



GO GREEN SG 2026

Join **Go Green SG 2026 (May to June)!**

Our national sustainability movement

Led by:



Ministry of Sustainability
and the Environment
— SINGAPORE —

In support of:





President Tharman Shanmugaratnam at the launch of SG60-themed Go Green SG 2025 in Changkat Primary School & Senior Parliamentary Secretary (MSE) Goh Hanyan at the Inaugural MSE-NEA Sustainability Networking Session for Educators 2025

What is Go Green SG?

Led by the Ministry of Sustainability and the Environment (MSE), **Go Green SG is our whole-of-nation movement** to rally the community to take collective action towards a more environmentally sustainable and climate-resilient Singapore. Partners from across the People, Private and Public (3P) sectors organise a wide range of sustainability-related programmes and activities, including learning journeys, tours, talks, and hands-on workshops.

Through these initiatives, we seek to raise public awareness on the impacts of climate change and garner support for government efforts and measures. This includes helping the public better appreciate trade-offs such as competing priorities and intergenerational needs. Together, we can foster a green citizenry and encourage behavioural shifts among individuals, households, businesses, and communities towards climate action.

In 2025, Go Green SG saw:



>400

partners



>900

activities



>232,000

participants

Check out some of the Go Green SG activities organised by our partners at [Go Green SG website](#) and MSE's [YouTube channel](#).



Fabric upcycling workshop at City Development Limited's Youth4Climate Festival

Why Go Green SG?

Our climate is changing due to global warming, and we are already experiencing its effects today. As a low-lying island nation, Singapore is particularly vulnerable to climate change.

To tackle climate change and sustainability challenges, **we need collective action from everyone**. Together, our 3P sectors are taking steps to address and adapt to climate change in tangible ways. As individuals, we can all play a part in taking care of our environment. Through daily actions, we can build a more sustainable Singapore for ourselves and our future generations.

By supporting Go Green SG 2026 with programmes and activities, you can help the public learn more about environmental sustainability and inspire them to go a little greener every day.

Go Green SG 2026

Go Green SG 2026 will run from May to June. It will feature a diverse slate of sustainability-related programmes, activities, and experiences curated by our 3P partners.

Go Green SG 2026 will expand its focus to include climate adaptation alongside familiar green topics. We welcome partners to infuse elements of climate adaptation and resilience into your programmes and activities.



How can you participate?

Here are some examples of programmes and activities you can organise for the public:

- **Guided tours, workshops and talks** to showcase climate adaptation efforts and equip participants with skills and knowledge in environmental sustainability.
- **Promotions and discounts** on green products (e.g., discounts on water and energy-efficient appliances) and services (e.g., discounts on greener modes of transport).
- **Green challenges and initiatives** (e.g., encourage “recycle right” practices, reduce use of disposables, support local produce) to rally our communities to take collective action.
- **Community activities** to engage the public to keep public spaces clean and green, such as through litter-picking.
- **Learning journeys** to your facilities and/or back-of-house operations to showcase your organisation’s sustainability efforts.



M.Y World @ Tenteram Peak pre-schoolers engaging seniors from NTUC Health Active Ageing Centre @ Whampoa, showcasing shoebox creations from upcycled materials

You can also **organise activities and green initiatives to engage your employees and internal stakeholders** during Go Green SG 2026. Examples include:

- Reduce resource and energy consumption on premises (e.g., practise green habits such as turning off non-essential lights and setting air-conditioning at 25°C).
- Volunteer with an environmental non-governmental organisation (NGO).
- Organise sustainability-related events including recycling drives, competitions and litter-picking activities.
- Encourage BYO (Bring-Your-Own) practices, such as bringing own cutlery at internal staff events.
- Plant trees under our national [OneMillionTrees movement](#).

Consider including these elements in your activities:

- Reinforce the importance of a clean and green Singapore to build public understanding and support.
- Share how individual efforts can contribute to larger national efforts in addressing Singapore's sustainability and climate change challenges.
- Encourage behavioural change with clear call(s) to action.

Why join Go Green SG 2026?

Publicity on Go Green SG website

Activities that are open to members of the public will be listed on our [Go Green SG website](#) to facilitate registration and encourage public participation.

Partners who organise internal activities for your employees and stakeholders will be invited to display your corporate logos on the Go Green SG website's "Our Partners" page.

Selected initiatives will also be featured in our media release and communications materials, including our social media platforms and other publicity channels. Some examples from our 2025 movement include:



Go Green SG 2025 [jingle](#) by influencers Annette Lee and Glenn Yong

Media and influencers may also be invited to attend and promote selected Go Green SG activities on platforms and social media.



