



Accurate as of 21 Mar 2022

SINGAPORE WORLD WATER DAY (SWWD) 2022 PUB WATER CAMPAIGN 2022 INFO SHEET

Campaign Key Visuals

We can Make Every Drop Count

This series of campaign visuals highlight 6 simple actions people can do to use water more sustainably. In each visual, we personify every touchpoint that offers us a chance to save water by incorporating a 'smile' within it. Because when it comes to saving water, everyone benefits – from the people, to the environment down to the appliances we use.



Simply by washing your clothes on a full load, we can make every drop count

Simple actions like always doing your laundry on a full load can save up to **40** litres of water every day.



Simply by switching to water-efficient appliances, we can make every drop count

Simple actions like looking out for the Water Efficiency Label when shopping for appliances can reduce the water you use every day.



SINGAPORE WORLD WATER DAY



Learn how at MakeEveryDropCount.pub.gov.sg

	SIMPLY BY CHOOSING TO HALF-FLUSH WHENEVER POSSIBLE WE CAN MAKE EVERY DROP COUNT You'll be happy to know that simple actions like performing a half flush whenever possible can save up to 9 litres of water every day. Remember, a litre of water that is not used is a litre not consumed. The convenient way to easily monitor, reduce and control your water usage is by using our water-saving showerheads. We do this by turning off the water every drop count at MakeEveryDropCount.pub.gov.sg	<i>Simply by choosing to half-flush whenever possible, we can make every drop count</i> Simple actions like performing a half-flush whenever possible can save up to 9 litres of water every day.
	SIMPLY BY TURNING OFF THE TAP WHEN BRUSHING YOUR TEETH WE CAN MAKE EVERY DROP COUNT You'll be happy to know that simple actions like turning off the tap while brushing your teeth can save up to 23 litres of water every day. Remember, a litre of water that is not used is a litre not consumed. The convenient way to easily monitor, reduce and control your water usage is by using our water-saving showerheads. We do this by turning off the water every drop count at MakeEveryDropCount.pub.gov.sg	<i>Simply by turning off the tap when brushing your teeth, we can make every drop count</i> Simple actions like turning off the tap while brushing your teeth can save up to 23 litres of water every day.
	SIMPLY BY TURNING OFF THE SHOWER WHILE SOAPING WE CAN MAKE EVERY DROP COUNT You'll be happy to know that simple actions like turning off the shower while soaping can save up to 27 litres of water every day. Remember, a litre of water that is not used is a litre not consumed. The convenient way to easily monitor, reduce and control your water usage is by using our water-saving showerheads. We do this by turning off the water every drop count at MakeEveryDropCount.pub.gov.sg	<i>Simply by turning off the shower while soaping, we can make every drop count</i> Simple actions like turning off the shower when you're soaping can save up to 27 litres of water every day.



SINGAPORE WORLD WATER DAY



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		<i>Simply by rinsing your fruits and vegetables in a container, we can make every drop count.</i> Simple actions like rinsing fruits and vegetables in a container can save up to 33 litres of water every day.	
Hashtags/ Website	#MakeEveryDropCount #GoBlue4SG is the official hashtag for the water conservation campaign including SWWD. Learn more water-saving tips and information on Singapore World Water Day, #GoBlue4SG movement and full list of events and activities to celebrate Singapore World Water Day at MakeEveryDropCount.pub.gov.sg		
Number of Partners and partner-led events and activities	384 community partners; 513 events & activities The community and businesses continue to do their part to promote the water messages through smaller-scale ground activities and leveraging digital platforms for outreach and engagement. Please refer to Annex A for the list of notable events and activities and their details.		
GoBlue4SG Initiatives	The #GoBlue4SG movement started in 2019 to rally local community partners and businesses to 'go blue' in their own ways to show their commitment to the water cause e.g. rally employees to wear blue, specially curate/introduce blue-themed products, offer deals for customers, light up their buildings in blue. Please refer to Annex B for the list of blue deals by businesses .		
Water Wednesdays	131 schools and partners Water Wednesdays was introduced in 2021 as a new programme for schools in place of Water Rationing Exercises (WREs), whereby participating schools dedicate every Wednesday in March to conduct water-centric activities and conversations about water sustainability with their students. To date, we have 78 pre-school centres, 28 primary schools, 12 secondary schools and 1 tertiary level school on board this programme. New schools participating in Water Wednesdays this year include Appleland Montessori, Woodgrove Primary School, and Jurongville Secondary School.		



