



CREATE CLEANER EVENTS



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FOREWORD

Worrying about how a badly-littered event can tarnish your organisation's image? How can you get event-goers to pick up after themselves and dispose of waste appropriately? Is your company environmentally and socially responsible?

These are some questions that could have led you here, and we're glad that you've taken this first step to find out how you can help grow the value of picking up after ourselves at mass events in Singapore.

The Public Hygiene Council (PHC) works with partners and the public to keep Singapore clean. We have developed this **Create Cleaner Events** playbook with the National Environment Agency to help event organisers mitigate litter at their events. We thank you for adopting the recommendations in this playbook Before, During and After your event to successfully provide a cleaner and more enjoyable environment for your visitors.

If you have any query, please email us at ask@publichygienecouncil.sg and we will do our best to assist you.

All events deserve good publicity. Don't let littering *trash* your efforts.



HOW THIS CREATE CLEANER EVENTS PLAYBOOK IS LAID OUT

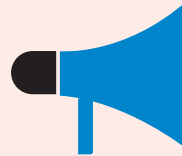
Learn about:

INFRASTRUCTURAL DESIGN



How the **planning and physical set up of space** can positively impact your event

MESSAGING



How **information** can be visually presented for education and impact

MESSAGE REINFORCEMENT & OTHER USEFUL TIPS



How **behavioural nudges** can be amplified through advocates and staff

How the **repurposing of design and messaging** can improve outcomes

RESOURCES



Where to go to for help or resources



INFRASTRUCTURAL DESIGN

We are aware of the costs in organising events of any scale. The infrastructural recommendations here are simple and cost effective for any events — runs, carnivals or expositions etc.

Event organisers can do two things to dramatically reduce litter at events:

1. Strategically place **the right type of bins** at your event AND **in sufficient numbers**
2. **Design demarcations** such as barricades to organise traffic flow for a **clear line of path**

Types of Bins

Screened Disposal Areas (SDAs) and/or 660L bulk bins are excellent bins of choice for mass events due to their capacity and large mouths. This makes for easy binning and reduces the resources needed to continually empty receptacles.

Screened Disposal Areas (SDAs)

SDAs are **large enclosed areas where people can dispose of their litter**. It is made from modular structures that can be assembled and dismantled for easy set-up, transportation and storage.

You may fabricate SDAs with the following recommended size: **2m (L) x 2m (B) x 1.2m (H)**.

You may also obtain SDAs from suppliers. Please refer to the Resource section of this Playbook for suppliers.



660L Bulk Bins

660L bulk bins can **contain greater loads of rubbish** and have **wheels for easy transportation**.

You may obtain the bulk bins from most cleaning service providers that manage waste collection.

During events, keep bin lids open to encourage binning.



Where to Place Bins

SDAs and 660L bulk bins are best placed along high litter areas such as:



Food and drinks distribution points



Resting points



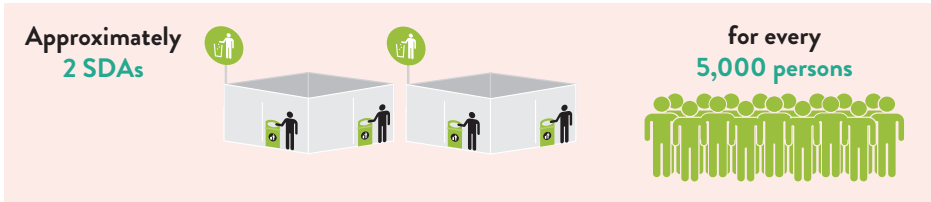
Exit paths to carparks and public transport



Start and end points of event

How Many Bins

SDAs and 660L bulk bins are usually add-on disposal vessels to accommodate increased human traffic and litter generated at mass events. Besides the general provision of litter and recycling bins, the formula on quantity of SDA can be worked out at **approximately 2 for every 5,000 persons**.



Barricades as Demarcations

The use of demarcations is helpful in **crowd management and in directing traffic** to where you would like them. For instance, a concert organiser can use demarcations such as barricades to outline pathways towards exits to avoid overcrowding. In the same manner, barricades can **outline pathways towards disposal areas** such as SDAs.

Common barricades include Metal, Water and Mesh barricades



Metal barricade



Water barricade



Mesh on railings

Floor Stickers as Demarcations

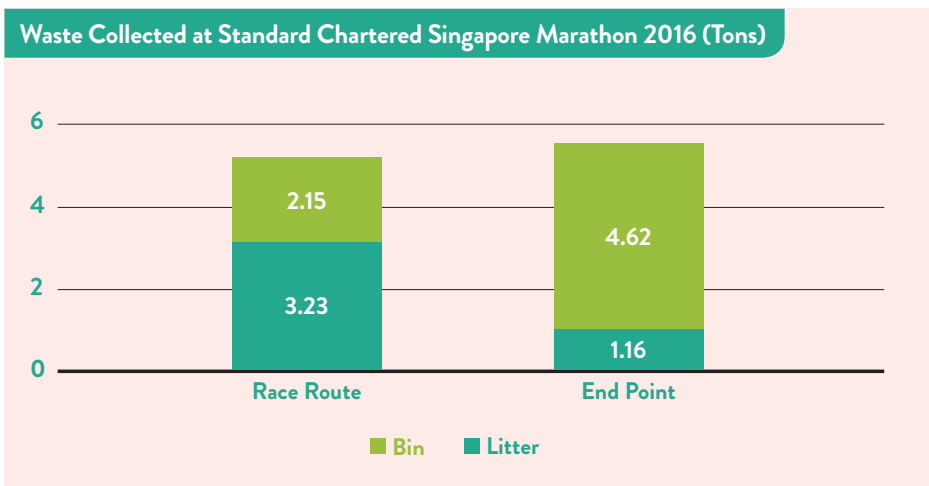
Optional visual cues to highlight **location of disposal areas**



Application of Infrastructural Design: Running Event Case Study

Running events are gaining popularity in Singapore. More than 150 runs are organised per year and major runs attract more than 20,000 runners per event.

