

GREENNUDGE

# Green Talks

Making Green Conversations the Norm



# Why Talks?

We believe that change happens when people are given the opportunity and platform to listen and understand the reasons behind these changes. Because we are keen to share and provide the opportunity for anyone to learn and reflect on sustainability, we offer a range of talks to not only inspire and allow others to gain a better understanding on the waste issues in Singapore but to also share about local efforts and how Green Nudge is doing their part.

"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** **Founder & CEO of Green Nudge**

Li Seng is the founder of Green Nudge, a social enterprise with an environmental focus that leverages behavioural insights to make it easier to develop sustainable practices and habits in Singapore.

Green Nudge supports businesses and communities to achieve positive environmental impact through activities, outreach and sustainability consulting. In doing so, we aim to change the way waste is created and dealt with waste in Singapore.

Li Seng previously spent 4 years in the public sector dealing with financial regulation and educating consumers on financial matters. Realising that his interest lies in the cross section of behavioural science and environmental sustainability, Li Seng took the leap and started his own initiative turned business in 2018.

Li Seng is among the inaugural batch of grant winners from OCBC Bank's Fund for the Environment in 2018. He has also represented Singapore in a number of regional and international programmes sharing his experience in environmental sustainability.

# Green Talks

## Sharing Topics

Invite us as a speaker to share about green topics

## Host a Talk

Conceptualise & organise a talk together



## Introductory Topic

- **Talking Rubbish** - All about Singapore's Waste



## Thematic Topics

- **The Afterlife of Plastics** – Understanding Singapore's Obsession with Plastics and Challenges in Tackling Them
- **Nudging Green at Events** – How Behavioural Insights Affect Us to Go Green
- **Behavioural Trends and Insights to Green Efforts in Singapore**



## Personal Stories

- **From Green Dollars to Green Nudge** – The Journey of Green Nudge
- **Should I Leave My Job to Start My Own Business?**



TUBEBALL

Sharing Topics



# Talking 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.





# The Afterlife of Plastics

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

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.





## 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. Through personal stories, gain an insight to how minor tweaks can have an influence on human decision and behaviour.





## Behavioural Trends and Insights to Green Efforts in Singapore

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!





## 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.



## Should I Leave My Job to Start My Own Business?

Taking a different career path is not always an easy decision. After all, aren't we supposed to work in the field of subject that we studied in school? Hear how Li Seng made his career switch and hear his considerations before moving into his current role as the founder of a social enterprise. Get insights to the personal challenges in his transition as well as business challenges in maintaining operations.



# Online Sharing Now Available!

The pandemic may have put a pause to large group activities, but that has not prevented us from working to promote sustainable behaviour. Instead, we have broadened our engagement 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





## Host a Talk

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

### **Includes:**

- 1-hour consultation before event day 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



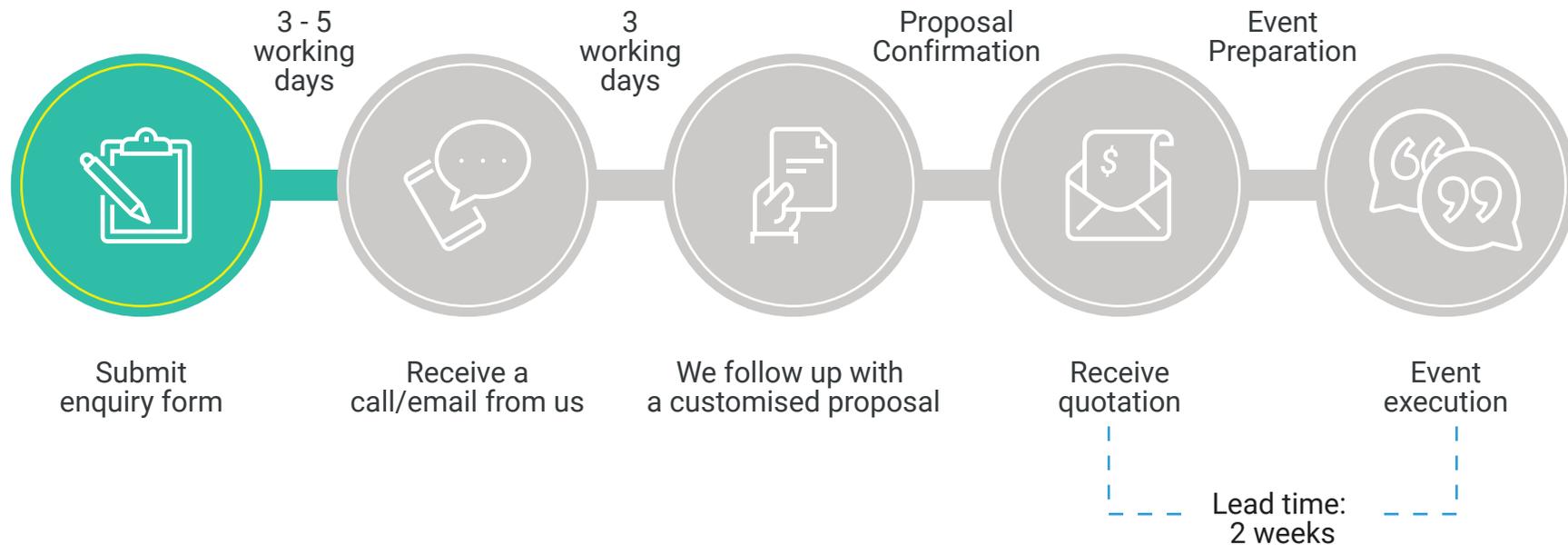
# Interested in Working with Us?



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

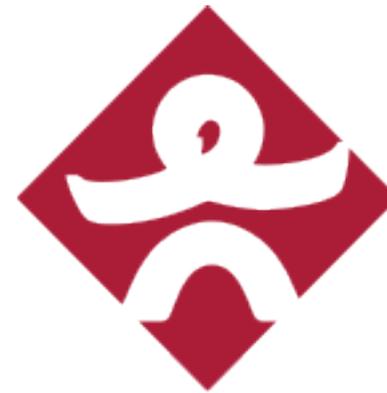
We will drop you an email or call within 3 - 5 working days to share more about our work before following up with a customized proposal for your review!

## What to expect after you submit a request:



# Our Past Partnerships

We have conducted countless talks with corporates, public agencies and schools. Here are some amazing partners that we have worked with!



华社自助理事会  
CDAC

PALLO IT

# 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.

# GREENNUDGE

Got a question? Contact us here:

✉ [team@greennudge.sg](mailto:team@greennudge.sg)

🌐 [www.greennudge.sg](http://www.greennudge.sg)

**f** [fb.me/greennudgesg](https://fb.me/greennudgesg)

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