	For the first time, community partners and businesses have come on board to mark “Water Wednesdays” : Anchorvale Community Club, City Development Limited (CDL), Great World, JLL (Paya Lebar Quarter, Office Tower 2), and Sembawang Town Council are organising activities on Water Wednesdays to advocate for water sustainability.														
City Turns Blue	The #GoBlue4SG movement will culminate with the signature “City Turns Blue” event on 22 March, to commemorate World Water Day, where iconic buildings and landmarks around Singapore light up in blue from 19 to 22 Mar to symbolise their commitment towards water sustainability. The community is encouraged to share their photos of the light-ups online with the hashtags - #GoBlue4SG and #MakeEveryDropCount. This year, there are a total of 58 buildings/landmarks/bridges that will be lighting up in blue, of which 18 are newly on board: <table border="1"> <thead> <tr> <th colspan="2">City Turns Blue 2022</th></tr> </thead> <tbody> <tr> <td>Newly on Board</td><td>Capitol Singapore, Furama City Centre, Furama RiverFront, Gain City Megastore @ Sungei Kadult, ITE College (Central, East and West), Marina Bay Financial Centre (Tower 1, 2, and 3), Nanyang Academy of Fine Arts, Singapore Pavilion @ Expo 2020 Dubai, Singapore Institute of Technology, Singapore Management University, SkyHelix, Temasek Polytechnic, The Arts House, The Fullerton Hotel, The Ritz Carlton, Yue Hwa Chinese Products</td></tr> <tr> <td>Bridges</td><td>Anderson, Cavenagh, Clemenceau, Coleman, Elgin, Helix, Read Bridges</td></tr> <tr> <td>Landmarks</td><td>ArtScience Museum, Gardens by the Bay, Keppel Marina East Desalination Plant, Mount Faber, National Gallery Singapore, Resorts World Sentosa (Rooftops, Festive Walk, Universal Studios Singapore), Science Centre Singapore, Sentosa Gateway Towers, Sentosa Golf Club, Singapore Flyer, Singapore Sports Hub, Victoria Theatre and Concert Hall</td></tr> <tr> <td>Buildings</td><td>5 Science Park Drive (Shopee Building), Millenia Tower, OCBC Centre, Ocean Financial Centre, One Marina Boulevard, One Raffles Place, Republic Plaza, South Beach (Canopies), UOB Alexandra Building, UOB Shenton Way</td></tr> <tr> <td>Shopping Malls</td><td>Century Square, ION Orchard, Jurong Point, Marina Bay Sands, Marina Square, orchardgateway, Plaza Singapura, SUNTEC City (Fountain of Wealth and Rooftop), Wisma Atria</td></tr> <tr> <td>Heartlands</td><td>Nee Soon East Community Club, Our Tampines Hub</td></tr> </tbody> </table>	City Turns Blue 2022		Newly on Board	Capitol Singapore, Furama City Centre, Furama RiverFront, Gain City Megastore @ Sungei Kadult, ITE College (Central, East and West), Marina Bay Financial Centre (Tower 1, 2, and 3), Nanyang Academy of Fine Arts, Singapore Pavilion @ Expo 2020 Dubai, Singapore Institute of Technology, Singapore Management University, SkyHelix, Temasek Polytechnic, The Arts House, The Fullerton Hotel, The Ritz Carlton, Yue Hwa Chinese Products	Bridges	Anderson, Cavenagh, Clemenceau, Coleman, Elgin, Helix, Read Bridges	Landmarks	ArtScience Museum, Gardens by the Bay, Keppel Marina East Desalination Plant, Mount Faber, National Gallery Singapore, Resorts World Sentosa (Rooftops, Festive Walk, Universal Studios Singapore), Science Centre Singapore, Sentosa Gateway Towers, Sentosa Golf Club, Singapore Flyer, Singapore Sports Hub, Victoria Theatre and Concert Hall	Buildings	5 Science Park Drive (Shopee Building), Millenia Tower, OCBC Centre, Ocean Financial Centre, One Marina Boulevard, One Raffles Place, Republic Plaza, South Beach (Canopies), UOB Alexandra Building, UOB Shenton Way	Shopping Malls	Century Square, ION Orchard, Jurong Point, Marina Bay Sands, Marina Square, orchardgateway, Plaza Singapura, SUNTEC City (Fountain of Wealth and Rooftop), Wisma Atria	Heartlands	Nee Soon East Community Club, Our Tampines Hub
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Publicity Partners	The following partners sponsored outdoor media spaces to spread the water message to the larger public: 1. Capitol Singapore 2. Change Alley Mall (30 Raffles Place) 3. Frasers Tower 4. Funan DigitalLife Mall 5. Keppel Bay Towers 6. Our Tampines Hub 7. Paya Lebar Quarter Mall 8. Soil Build Group Holdings Ltd 9. Waterway Point 10. Wheelock Place 11. Wisma Atria														



	12. COURTS 13. Alexandra Technopark 14. DUO Towers 15. Great World 16. Alexandra Point 17. PSA
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Annex A: List of Notable Partner Activities, Deals and Events