[Skit](#) starring Annette Lee and Glenn Yong to promote Go Green SG activities



Influencers took part in Go Green SG activities



Esh Wari



Adrian Xiao Ming



Nurul Aini



Zaki

Out-of-Home publicity at bus stops, MRT stations and lots more



What support is available?

Content

If you require **sustainability content to engage your stakeholders**, you are invited to use videos, publications, infographics and educational materials available on the Green Plan website and MSE's [website](#).

Funding

The \$50 million [SG Eco Fund](#) was set up in 2020 to support projects that advance environmental sustainability and involve the community. If you wish to **embark on sustainability initiatives** as part of Go Green SG 2026, you may **apply for the SG Eco Fund**. For more information, please write to SG_Eco_Fund@mse.gov.sg.

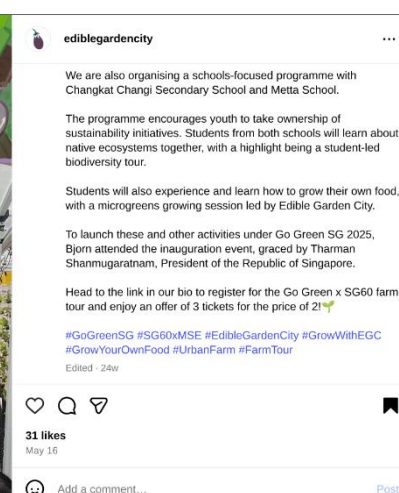
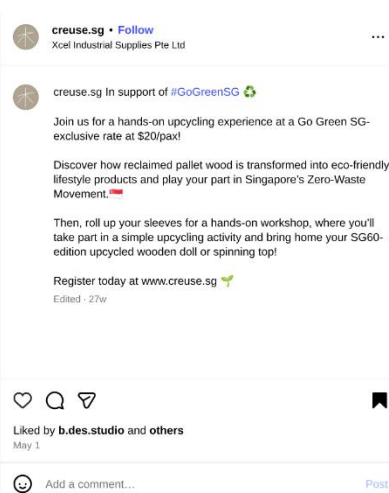
Branding

To strengthen our collective branding across all activities, we encourage you to **include the Go Green SG logo in your marketing materials** when promoting your initiative.

We also encourage you to tag **@msesingapore** and use the following **campaign hashtags** in your posts so we can easily locate and amplify them across our channels:

#GoGreenSG

#SGGreenPlan



Partnership

In the spirit of 3P partnership, we encourage you to **collaborate with other like-minded groups and individuals** to organise activities/initiatives. Examples of cross-collaborations include:

1) FairPrice & World Wildlife Fund (WWF):

A sustainability shopping learning Journey with WWF at FairPrice's flagship sustainable supermarket.



2) CP Meiji & Semula:

A plastic recycling learning journey by CP-Meiji and Semula. The activity also included a hands-on workshop for participants to upcycle plastic waste into a personal keepsake.





E-waste recycling tour organised by Sustainability Asset Management Solutions

Tips for Go Green SG

1) More activities that are new or exclusive to Go Green SG

Participants are particularly drawn to new or exclusive activities, especially behind-the-scenes tours of places not usually open to the public. These unique experiences typically attract more sign-ups. You can consider organising site visits to your sustainability facilities and/or offer learning journeys on new trails.

For retail deals, you can consider offering promotions or discounts exclusively during the Go Green SG 2026 period.

2) Longer activity durations and more sessions

Interactive and engaging activities, such as tours and hands-on workshops, are popular among the public.

Do cater for more runs and longer durations for such initiatives, wherever possible. Do also consider setting aside resources for additional runs if there is high demand for your initiative.

3) Managing registration

Free activities are definitely popular and snapped up fast. If you are offering complimentary Go Green SG activities, **we recommend that you stagger the registration** to ensure that a steady stream of **activities remains available for sign-ups throughout the Go Green SG period**.

We encourage all partners to set prices for activities on a nominal or cost-recovery basis, if complimentary activities are not possible.

Partners are to manage registration for your own activities. MSE will direct visitors to your registration link through the Go Green SG website.

4) Convenience and accessibility

Participants prefer activities that are held at an accessible location and at convenient days/timings. For activities held at less accessible locations, you may wish to consider providing free transport for participants to encourage sign-ups.

