



NDP ECO-FRIENDLY FUN PACK 2019

POLL RESULTS

A STUDY BY

xhebit

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Title:

NDP Eco-Friendly Fun Pack Poll 2019

ABOUT xhebit

xhebit, Singapore's one-stop platform for Sustainable Event Planning is focused on helping the events industry transition to a circular events ecosystem. We provide resources & services to help event organisers make informed decisions. xhebit is developed and powered by EARTHYS Sustainability.

www.xhebit.com

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ECO-FRIENDLY FUN PACKS

NDP Fun Packs are a source of reminiscence, fun and creativity. Over the years, the Fun Packs have evolved to become an integral part of the spirit of NDP.

NDP 2018 saw the attendance of 25,000* people, and the distribution of 252,000** Fun Packs over the course of the celebrations. Fun Packs are filled with a range of items from snacks and bottled water to printed materials and plastic paraphernalia. Therefore, the amount of resources used and waste generated is significant.

This poll aims to explore how receptive Singaporeans are in receiving a more eco-friendly version of Fun Packs.

*<https://www.straitstimes.com/singapore/celebrating-a-shared-spore>

**<https://www.straitstimes.com/singapore/ndp-spectators-wishing-for-peace-stability-and-harmony-for-singapores-birthday>



METHODOLOGY

xhebit Online Platform (www.xhebit.com)

Online poll was posted on the xhebit platform and shared via the newsletter between Oct 2018 and April 2019.

Facebook

An online poll was circulated through Facebook between October 2018 and March 2019. In order to avoid any biases in data, the poll was not posted in environmental groups. Ages of respondents range from 13 to 65+ years.

The questions in both polls are the same with no variation. The results are a combination of both polls - ***a total of 516 responses****.

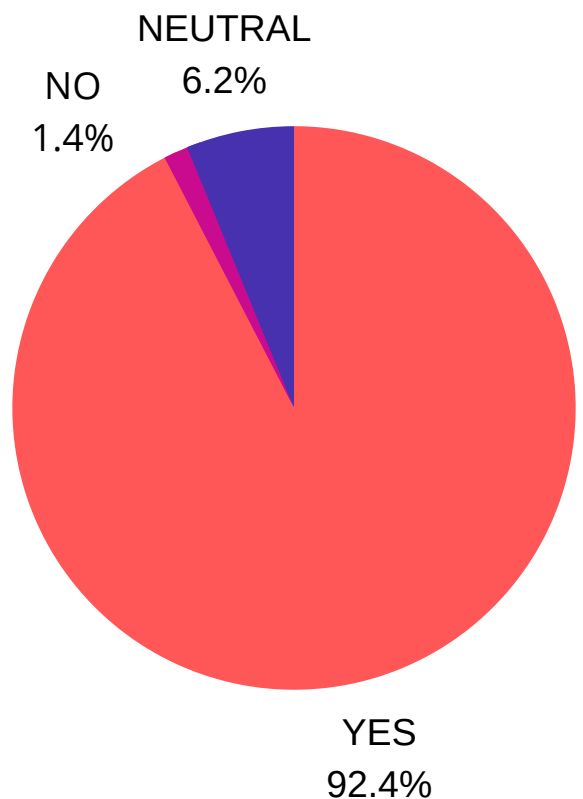
*This poll was voluntary and individuals who are not supportive of eco-friendly initiatives may have abstained from taking the poll.



WHAT DO THE POLLS SAY?

SHOULD NDP FUN PACK BE ECO-FRIENDLY?

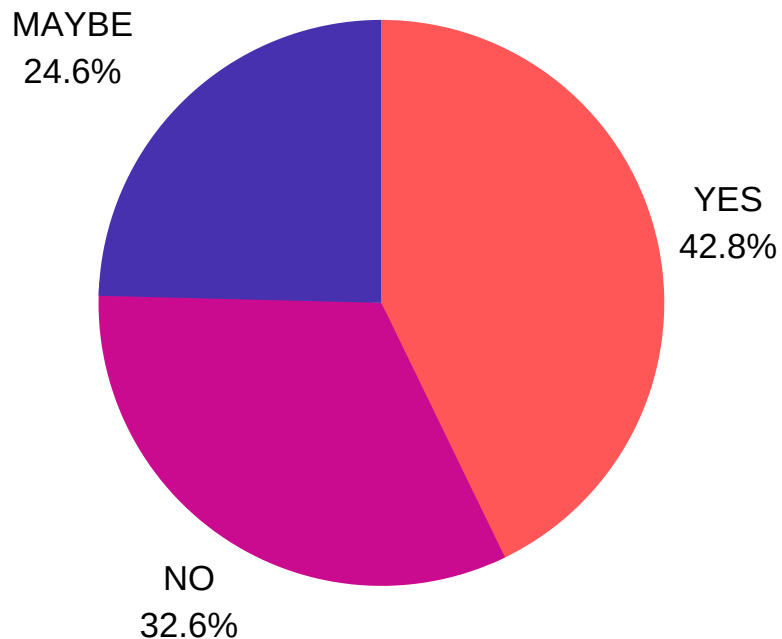
An overwhelming majority of respondents are supportive of eco-friendly Fun Packs for NDP 2019.



WHAT DO THE POLLS SAY?