No	Description
1.	16 Mar – Camelot, Singapore Children’s Society and SG Dragons Come Together to Celebrate Singapore World Water Day with a Multi-Generational Kayaking Clean Up An avid supporter of Singapore World Water Day, Camelot will be organising an ABC kayaking and clean-up experience for Singapore Children's Society, paired with our local Dragonboat group Singapore Dragons on 16 March! As part of their CSR and outreach efforts, Camelot will use this event to educate youths on the importance of water sustainability by keeping our waterways clean.
2.	1 – 31 Mar – March into Blue Delights at Great World in support of #GoBlue4SG! This March, Great World is supporting the GoBlue4SG movement by collaborating with its retailers and partners to raise awareness on water conservation. - Great World is partnering Wearnes Automotive – Jaguar Land Rover to curate an all-things-blue showcase with the Jaguar E-PACE, Jaguar XF, and Range Rover Sport. These cars are also available for test drives at Great World over weekends in March. - Photo opportunities and water saving tips will be on display for shoppers to engage and learn more about #MakeEveryDropCount and #GoBlue4SG. - As part of Water Wednesdays, shoppers dressed in blue on 2, 9, 16, 23 and 30 Mar get to redeem an additional 600 Great Rewards Points (worth \$3) and a surprise gift from PUB (limited to the first 100 redemptions per day).



	- Shoppers can also take part in a Treasure Hunt to spot 5 water saving treasure points in the mall to get 1,000 Great Rewards Points (worth \$5) (limited to first 100 redemptions). Hints will be released on Great World's Facebook and Instagram: @greatworldsingapore. - PUB's beloved mascots Water Wally and Sally will also make a special appearance at the mall to greet shoppers. Shoppers will win surprise gifts if they spot the mascots with a Great Rewards promo code and scan it into their mobile app. - Look out for good deals from retailers such as Purely, Singtel Exclusive Retailer, HoneyWorld® and Tokyu Hands as they will also be supporting with great blue deals!												
3.	1 to 31 Mar – Choa Chu Kang Public Library Organises a Green Market and more! This March, Choa Chu Kang Public Library will be organising a slew of activities for all age groups to celebrate Singapore World Water Day! From 19 to 20 Mar 2022, Green Market: World Water Day offers various interactive events and activities that you can access online and on-site at Choa Chu Kang Public Library. Connect with green groups that champion environmental cause and learn how you can play your part too! The event is supported by CapitaLand Hope Foundation and Lot One Shoppers' Mall. Sign up for Green Market activities at go.gov.sg/gmwwd. Other than the Green Market, keep a lookout for the other water-themed activities at Choa Chu Kang Public Library this March: <table border="1"> <thead> <tr> <th>Programme Title</th><th>Date & Time</th></tr> </thead> <tbody> <tr> <td>Jiggle Read and Rhyme World Water Day</td><td>5 Mar, 3pm – 3.30pm</td></tr> <tr> <td>CCKPL: Urban Farming Workshop</td><td>11 Mar, 4pm – 5pm</td></tr> <tr> <td>CCKPL: Trash to Treasure Youth Corps Singapore</td><td>12 Mar, 11am – 12.30pm</td></tr> <tr> <td>DIY Hydroponics with Automatic Water System</td><td>21 Mar, 6.30pm – 8pm</td></tr> <tr> <td>DIY Water Day Keychain</td><td>28 Mar, 6.30pm – 8pm</td></tr> </tbody> </table>	Programme Title	Date & Time	Jiggle Read and Rhyme World Water Day	5 Mar, 3pm – 3.30pm	CCKPL: Urban Farming Workshop	11 Mar, 4pm – 5pm	CCKPL: Trash to Treasure Youth Corps Singapore	12 Mar, 11am – 12.30pm	DIY Hydroponics with Automatic Water System	21 Mar, 6.30pm – 8pm	DIY Water Day Keychain	28 Mar, 6.30pm – 8pm
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4.	19 to 22 Mar – CapitaLand Group Supports City Turns Blue CapitaLand will be turning some of our properties blue in support of Singapore World Water Day 2022! As you shop at Plaza Singapura and ION Orchard, or head to work at 5 Science Park Drive, keep a look out for these buildings which will light up in blue from 19 to 22 March 2022, 7pm to 11pm! Snap a photo, tag CapitaLand at @capitaland and hashtag #GoBlue4SG on your social media channels!												



