

Green Deck

Making Green The Norm



GREENNUDGE

Green Nudge
supports Businesses and
Communities to Achieve
Positive Environmental Impact
through Training, Activities &
Consultancy





Why Make Green The Norm?

Environmental sustainability has gained traction over the years. With the launch of the SG Green Plan, it is crucial that these initiatives and relevant sustainability concepts are effectively communicated on the ground in order to obtain community support.

In line with our goal to 'nudge' (and not to 'instruct'), we believe that providing meaningful engagements which enable communities to reflect and learn over time can change the way we create and deal with waste. By nurturing community builders and individuals within organisations and communities who are knowledgeable and capable, we begin to shape local practices and behaviour so as to enable long term change and impact.



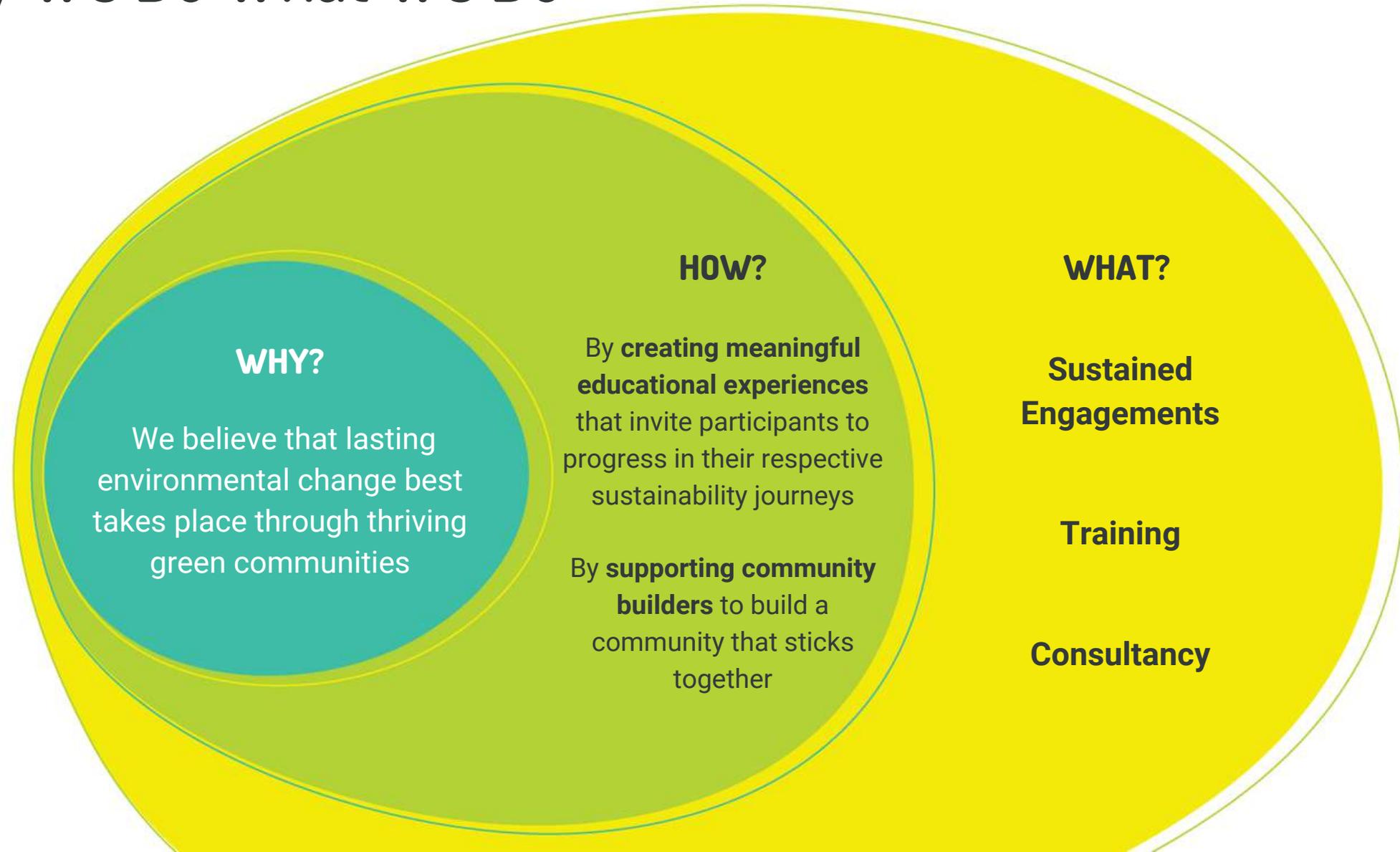
Our Vision

To be the go-to sustainability business partner
to build thriving green communities

Our Mission

To empower community builders and communities in their
sustainability journey through meaningful experiences

Why We Do What We Do



Our Services



Sustained Engagements

through the provision of workshops, cleanups and talks over time



Training

of green champions within organisations and communities



Consultancy

for new sustainability collaborations or engagements



Sustained Engagements



Sustained Engagements

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

Implementing behavioural change that lasts takes planning and time to develop. **Embed sustainability** into your organisation by engaging your employees and community through a combination of activities and sharings over a period of time.

