

Organised by:



Sponsored by:

3M



BACKGROUND

3M Green Challenge @ South East

- Our signature ¹5E programme, conceptualised by South East CDC
- This is the 10th year edition of the annual campaign, organised by South East CDC and sponsored by 3M Singapore.
- Aims to inculcate a community spirit amongst residents by encouraging them to partake in environmental activities and earn household products for our underprivileged families.

¹5E involves using an <u>Easy</u> and enjoyable activity that <u>Encourages</u> widespread participation within the community which <u>Earns</u> sponsorships for the needy. In doing so, the CDC also <u>Enlarges</u> the value of giving thus enabling us to <u>Enhance</u> the community ownership and spirit.



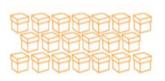


OUR PAST YEAR ACHIEVEMENTS & TARGET FOR 2022

From 2013 - 2021



Over 249K
Participants



Over \$1.4 M Worth of 3M Products



28,700 Beneficiaries

2022 Targets



18,000Participants



More than \$102,000 Worth of 3M Products



3,000 Underprivileged families in South East District



ITEMS IN THE 3M HAMPER

Each Hamper worth \$34

- 1. Scotch-Brite™ General Purpose Cloths
- 2. Scotch-Brite® Gentle Clean Scrub Sponge
- 3. Scotch-Brite® Easy Clean Scrub Sponges
- 4. Command™ Medium Utility Hooks
- 5. Command™ Broom Gripper





MECHANISM & HOW TO PARTICIPATE?

Mechanism

Every act of eco activity by 1 participant = Earn 1 product for underprivileged families

Every act counts!

There is no limit to the number of eco activities you can do. We look at the <u>collective effort</u> by the community.

Participate Today!

- Take part in any of the eco activities listed and submit your results
- Use Hashtags #3mGreenChallenge & Tag @3MSingapore (IG & FB),
 @SouthEastCDC (IG & FB)
- 3. Be a volunteer



Campaign webpage: https://go.gov.sg/3mgreenchallenge2022





Activities

knowledge on eco efforts

Green commutes

Food sustainability

Others

S/N

7

8

9

10

11

LIST OF ECO ACTIVITIES

Examples

1	Reduce plastic waste	Bring recycling bag when shopping, bring your own water bottle, utensils or lunch boxes, stop using straws
2	Recycling	Recycle plastics, cans, papers, e-waste etc.
3	Upcycling	Old tees into tote bags, bottles into planters
4	Reduce water or utility bills	Use natural light when possible, switch off or unplug electricity

(minimum save \$5 from previous billing statement) when not needed, screen free days, take shorter showers, turn off water while brushing teeth, install water saving fixtures 5 Part of the green space creation Plant a tree, engaged in vertical farming and gardening 6 Attend eco-related workshop, seminar etc to gain

- N.A.
- Pick litter and clean the public spaces Estate cleaning, beach cleaning Ride bicycle or use public transport instead of driving
- Use environmentally free or biodegradable products Use hair care and cosmetic products, Biodegradable detergent Donate food before it expires, clean plate



ENGAGE IN ECO ACTIVITIES

From 31 Aug - 31 Oct 2022

1. Individual or Group Participation

- i. Participate with your family and friends!
- ii. Challenge others or yourself!

2. Conduct Your Eco Activities*

- i. Record total number of participants!
 - ii. Take photos!

3. Submit Your Results!

Scan QR Code:



go.gov.sg/3mgreenchallengesubmitresult





POST YOUR PARTICIPATION EFFORTS ON YOUR SOCIAL MEDIA ACCOUNTS

1

Post

On your **public** Instagram or Facebook account stating the eco activities participated and number of participants!

2

Tag us

© @SouthEastCDC @3MSingapore



Exclusive prizes to be won!

3

Hashtag

#3MGreenChallenge #secdc #3MSingapore





VOLUNTEER OPPORTUNITIES

- 1. Help distribute hampers to beneficiaries after campaign
- 2. Interested individuals can contact Koh_Jia_Yi@pa.gov.sg

*Subject to safe distancing measure guidelines by the government



PUBLICITY MATERIAL

A4 Poster



Click <u>here</u> to edit and design your own poster

*Please note: when developing your own posters, the campaign logo, 3M logo and South East CDC logo <u>must</u> not be altered in any way.





LOGISTICS SUPPORT FOR PHOTO

- 1. We provide some tools to make it easier for you to organise your own activities. These items are limited in quantity & subject to availability.
- 2. Please email koh jia yi@pa.gov.sg in advance on required items and collection details.

S/N	Item	Available Qty
1	3M Green Challenge Photo Banner (3m by 1m)	6
2	Flags	6
3	Air Horns	6
4	A1 size kapaline board with removable numbers	6
5	Easel Stands	6

Photo Banner



Kapaline Board





Easel Stands



31 Aug - 31 Oct 2022 10th Edition



WE WANT YOUR PHOTOS

- 1. Besides submitting your results, we hope to get 2 3 photos of you.
- 2. Kindly submit your photos on FormSG or email to KOH Jia Yi@pa.gov.sg

ANY QUESTIONS?

You can email Mr. Koh Jia Yi @ Koh_Jia_Yi@pa.gov.sg

Find out more information below

Campaign Webpage



https://go.gov.sg/3mgreenchallenge20

go.gov.sg/3mgreenchallenge2022

Submit Your Results



https://go.gov.sg/3mgreenchallenge-s

go.gov.sg/3mgreenchallenge-submitresult