	Funan also joins in the effort to spread the water message to the larger public and the community through publicity of water conservation materials on their in-mall digital screens in the month of March. Participating buildings: Plaza Singapura, ION Orchard, Funan and 5 Science Park Drive
5.	17 to 27 Mar – ‘My Take on Water’ Photography Contest by Canon Singapore and PUB Canon Singapore is organising their highly popular photography contest for the second year running! Canon will also organise an exclusive webinar and photography outing this March to teach participants on how to capture water in action through their lenses. Follow PUB and Canon on social media to find out more!
6.	1 Mar to 30 Apr – Malaysia Dairy Industries Supports Singapore World Water Day  This March, Malaysia Dairy Industries will be organising an exciting social media contest with blue hampers (worth \$70) to be won. Simply submit a photo of yourself holding any MARIGOLD UHT Milk pack, with other blue elements (blue shirt, blue background, etc.). The most creative entries win! In April, keep a lookout at https://marigold.com.sg/ for a lucky draw where shoppers who spend \$6 on MARIGOLD UHT MILK in a single receipt will stand a chance to win a 4-stars water efficient washing machine. Together with Petrochemical Corporation of Singapore (PCS), MDI has also published a storybook for pre-schoolers to educate them on the benefits of milk and to share water saving tips. These books will be distributed to preschool centres participating in the water cause. On top of that MDI is sponsoring 400 cartons of MARIGOLD UHT MILK to schools participating in Singapore World Water Day.
7.	1 to 31 Mar – susGain Introduces In-App Game to Shine a Light on City Turns Blue  susGain has developed an in-app game to encourage participants to visit landmarks participating in the City Turns Blue initiative. All landmarks participating in City Turns Blue



	will be featured in on an interactive map. Participants may also download a walking guide to help them plan their visits. Participants can earn 500 susGain points for each landmark they visit and can start planting virtual trees on the game once they reach 1,000 points. susGain has partnered Eden Reforestation Projects to plant a Mangrove tree on Biak Island in Indonesia for every virtual tree planted. The quest will run for 4 days from 19 to 22 March. In addition, susGain is organising an app challenge throughout March where participants stand to win prizes. Keep a lookout on the susGain app to find out more! Download the susGain app on Google Play Store (Android) or App Store (iOS): Google Play Store – https://play.google.com/store/apps/details?id=com.susgain.app App Store – https://apps.apple.com/sg/app/susgain/id1509388904
8.	17 to 18 Mar – National Youth Environment Conference by Nan Hua High School Nan Hua High School organises a virtual National Youth Environment Conference (NYEC) 2022 from 17 to 18 March. Under the conference theme ‘Sustainable Living’, the NYEC will cover the following environmental topics on (a) Water, (b) Sustainable Energy and Climate Change, (c) Sustainable Transport and (d) aspects of Singapore Green Plan 2030. Youths will engage in academic discourse on how policies could help shape a sustainable future through a Model United Nations Conference simulation and form new insights.
9.	19 to 22 Mar – Singapore Pavilion @ Expo 2020 Dubai Joins City Turns Blue The Singapore Pavilion will join more than 55 landmarks back in Singapore to participate in PUB’s ‘City Turns Blue’ initiative, as part of the #GoBlue4SG movement. Visitors can expect to catch the Pavilion bathed in dazzling blue lights in support of month-long efforts back home to commemorate Singapore World Water Day. Led by the Urban Redevelopment Authority (URA), the Singapore Pavilion at Expo 2020 Dubai represents the nation’s vision of becoming a City in Nature, and its transformational journey of becoming a sustainable, resilient and liveable city of the future. Housing over 80,000 plants of more than 170 varieties, the self-sustaining Pavilion features an integrated water, greenery, and energy management system, where saline groundwater is desalinated through a reverse osmosis process powered by solar energy throughout the Pavilion. Supplemented by other water-saving elements like drip irrigation



	for plants and dry mist fans, it demonstrates how smart urban innovations can help cities manage resources – such as water – more sensitively to meet their needs.
10.	1 to 31 Mar – Better Trails Organises Series of Watery Walks to Celebrate Singapore World Water Day Better Trails is organising a series of Watery Walks and trails at Kranji and Marina Barrage in the month of March. More than 100 participants will learn the importance of clean waterways and sustainability. Participants will also be encouraged to dress in blue. Better Trails is a social enterprise that aims to promote responsible enjoyment of the outdoors through environmental education.
11.	25 Mar – Water Sermons by Majlis Ugama Islam Singapura (MUIS) MUIS is incorporating Climate Change and Water Security messages into their Friday Sermon, to encourage their followers to do their part for a water-sustainable future. The water sermons will be read across all mosques (close to 67 mosques) on 25 Mar.
12.	12, 13, 20 Mar – Water-themed Storytelling Sessions by National Library Board National Library Board (NLB) has gone digital with their storytelling sessions and will be doing three LIVE storytelling sessions (two in English and one in Tamil), with the support of ThinkTamil Academy. They will be covering the two storybooks “Bring Water to Terry” and “Saving Caleb”. Participants can log into the zoom link for the storytelling sessions.
13.	19 to 22 Mar – The Fullerton Hotel Singapore and The Fullerton Bay Hotel Singapore Supports #GoBlue4SG  The Fullerton Hotel Singapore will join other iconic landmarks across Singapore to light up in blue between 7 pm and 11 pm from 19 to 22 March. Water conservation tips will also be shared with all Fullerton team members, to encourage water sustainability and inspire employees to join in the fight against climate change. Fullerton team members at The Fullerton Hotel Singapore and The Fullerton Bay Hotel Singapore are also encouraged to dress up in blue on 22 March 2022 in a show of continued support to “Make Every Drop Count”.



