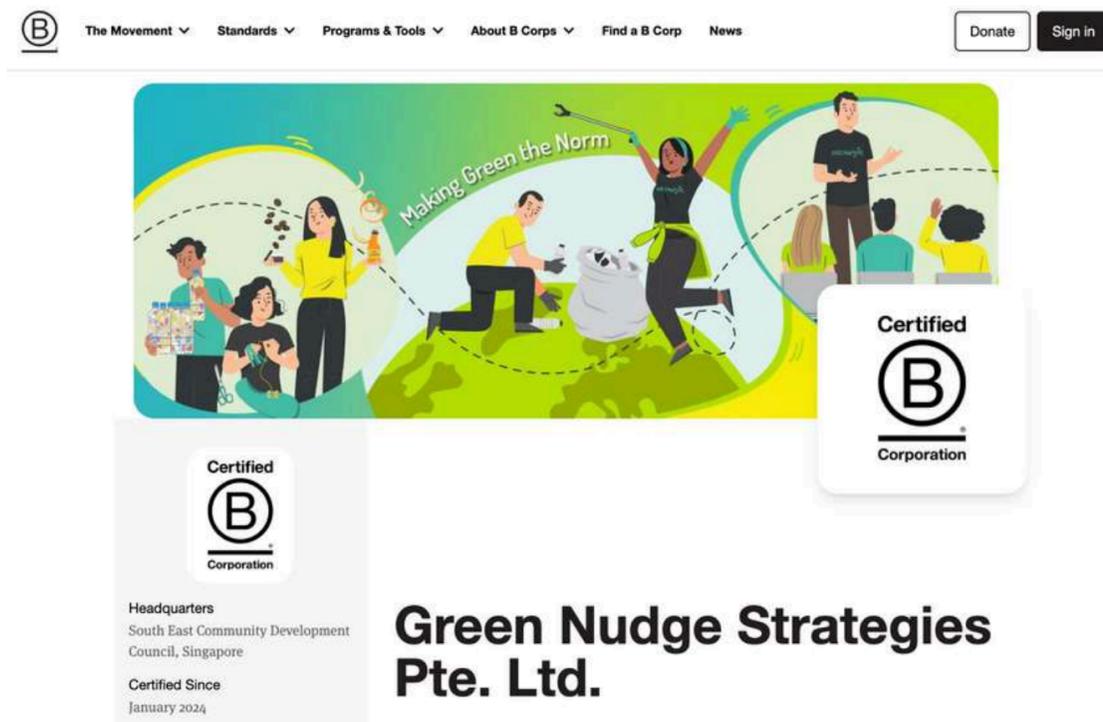
B Corp certification has encouraged us to adopt a more holistic approach in our social and environmental practices, emphasising 'whole-systems thinking'. This ensures that the engagements we design are meaningful to all involved. Being part of the larger B Corp community enables us, as a small organisation, 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 15.8

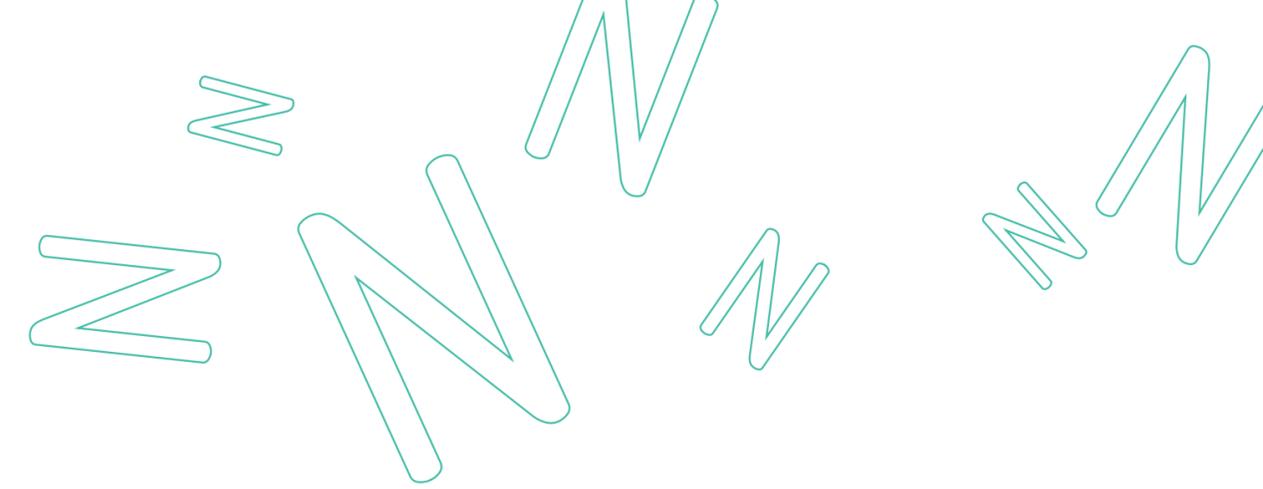
Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit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



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

The team will need at least 2-3 weeks of lead time (depending on the service) once you have given us your approval. This lead time allows us to obtain approval from the relevant authorities (for cleanups), prepare relevant equipment and schedule our facilitators prior to the event. The lead time for our Cleanup Basic Package is 3 working days.

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 the 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

in Green Nudge



@greennudgesg

GREENNUDGE



Certified



Corporation

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

Learn more at bcorp.com