



## **MEDIA RELEASE**

For immediate release

### **Rethink and Reuse to Reduce bulky waste footprint for a better SG**

*PHC collaborates with the Ministry of Education (MOE) and industry partners to inspire youths to rethink and cultivate the value of reusing to reduce bulky waste.*

Singapore, **Saturday, 26 August 2023** – The Public Hygiene Council (PHC) has taken the lead to drive and raise youth awareness and attitudes to tackling the sizable problem of bulky waste and better understand the impact of bulky waste on the environment and how everyone can do their part to reduce bulky waste.

#### **Reducing Bulky Waste Footprint**

1 Improper disposal of bulky waste have a negative impact on the environment. These contribute greatly to the growing problem of waste management. Additionally, some bulk waste items may contain hazardous materials and if not disposed of properly, can pose a danger to the environment and public health. Mr Andrew Khng, Chairman of the Public Hygiene Council said “Most people would think it is perfectly fine to throw and dump their bulky junks or waste in any public area. We see that a lot at the void decks or beside the trash bins. As these bulky waste items seem worthless so many do not want to incur a cost to get professional service providers to help them do proper disposal. They do not understand that leaving bulky waste in public is hazardous to the community. Therefore, we hope that through this competition, we can inspire more to think twice before throwing them away. Many such items can have a second lease of life by repurposing and reusing them.”

#### **Bulky Waste to Wonder Competition 2023**

2 For the third consecutive year, the PHC is collaborating with the Ministry of Education (MOE) to launch a nation-wide competition for secondary school students aged 13 to 17 years old. This year’s competition titled “Bulky Waste to Wonder” Competition 2023 aims to encourage youths to rethink the use of bulky waste and provide opportunities for them to showcase their ideas by redesigning and/or repurposing used bulky furniture into functional items. The PHC hopes that by tapping on the youths’ creativity and imagination, they can

inspire or jolt others to think twice before dumping their bulky waste items. This will help us to extending the shelf life of bulky items before they turn into waste. We can then achieve a more sustainable lifestyle and progress towards maintaining a truly clean and hygienic Singapore. “MOE supports this competition for its value in promoting student learning and contributing to Singapore’s sustainability efforts. The competition provides a platform for our youth to express their talents and creativity positively and encourages hands-on involvement to deepen their understanding of the challenges we face in keeping Singapore clean. By instilling a sense of ownership and independence in our youth, who will be the future custodians of our environment, we hope to cultivate a culture of ownership and sustainability in Singapore” said Mr Kenneth Lee, Director, Character & Citizenship Branch, Ministry of Education.

### **Bulky Waste to Wonder Workshop**

3 The PHC believes that learning can happen not only within classrooms. It can also happen outside classrooms where students are given opportunities to do experiential learning. To equip students who are keen to participate in the above competition, an in-person workshop was conducted today. Co-organised with the PHC R.I.S.E Network member; J.O.E (Just One Earth) Eco Alliance, we invited two local businesses furniture designer partners from JLL Design Solutions and Triple Eyelid to share about how to turn post-consumer waste from households like unwanted coffee table, bookshelf, cabinets and into new functional furniture pieces. The youths also learnt new knowledge on the choice of colour that could impact the ergonomics and comfort of the furniture as well as user experience and emotions of using furniture. Through this workshop, the students found themselves appreciating the value in objects, exchanged thoughts and shared beliefs and attitudes about how they can do their part to reduce bulky waste. Mr Ogawa Joe, Chairman of J.O.E Eco Alliance said: “In the ‘Bulky Waste to Wonder Competition 2023’, J.O.E Eco Alliance unites with the PHC, driven by a profound mission: to shape the future of design with sustainability at its core. Celebrating young innovators, we see every discarded item as a canvas for innovation. Our alliance goes beyond collaboration - it’s about guiding the youth towards a mindset of imaginative problem-solving, emphasising environmental preservation, and fostering a brighter, cleaner Singapore.”