14.	City Developments Limited (CDL) Participates in #GoBlue4SG and Water Wednesdays CDL has come onboard to support the #GoBlue4SG movement with the larger community by lighting Republic Plaza in blue from 19 to 22 Mar. This year, CDL is also taking part in Water Wednesdays with weekly quizzes for its staff to spread the water message within the CDL community.
15.	1 to 31 Mar – Mount Faber Leisure Group Promotes #GoBlue4SG Mount Faber Leisure Group has come onboard again this year to light up Mount Faber Peak and its newest attraction – SkyHelix Sentosa, Singapore’s highest open-air panoramic ride. In addition, four gift shops Mount Faber Leisure will be offering special blue deals, namely FUN Shop @ Beach Plaza, Singapore Cable Car Gift Shop @ Imbiah Lookout, Singapore Cable Car Gift Shop @ Mount Faber Peak and SkyHelix Sentosa Retail kiosk. Do also keep a lookout for a blue merchandise display at the Singapore Cable Car Shop @ Imbiah Lookout and FUN Shop @ Beach Plaza!
16.	Young Environmentalists Programme by The Eton Academy The Eton Academy is running a “Young Environmentalists Programme” specially for K1 – P2 students, where children will get to inquire about the environment through engaging hands-on experiments on the water cycle, and even try their hands on upcycling to give unwanted items a new lease of life. Other than acquiring knowledge about the environment, children will also hone their critical thinking and oral communication skills through this two-day camp. Children who attend the camp will also get to redeem a freebie!
17.	PacificLight Engages Employees, Schools and Communities on Water Conservation As a supporting partner of Singapore World Water Day celebration, PacificLight will be going blue with members of their power plant team decked out in a custom-designed sea blue shirt for the day. In addition, presentations showcasing their current water saving projects and past water conservation efforts will be held for staff. PacificLight will also be engaging both student and school communities to raise awareness about water conservation through presentation talks to be given by their Deputy General Manager, Mr Kwong Kok Chan. He will be presenting on the importance of water conservation from a STEM perspective and shedding further insights on its related topics to Upper Primary and Lower Secondary students.
18.	2 to 30 Mar – Water Wednesdays (Tanjong Katong Girls’ School) Tanjong Katong Girls’ School has collaborated with PUB to plan a special treasure hunt activity for visitors of the NEWater Visitor Centre on all Wednesdays in March, as well as the entire week of the March school holidays.



19.	2 to 30 Mar – Water Wednesdays (Nan Chiau High School) 1st Wed (2 Mar) – Exhibition booths with interactive activities will be set up to engage students on global and local water security. Green Champions will also share with their classes about the importance of water security in Singapore. Students will pen down their thoughts towards the scenario of having no access to clean water, and the entries will be collated into a collective journal. 2nd Wed (9 Mar) – Students will learn about virtual water and calculate their personal water footprint. An Instagram photo contest will be held where students and staff submit photos showing the ways they reduce water usage during the March holidays, via the hashtag #NCHS_ReduceWaterChallenge. 3rd Wed (23 Mar) – Staff and students will be asked to bring a blue item each, which will be used to make a collage to raise awareness on the importance of water. In support of the #GoBlue4SG Movement, a #GoBlue4SG photobooth will be set up using large standing blocks made from recycled Styrofoam. There will also be a blue dress code for the day, where students and staff will be encouraged to wear blue. 4th Wed (30 Mar) – There will be a showcase of the blue collage and collective journal. Water saving kits will be distributed and Green Champions will brief their classes on how they can use the water saving kit, while reiterating the importance of water conservation.
20.	2 to 30 Mar – Water Wednesdays (First Toa Payoh Primary School) 1st Wed (3 Mar) – Preschool and lower primary students will watch the Water Wally and Sally Turn Off the Tap dance video. Articles will be shared with upper primary students to raise awareness on the effects of climate change on water security. 2nd Wed (9 Mar) – Students will learn about the importance of water security and ways to take individual responsibility in water conservation through booth activities and games and storytelling. 3rd Wed (23 Mar) – Students will reflect on what they have learnt and pen down their thoughts/drawings on post-its. These entries will be consolidated on a large water droplet board created the by Environment Team. 4th Wed (24 Mar) - Environment monitors will create posters to be displayed around the school to encourage their peers to make changes in their daily habits to save water.
21.	2 to 30 Mar – Water Wednesdays (Appleland Montessori) 1st Wed (2 Mar) – Children will learn the various water saving tips – e.g. collecting rainwater, turning off the tap when not in use, etc. 2nd Wed (9 Mar) – Students and parents will use a take-home kit to identify ways to save water at home. Older children will make a mural of how the weather affects water storage and how to help conserve water.