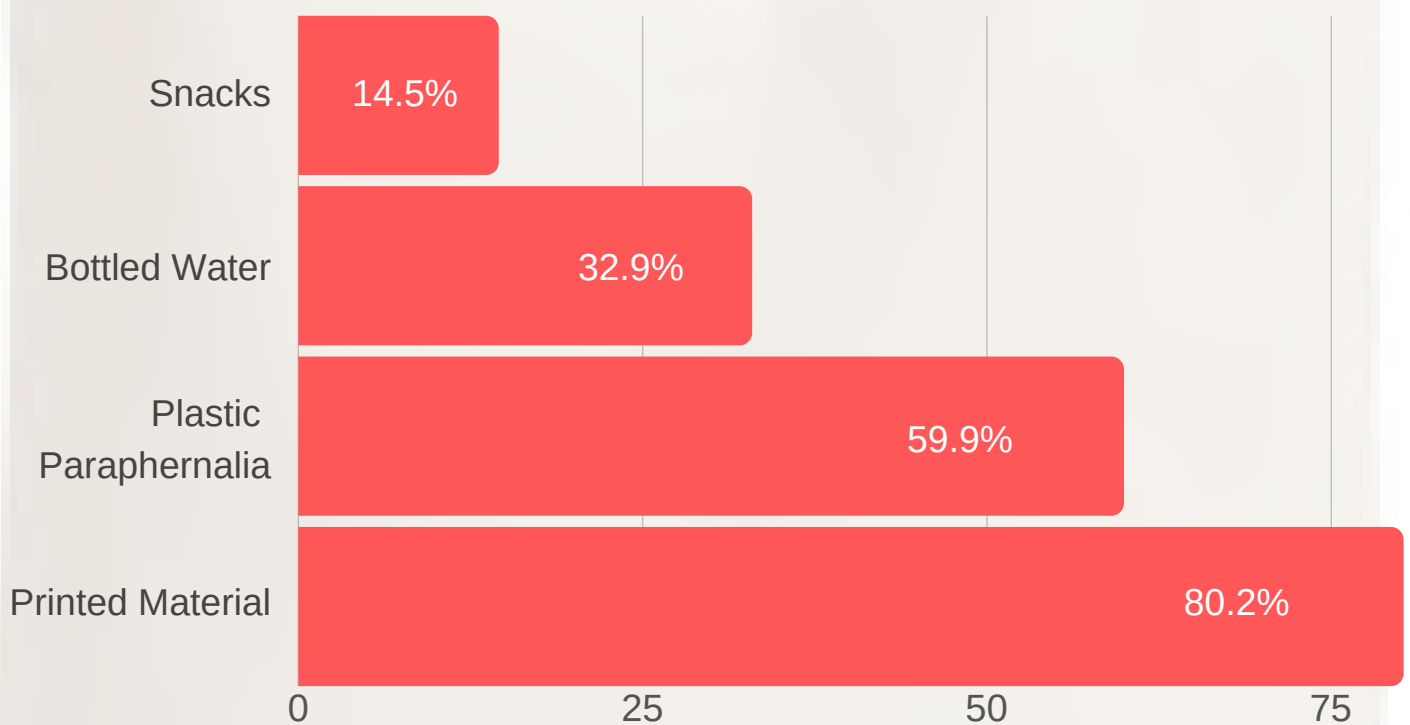
ARE YOU WILLING TO SAY NO TO RECEIVING A FUN PACK?

Over 40% of respondents are willing to forego Fun Packs, while close to a quarter are undecided.



WHAT CAN BE REMOVED FROM THE FUN PACK?

The choices provided were based largely on 2018's Fun Packs. Printed material was the top choice for removal, followed by plastic paraphernalia. 10.9% of respondents opted to remove all 4 options (Snacks, Bottled Water, Plastic paraphernalia, Printed Material).



KEY FINDINGS

1. The majority of respondents were supportive of an eco-friendly Fun Pack. This is a promising start and paves the way for the introduction of eco-friendly Fun Packs.
2. A significant find in this study is that over 40% were willing to say NO to a Fun Pack, with 24% Undecided.
3. There is a clear disinterest in printed material with more than 80% of respondents supporting the removal of it from the Fun Packs. This is a clear indication that at least one subset of items can be reduced or removed from the Fun Pack. Typically, most printed materials tend to be discarded soon after any event. If information needs to be disseminated, an event app or similar alternative can be used.
4. Plastic paraphernalia were another subset of items that were not favoured. Often, the usefulness of these items are tied to the event itself, and tend to be short-lived.

CONCLUSION

With significant resource use comes the responsibility to reduce, where possible. The many items given out in the Fun Packs will appeal to some, but not all. This gap between "some" and "all" is where the opportunity for reducing lies, without having to disrupt the entire Fun Pack experience.

NDP is a national brand. The sustainability approach and initiatives undertaken during NDP are an immense opportunity to educate the public on going green. Much of the efforts to move towards an eco-friendly or leaner Fun Pack will pave the way for various community and grassroots groups such as CCs, CDCs and schools, to adopt it with less resistance **and** have it accepted as a norm. This can be significant for zero waste, and is aligned with the Year Towards Zero Waste.

Communication is key. In making changes to an established system, it is essential to communicate clearly what is being done and *why*. The NDP Fun Pack is part of the spirit of national celebrations. If good communication and inclusiveness is adopted, it can be used to strategically propel us in the direction of sustainability at a national level.



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