Site findings indicate that litter count is at its highest along race routes:



In collaboration with race organisers and public agencies, PHC was able to design interventions targeted at race routes to mitigate litter on the streets. Through the simple recommendations of strategically placed (and appropriate choice of) disposal vessels, clear demarcations and correct messaging to inform and persuade, the race organisers were pleased to report the following successes:

1. Reduction of ≥ 35 cups littered per hydration point
2. $> 70\%$ runners' satisfaction rate
3. Overall satisfaction on use and efficacy of Create Cleaner Events Playbook

Key Findings

Takeaway 1

Hydration points are high litter count areas. Large mouthed SDAs were particularly helpful for runners to throw their cups into as they continue on in their race. Using PHC's interventions, SCSM 2017 was able to reduce litter count of ≥ 35 cups per hydration point as compared to control site. SDAs and bins were laid out at hydration points in the following manner:



Distance: 80–100 metres

Tables offering drinks were laid out at intervals of 80 to 100 metres. This was sandwiched by smaller disposal areas in between. SDAs book-ended hydration points to serve incoming and outgoing runners.

Event organisers may also consider eco-friendlier options of recycled paper cups instead of plastic cups or bottles at hydration points.

Takeaway 2

Barricades are excellent tools to direct the flow of runners. Generally, the sturdier water barricades are preferred for use on roads. However, we have found that the design of water barricades invited placement of bottles and cups on its surface.

Metal barricades on the other hand provided demarcation as effectively without inviting litter. As such we recommend metal barricades as a more suitable alternative to creating cleaner events.



Takeaway 3



Wind conditions or general inconsiderate behaviour also means that litter will find its way into the waterways in Singapore. The PHC found that the installation of mesh barricades was an easy-to-implement solution to this problem.



MESSAGING

The use of visual and verbal cues to inform and persuade event visitors to pick up after themselves and bin their litter can be deployed **Before, During and After** your event.

The general guide is as follows:

- Before Event:** Educate participants on the right behaviour
- During Event:** Remind participants to bin their litter
- After Event:** Thank participants for keeping the event clean

Visual Cues

We have compiled materials you can use before and during your events.
You can find them at the [Resource](#) page.

Verbal Cues

In addition to visual cues, verbal cues provide a human touch in communicating directions and information. Simple messages can be shared over speaker systems or in person by staff, advocates or the emcee of your event.

Sample script

“Keep our event clean and safe by throwing your litter into the bins.”



Emcee



Event staff



MESSAGE REINFORCEMENT & OTHER HELPFUL TIPS

Positive reinforcement such as (i) Prompts (ii) Gamification and (iii) Mnemonic aids can significantly improve constructive social behaviour and compliance rates in binning litter.

Prompts

Consider deploying volunteers to your event to encourage participants to pick up after themselves. You may work with schools, tertiary institutions, social groups or even grassroots organisations to recruit volunteers for your event. Roles that volunteers can perform include:



Litter Picking Volunteers

The sight of volunteers picking litter at your event helps prompt participants to bin their trash and not leave litter behind.

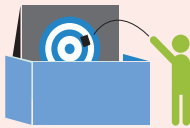


Cleanliness Ambassadors

Face to face engagement with participants adds a human touch and reinforces the message of keeping the event grounds clean.

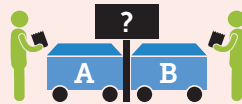
Gamification

Simple modifications by adding elements of fun into your existing waste collection infrastructure can nudge participants to bin their trash responsibly. There are many ways to encourage binning. Most importantly, let your creative juices flow and make binning fun! Some of the common modifications include:



Target Board

Set up a target board over your infrastructure. Most people cannot resist taking a shot to test their marksmanship.



Voting Game

Organise a voting game and let participants vote with their trash! For example, ask a fun and contentious question to provoke participants into binning.

Sample Question

Your favourite runner! Person A or Person B.

Mnemonic Aid



PHC is piloting a mnemonic device, the NudgeCart, to automate visual and audio reminders for event goers to bin their litter. This eye-catching and interactive device is an additional tool organisers can rely on to mitigate litter at events. The NudgeCart pilot will be trialled at events with more than 5,000 participants. To learn more please email ask@publichygienecouncil.sg.

RESOURCES

Potential SDA Suppliers

01 Spyder System Pte Ltd

Jasmine Su

☎ 9011 3666

✉ info@spyder.sg

02 Veolia (ES) Singapore Pte Ltd

Tay Jiun Chaw

☎ 8292 0619

✉ jjiunchaw.tay@veolia.com

Visual Cues

Kindly credit PHC with “Supporting PHC” if you are using any of the following materials:



I PHC, Do You?

goo.gl/NUQihf



I Like Trash

goo.gl/PFE9HT



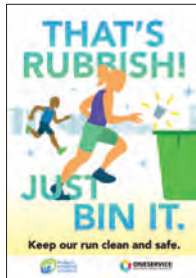
I Like It Dirty

goo.gl/HxxQxC



It's Time We PHC

goo.gl/eeqSEs



That's Rubbish

Poster for Runs
goo.gl/fxRNp9



That's Rubbish

Poster for Generic Events
goo.gl/8x5Ptg



That's Rubbish

Banner for Generic Events
goo.gl/NvT4YZ

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IRONMAN Endurance Asia Pte Ltd

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Municipal Services Office

National Environment Agency

Singapore Kindness Movement

**Thank you for
creating cleaner
events with PHC!**



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