	3rd Wed (23 Mar) – Water-themed celebration: children will wear blue and they will perform tasks using water saving tips, e.g. watering plants using small bottles, washing their toys in pails, cleaning tables and chairs using cloth and water, cleaning the toilet after use using a small pail and brushes. 4th Wed (30 Mar) – Activities will be documented by the school and parents through craft works, photos, videos, and displayed in classrooms as murals.
22.	2 to 30 Mar – Water Wednesdays (PCF Sparkletot Preschool @ Blk 414 Bedok Reservoir – Punggol) 1st Wed (2 Mar) – Children will participate in water cleaning exercises and water treatment to learn about water pollution. 2nd Wed (9 Mar) – Children will make a model of the water system in Singapore. Through the activity, children will gain knowledge of how we get water in Singapore and how NEWater is made. 3rd Wed (23 Mar) – Oil Spill and Clean Up Experiment: Children will read a book on Oil Spill! By Melvin Berger - They will then create an 'oil spill' and clean it up with different materials (e.g. sponge, cotton, water, soap) - Children will be shown videos about oil spills and its impact on water and animals. 4th Wed (30 Mar) – Children will make posters about water pollution and its impact to remind parents and children to conserve water and play a part to keep waterbodies clean.
23.	2 to 30 Mar – Water Wednesdays (Marymount Preschool) 1st Wed (2 Mar) – There will be storytelling and song sessions related to climate change. Children will also have the chance to record their water meter readings. 2nd Wed (9 Mar) – Children will be taught to conserve water through various activities. For example, rationing a cup of water for brushing teeth and washing their face, and using water used to wash rice, vegetables and fruits to water plants. 3rd Wed (23 Mar) – Children will make posters on the water-saving tips. Parents will be asked to take photos of their children and family members conserving water together. 4th Wed (30 Mar) – Show & Tell activity: students will share with their peers the ways they learnt to save water at home. Parents will be invited to share their reflection and key takeaway from the activities through an evaluation form.
24.	2 to 30 Mar – Water Wednesdays (Sunflower Preschool @ Clementi) 1st Wed (2 Mar) – Children will learn about climate change, why water is precious and the need to conserve water. Teachers and students will brainstorm ways to save water at home and in school. 2nd Wed (10 Mar) – The centre will hold a "Water Rationing Day", where the taps will be switched off for four hours in the morning. Each child will bring a bottle of water to school and learn to use the water they have wisely during this activity. Thereafter, teachers will



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	discuss water-saving habits with children. The children will be asked to pass on this knowledge to their family. 3rd Wed (23 Mar) – Parents and children will work together to create posters on water-saving habits. 4th Wed (30 Mar) – The posters will be displayed outside the centre for parents' viewing. Children will also be constantly reminded to inculcate good habits to save water.
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Annex B: list of blue deals to support #GoBlue4SG

1. Blue Deals and Products	
1.1	1 Mar to 20 Jun – Ariston Promotes #GoBlue4SG  Simply dress in blue to enjoy 15% Off + a U-Shaped Neck Pillow with any purchase of their water heaters.
1.2	1 to 31 Mar – Asia Square Promotes #GoBlue4SG Asia Square has gathered its retail outlets to #GoBlue4SG by offering special blue deals to raise awareness for water sustainability. Asia Square is also encouraging tenants and staff to dress in blue on 16 Mar to show support for the water cause – those who dress in blue can redeem a free drink (Authentic Tea House Ceylon Black Tea) sponsored by The Coca Cola Company. Participating Tenants:  <u>For the Love of Laundry</u> Get exclusive stain wipes for only 50 cents when you dress in blue or present a personal item in blue.  <u>Rollie Ollie</u> Enjoy Butterfly Pea Flower Lemonade at only \$2 (U.P. \$3.50) when you show up in blue!  <u>Teppei Syokudo</u> Wear blue and receive 15% off when you spend a minimum of \$20. Only ala carte menu items are applicable.  <u>The Westin Singapore – Cook & Brew</u> Quench your thirst with the 'Deep Sea Topsy' at only S\$12 nett! This refreshing blue-themed cocktail is specially concocted by Cook & Brew in celebration of the #GoBlue4SG movement!