Our engagements include:

- Facilitated cleanups with an educational component
- Workshops that provide a sensory experience
- Trails to local green places of interest
- Talks that give a local lens to the waste scene in Singapore





Training



Training

Build a green community with ***your people***, not just for them.

Figuring out how to build a community within your organisation can feel disorienting. Sustaining one that aims to spread an eco-conscious culture can be even more daunting. This is why we have specially curated a training programme to **groom sustainability leaders** within your organisation so that they can start and scale thriving green groups with confidence.

Our training programme includes:

- A range of knowledge and skillset modules
- Exclusive site visits to green places of interest (i.e. recycling plants, community gardens)





Consultancy



Consultancy

Ignite change with **support**, not on your own.

Embrace sustainability through new collaborations or engagements within your community. If you have an idea or are keen on organising a green event, Green Nudge provides start-to-end solutions which leverage our wealth of experience in greening mass events. Let us kickstart your organisation's sustainability journey for you.

Our consulting services focus on:

- Sustainability brand awareness
- Reduction in waste and costs
- Greening of events
- Creating waste and carbon footprint audits



A photograph of a person's hands holding a pen over a document, with a teal overlay. The hands are positioned as if writing or about to write. The background is a light, textured surface, possibly paper or a desk. The teal overlay is semi-transparent, allowing the underlying image to be visible but muted in color.

Special Projects & Initiatives

In line with our mission, we have also embarked on projects beyond our services to achieve environmental impact in other meaningful ways. Besides adopting creative spins on our activities to engage with individuals beyond the green community, we also found ways to weave sustainability into other social causes, thereby contributing to other communities!

Special Projects & Initiatives



Project Greenwash

A workshop series that recycled mildly-used soaps from hotels to be redistributed to migrant workers.

Green Collar Careers

Recognising the rising demand for green jobs, Li Seng and Rusty Goh founded a portal for job-seekers interested in the sustainability industry. Since its launch, the portal has garnered over 11,000 visits.



Green Collar



Trash Landing On You Singles Cleanup

Taking inspiration from the popular Korean drama series "Crash Landing On You", we hosted a cleanup on Valentine's Day to reach out to singles not familiar with green issues.

Our Impact

Since we started out in 2018,

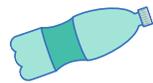
Environmental

Diverted

3,186 kg 12,920 >10,000 kg



Peels



Bottles



Marine Debris

Offset

10,800 kg



Carbon Emissions

Social

182



Community Initiatives

7,511



Participants Engaged



Workshops



Cleanups



Talks

Governance

18



Projects / Mass Events

10



Training Hours



Aligned with SDGs 11-14



Our Corporate Clients

We have conducted countless activities and consulting services with corporates, including multi-national companies, regional offices as well as small and medium enterprises. Here are some amazing clients that we have worked with!

Deloitte.

 **OCBC Bank**

 **UOB**

J.P.Morgan

IRONMAN.


ZURICH

PALOIT


**SIA ENGINEERING
COMPANY**


Unilever

CLARINS

SHOPBACK
The Smarter Way

SHISEIDO

HubSpot

Our Public Sector and Community Clients

As a GeBiz registered business, we have also worked with public agencies and ministries, with focus on environmental and youth development issues. Here are some of the partners whom we have worked with:



Client Testimonial



I approached Green Nudge to hold **an introductory workshop for participating arts organisations** interested in making the move towards **creating sustainable art events**. Throughout the collaboration, both **Li Seng, Gena, and their colleagues from Green Nudge were always attentive and understanding and their willingness and dedication to making the workshop generative for participants and the industry is not only heard but felt**. Their services are **clearly bespoke and catered towards ensuring that the content and output of their workshop are aligned with industry capacities and limitations**. Overall, their workshop sessions were fruitful in helping us in the arts and culture scene and creative industries understand what we can do to make sustainable art events, and how we can further empower our peers to go hand-in-hand with us to take this step together.

- Shireen, Organiser of the Can or Cannot: Making Sustainable Art Events the Norm Workshop, The Arts House, May - Jun 2021

Our Partners

At Green Nudge, we believe that lasting environmental change takes place collectively. We have partnered with social enterprises, non-profit organisations and like-minded businesses in similar fields who are also working towards doing good for both society and the environment.



Common
GROUND



zero
waste SG



EWR2 Pte Ltd



unPACKT



Seastainable Co.
SUPPORTING MARINE CONSERVATION



ayer
ayer
PROJECT



The Matcha Initiative



ground-up
initiative
聚友愛



Geneco™
Powered by YTL PowerSeraya



GREEN
PRINTS



susGain

Our Team



Li Seng
Founder & CEO

Manages and oversees the company's direction and operations



Chun Yeow
Eco Lead

Curates and facilitates workshops, particularly in urban gardening and environmental education



Jek Suen
Business Development Lead

Supporting corporate engagements and partnership



Gena
Business Development Associate

Handles sales enquiries and assists in programme design



Harini
Marketing & Communications Associate

Helms the branding and marketing aspects of the company

GREENNUDGE

Got a question? Contact us here:



 team@greennudge.sg

 www.greennudge.sg

 fb.me/greennudgesg

 [@greennudgesg](https://www.instagram.com/greennudgesg)