5) Public expectations

Participants expect partners to **walk the talk* on sustainability** (e.g., avoid providing bottled water during the activity as much as possible and encouraging participants to bring their own water bottles; digitalise indemnity forms). We strongly encourage all partners to adhere to the [Best Practice Guide for organising environmentally friendly events](#).

**Please refer to the next section on “Safeguarding against Greenwashing”.*

Safeguarding against Greenwashing

Greenwashing happens when organisations market themselves as being more environmentally friendly than they are.

Types of Greenwashing

 Greencrowding Built on the belief that you can hide in a crowd to avoid discovery, relying on safety in numbers. If sustainability policies are being developed, it is likely that the group will move at the speed of the slowest.	 Greenlighting Occurs when company communications spotlight a particularly green feature of its operations or products, however small, in order to draw attention away from environmentally damaging activities being conducted elsewhere.	 Greenshifting Occurs when companies imply that the consumer is at fault and shift the blame on to them	 Greenlabelling A practice where marketers call something green or sustainable, but a closer examination reveals this to be misleading.	 Greenrinsing Where a company regularly changes its ESG targets before they are achieved.	 Greenhushing Corporate management teams under-reporting or hiding their sustainability credentials in order to evade investor scrutiny
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Source: Eco-Business. Adapted from *The Greenwashing Hydra* by Planet Tracker

Guide against Greenwashing

Checklist

PRINCIPLE 1: CLAIMS SHOULD BE TRUE AND ACCURATE

- Verify accuracy of claims before communicating to consumers
- Ensure claims do not mislead consumers about why they need the product
- Periodically review information to keep it up to date

PRINCIPLE 2: CLAIMS SHOULD BE CLEAR AND EASILY UNDERSTOOD

- Consider how an average consumer may interpret the claim
- Use plain language and avoid technical jargon
- Avoid using vague or overly broad statement or imagery that may mislead consumers

PRINCIPLE 3: CLAIMS SHOULD BE MEANINGFUL

- Focus on material product attributes rather than insignificant, standard or mandatory product
- Any comparisons with other products should be fair and substantiated

PRINCIPLE 4: CLAIMS SHOULD BE ACCOMPANIED BY MATERIAL INFORMATION

- Provide sufficient substantiation for any claim made
- Present supporting information in an accessible manner as early as possible
- Clearly state any assumptions, limits or conditions underlying the claim

PRINCIPLE 5: CLAIMS SHOULD BE SUPPORTABLE BY EVIDENCE

- Substantiate claims reasonably with credible evidence
- Back claims with evidence that is valid, specific and up to date
- Any claimed ambitions or goals should be made with the intention to achieve them and are reasonably achievable

Partners can refer to the Competition & Consumer Commission Singapore's Guide on Quality-Related Claims when curating and publicising your Go Green SG activities/programmes.

MSE does not condone greenwashing. We reserve the right to decline co-branding with activities/programmes that do not align with the environmental sustainability objectives of Go Green SG.

Source: Competition and Consumer Commission Singapore – Guide on Quality-Related Claims 2025

Milestones

<u>Date</u>	<u>Milestone</u>
10 February 2026	Go Green SG 2026 Partners' Engagement
By 1H March 2026	Deadline for submission of partner's activities for Go Green SG 2026 <i>We encourage partners to submit your programmes and activities early. MSE will reach out to partners for additional information and/or clarifications by April, if needed.</i>
April 2026	Shortlisted activities will be open to media and influencers' preview.
Early May 2026	<ul style="list-style-type: none"> • Public announcement on Go Green SG 2026. • Activities on Go Green SG 2026 SG website go live. • Online registration for Go Green SG 2026 activities opens.
By mid-May 2026	Launch of Go Green SG 2026
Two weeks after last activity	Partners to submit MSE's Go Green SG partners' survey
End-June 2026	Conclusion of Go Green SG 2026



Riverside Vibes community event at Robertson Quay, featuring eco-workshops, zero-waste swaps, urban gardening, organised by Henderson-Dawson Green Action for Communities and Ismaili CIVIC

Submission of activities

We invite you to submit your activities in support of Go Green SG 2026:

- Activities for public participation: <https://go.gov.sg/gogreensg26-public-activities>
- Activities for internal stakeholders: <https://go.gov.sg/gogreensg26-internal-activities>

Queries

Please contact the Go Green SG 2026 team if you have queries:

- Kelly Ong (Kelly_ONG@mse.gov.sg)
- Venezia Lim (Venezia_LIM@mse.gov.sg)
- Stacy Ng (Stacy_NG@mse.gov.sg)

Thank you

We thank you for your interest and look forward to your active participation in Go Green SG 2026!