1.3	1 to 31 Mar – Baywatch@Jen Supports Singapore World Water Day 2022  Offering a stunning panoramic degree view of Singapore's City Centre, Baywatch@Jen situated at Hotel JEN offers 15% discount on customers' total F&B bill (applicable to A La Carte items only).
1.4	1 to 31 Mar – Carlton City Hotel Introduces Blue-Themed Mocktail  Carlton City Hotel Singapore introduces a blue-themed mocktail "Saving Blues" to be sold exclusively in Carlton City Shoppe at \$10 nett. Get FREE delivery for Tanjong Pagar community within 1km radius.
1.5	1 to 31 Mar – Co+Nut+Ink Launches New Blue Drink to Commemorate Singapore World Water Day  Get your hands on Co+Nut+Ink's newly launched Blue Butterfly Pea Coconut Drink in celebration of Singapore World Water Day!
1.6	1 to 31 Mar – Compass One Promotes #GoBlue4SG Compass One has rallied its retail outlets to #GoBlue4SG by offering special blue deals in the month of March! Participating Tenants:  <u>Bossini</u> Purchase Men's & Women's REPREEVE Denim Jeans at a discounted price of \$29.90 each (U.P. \$49.90).



	<u>Estetica</u> Enjoy 15% off ést.lab SunShield Aqua SPF50*** (50ml).
	<u>Eu Yan Seng</u> Dress in blue or present any blue item to receive a consultation at only \$8! Valid for new customers, limited to one redemption per customer only.
	<u>Joyre TCMedi Spa</u> Dress in blue to get an additional 5% off! Enjoy a 45min TCM Tuina Therapy + Complimentary TCM Consultation + 15min Meridian Eye Bojin Treatment (U.P. \$200.63) at \$48 nett. Valid for new customers, limited to one redemption per customer only.
	<u>Maxi-Cash</u> Get 40% off standard chains with any purchase of brand new blue sapphire or blue topaz jewellery.
	<u>Skechers</u> Enjoy 20% off all selected blue footwear.
	<u>YISHION</u> Dress in blue and receive 20% off with a minimum purchase of 2 regular-priced items.



1.7

1 to 31 Mar – Great World Promotes #GoBlue4SG

Great World has rallied its retail outlets to offer special blue deals to support the #GoBlue4SG movement and to spread the water message!

Participating Tenants:



BreadTalk

Enjoy BreadTalk's Tropical Mango cake at \$21.80* (U.P. \$24) with any purchase.



Da Paolo Gastronomia

Get Da Paolo Gastronomia's exclusive Rose Liqueur Infused Cake at \$69.90.



HoneyWorld®

Enjoy ApiPure Raw Manuka UMF10+ 500g at 2 for only \$78 (U.P.\$210).



Only Luxury Collection

Receive up to 20% off fashion clothing.



Purely

Enjoy 20% off Purely's Refillable Liquid Range and an additional 600 Great Rewards Points (worth \$3) with minimum spending of \$20.



Singtel

Get your hands on the Celestial Blue Xiaomi 11T Pro 5G Celestial Blue (12GB + 256GB) at \$779* (U.P. \$799).



The Eton Academy

Redeem a freebie when you attend the Young Environmentalists Programme.



W Optics

Enjoy 2 boxes of eyedrops for FREE when you purchase 4 boxes of FreshKon Colors Fusion Daily Coloured Contact Lenses.



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1.8	19 Mar to 22 Apr – LiHO Brings Back ‘Li Blue’ Drink for SWWD 2022!  The specially curated Li Blue drink is a refreshing concoction of tropical credentials with green lemon and a light milky yogurt flavour. Paired with white pearls, it symbolises the unity of our people in support of #GoBlue4SG. Dress in blue or carry blue accessories (e.g. blue phone, blue spectacles, blue nails, etc) and enjoy \$1 off LiHO TEA's Li Blue drink!
1.9	4 to 31 Mar – LION Corporation (S) Pte Ltd Promotes Water-Saving Products  Enjoy up to 28% savings when you purchase 2 bottles of TOP Nanox Ultra Concentrated Liquid Detergent 450g at \$9.95 (U.P. \$13.90) or 360g at \$7.90 (U.P. \$9.90). Nanox allows you to save on water usage, as its nano-cleaning power makes it suitable for quick wash cycles. Enjoy up to 33% savings when you purchase 3 bottles of Mama Magica Ultra Concentrated Dishwashing Liquid 570ml at \$13.75 (U.P. \$20.70) or 220ml at \$6.95 (U.P. \$10.50) now!



