



3M | **GREEN
CHALLENGE**
@ SOUTH EAST
an initiative by South East CDC

31 August to 31 October 2022

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 Easy and enjoyable activity that Encourages widespread participation within the community which Earns sponsorships for the needy. In doing so, the CDC also Enlarges the value of giving thus enabling us to Enhance 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



18,000
Participants



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 collective effort by the community.

Participate Today!

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



<https://go.gov.sg/3mgreenchallenge2022>

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



LIST OF ECO ACTIVITIES

S/N	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 (minimum save \$5 from previous billing statement)	Use natural light when possible, switch off or unplug electricity 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 knowledge on eco efforts	N.A.
7	Pick litter and clean the public spaces	Estate cleaning, beach cleaning
8	Green commutes	Ride bicycle or use public transport instead of driving
9	Use environmentally free or biodegradable products	Use hair care and cosmetic products, Biodegradable detergent
10	Food sustainability	Donate food before it expires, clean plate
11	Others	

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/3mgreenchallenge-submitresult



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](#)
 [@secdc](#) [@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



3M | GREEN CHALLENGE @ SOUTH EAST
an initiative by South East CDC

31 August to 31 October 2022

3M Green Challenge @ South East encourages the community to take sustainable actions while giving back to underprivileged families in the South East district. From 31 August to 31 October 2022, for every sustainable action taken by a participant, 3M Singapore will donate one household product to beneficiaries.
Get your family and friends to join us now!

POST a photo or video of your sustainable action on your public Instagram or Facebook account

HASHTAG #3MGreenChallenge

TAG US  @secdc   @SouthEastCDC
  @3MSingapore

Stand a chance to win attractive prizes!

Scan to learn more about 3M Green Challenge:

go.gov.sg/3mgreenchallenge2022

Submit your sustainable action here:

go.gov.sg/3mgreenchallenge-submitresult

Organised by: 

Sponsored by: 

Supported by:     

Click [here](#) to edit and design your own poster

*Please note: when developing your own posters, the campaign logo, 3M logo and South East CDC logo must 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

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/3mgreenchallenge2022>

go.gov.sg/3mgreenchallenge2022

Submit Your Results



<https://go.gov.sg/3mgreenchallenge-submitresult>

go.gov.sg/3mgreenchallenge-submitresult