### **Witnessing the Manufacturing Process**

4 Students of the shortlisted submissions will be invited to a partner’s factory where they can witness in-person how the unwanted furniture will be repurposed based on their designs. The collaborative output from these various engagements with youth will enable them to combat the throwaway culture and make the shift to care more about not creating unnecessary trash.

5 Top three winners of the competition will receive cash prizes, and their winning designs will be showcased at the PHC's quarterly SG Clean day in October. Details for the prize presentation will be shared closer to date. All design entries must be submitted by Wednesday, 13 September, 2359hrs.

For more information on the Bulky Waste to Wonder Competition 2023, please refer to the annexes below or visit the PHC's official website at: [Bulky Waste to Wonder \(publichygienecouncil.sg\)](https://publichygienecouncil.sg)

**##End##**

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**About Public Hygiene Council:**

The Public Hygiene Council (PHC) was formed in 2011 to help raise standards of hygiene and cleanliness in Singapore. The Council, comprising representatives from the public and private sectors, galvanises and leads ground-up community and industry initiatives to help keep Singapore clean. The PHC also complements the government's education and enforcement efforts to maintain high standards of personal and public cleanliness and hygiene. For more information, visit [www.publichygienecouncil.sg](http://www.publichygienecouncil.sg).

## **ANNEX 1**

### Competition Details

#### **Key Milestones of the competition:**

Monday, 21 August 2023	Start of Competition
Saturday, 26 August 2023	[Media Event] Design Workshop (In-person or via <i>Microsoft Teams</i> )
Wednesday, 13 September 2023	Closing Date for Submission of Entry
Friday, 29 September 2023	Announcement of Finalists
29 October 2023	[Media Event] Final Judging, Announcement of Winners and Prize Presentation Ceremony

#### **Prizes**

First Prize: \$750 cash

Second Prize: \$500 cash

Third Prize: \$300 cash

Merit Prize x 2: \$100 cash each

#### **Competition's Terms and Conditions**

1. The competition is only open to secondary school students studying in Singapore.
2. Option to participate individually or in a group of no more than 3 participants from the same school.
3. Each individual or group is allowed to submit only one entry.
4. Entry must be submitted online - no hard copies will be accepted.
5. The submitted entry must be original and should not be a winning entry in any other competitions. The PHC reserves the right to request for proof(s) that an entry is the original property of the participant and submitted solely by the participant for this competition.
6. The entry cannot contain third-party copyright logos or material and must not violate the rights of any person or entity, including copyright, privacy, or any other intellectual property rights. Upon submitting the artwork to this competition, the participant is solely responsible for any infringement of copyrighted materials.
7. The judges' decision is final, and no queries will be entertained.
8. Failure to comply with any of the conditions stated will be subjected to disqualification.
9. The Organiser reserves the rights to disqualify any entries that do not adhere to the above rules.

#### **How to Take Part**

Step 1: Download the furniture template.

Step 2: Design your creation using the template. Please note that your design, if chosen, may be subjected to modification to fit the actual furniture piece.

Step 3: Take a photograph, scan, or export your artwork to jpg/png/pdf not exceeding 3 MB.

Step 4: Submit your artwork with your personal and parent / guardian details, school information within the Entry Form

## Judging Criteria

The evaluation panel will judge the submissions based on the following criteria:

Criteria	Weightage	Description
Creativity	30%	- Originality of the design concept (i.e., should introduce fresh and novel concepts that have not been commonly seen)/ how well it stands out from conventional furniture pieces + alignment with the competition's goal of reducing bulky waste and promoting environmental responsibility
Functionality	40%	- The practicality (i.e., design should not just be aesthetically pleasing but also serve a functional purpose in everyday use) and usability (i.e., design should cater to user comfort and convenience) of the upcycled furniture piece + how well it fits into various living/working contexts
Sustainability	30%	- The longevity of the design in terms of wear and tear (i.e., should be robust and withstand regular use and be able to stand up to trends, ensuring a long lifespan), repurposing efficiency (i.e., design should maximise the use of waste materials and minimise the need for virgin materials)
TOTAL - 100%		