1.10	1 Mar to 31 Dec – mc.2 Promotes #GoBlue4SG  Get free \$100 voucher with a minimum spending of \$1,000 when you shop at mc.2! To enjoy this promotion, simply wear blue and visit their showroom @ 33 Ubi Ave 3, #01-28/29, Singapore 408620.
1.11	1 to 31 Mar – Mount Faber Group Promotes #GoBlue4SG Mount Faber Group is offering special blue deals at four of its gift shops. In addition, Mount Faber is also lighting up the Mount Faber Cable Car Tower and the SkyHelix to show its commitment to water sustainability.  Enjoy 10% off with minimum spend of \$10 on regular priced in-store merchandise when you come dressed in blue. Participating outlets: FUN Shop @ Beach Plaza, Singapore Cable Car Gift Shop @ Imbiah Lookout, Singapore Cable Car Gift Shop @ Mount Faber Peak, and SkyHelix Sentosa Retail kiosk.
1.12	1 to 31 Mar – orchardgateway Supports #GoBlue4SG  Supporting the #GoBlue4SG movement once again this year, orchardgateway has rallied its retail outlets (see participating tenants below) to offer special blue deals in March to raise awareness of the water sustainability message. Shoppers can redeem a \$10 orchardgateway voucher for every \$100 spent when they come dressed in blue or show any blue item (T&Cs apply). orchardgateway is also lighting up their link bridge in blue to show their commitment to the water cause. Participating Tenants:  Actually Get 20% off ALL blue denim pants from the brand Dr.Denim @ \$95.20 (U.P.\$119).



	<u>Celmonze The Signature</u> Get Celmonze's Hydrate + Repair Skin Set at only \$499 (U.P. \$832)! The set also includes FREE 2x 2ml of Celmonze Ampoules. <u>DrSpa®</u> Enjoy any of the following DrSpa treatments at \$58: 1) NEW! Begin Anew Anti-dullness Skin Treatment (U.P. \$299) 2) Award-winning Deep Cleanse Scalp Treatment (U.P. \$188) <u>Hirocon</u> Buy 1 Get 1 Free for ALL Essilor speciality lenses (RX). <u>Kommune by 82Soho</u> Wear blue and receive a FREE drink. <u>Minerva Fine Art</u> Enjoy the Blue Series Oil Painting Workshop at only \$90 (U.P. \$100). <u>Tigress by 82Soho</u> Get 10% off your total bill when you dress in blue. <u>TS Salon</u> Get 2 bottles of Moroccan Oil Treatment at only \$108 (U.P. \$160).
1.13	1 to 31 Mar – PAUL Singapore Promotes #GoBlue4SG This March, enjoy 10% off PAUL's tarte aux myrtilles, made in France and shipped all the way to Singapore. Using native European bilberries, the slightly acidic character makes for a lovely contrast with the sweetness of the crème pâtissière. Participating outlet: Ocean Financial Centre



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1.14	1 to 31 Mar – Platinum Yoga Promotes #GoBlue4SG  Simply show up in blue to get 20% off drop-in classes and redeem free merchandise.
1.15	1 to 31 Mar – Global Art Singapore Joins #GoBlue4SG  Global Art Singapore will teach students about water conservation through art activities. In addition, centres will decorate their spaces in blue to promote #GoBlue4SG and students will be encouraged to dress in blue from 16 – 22 March.
1.16	1 Mar to 30 Apr – Sharp supports Singapore World Water Day  Sharp is offering 10% off selected washers from 1 March to 30 April 2022. Redeemable via Shopee Authorised Retailer only. Simply use the promo code Sharh2010 at checkout to enjoy the deal! While stocks last! Visit the Sharp Official Store on Shopee at https://shopee.sg/sharpsqofficial?page=0&shopCollection=133803472



1.17	7 to 31 Mar – Sheng Siong supports Singapore World Water Day  Simply spend a minimum of \$10 in a single receipt when you purchase water-related products and receive a free PUB laundry basket to help you wash clothes on a full load! Examples of products include washing detergent, toothpaste, soap or shampoo. While stocks last!
1.18	1 to 31 Mar – Suntec City Promotes #GoBlue4SG Apart from lighting up in blue to show its commitment to the water cause, Suntec City has rallied 9 retail outlets to offer special blue deals and encourage shoppers to #GoBlue4SG! List of Participating Tenants: Cross & Sheaffer Enjoy 15% discount off any purchase of Cross & Sheaffer's Writing Instruments (regular priced). Eu Yan Sang Get 20% Off Eu Yan Sang Superior Bird's Nest with Reduced Sugar 6s (U.P. \$50.90 each). Hair Plus Korean Salon 20% off Moisture Essence Treatment. Infinity Medispa Enjoy a Blue LED Light + PHA Medi Peel Treatment at only \$69 nett (60-min, U.P. \$410). Promotional period: 1 Mar – 31 May.



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	   Spa Infinity Get 50% Off Anti Blue-ray Eye Bojin Therapy at \$51.36 nett (60-min, U.P. \$102.72). Promotional period: 1 Mar – 31 May. The Dressing Salon Purchase any blue-coloured merchandise from G2000 or Cath Kidston at The Dressing Salon and receive an additional 10% off. Promotional period: 21 – 27 Mar. ToTT Enjoy 30% off at ToTT when you purchase a Blue Lava Cast Iron Oval Casserole (25cm, 3.3L).
1.19	16 to 31 Mar – Swensen's Promotes #GoBlue4SG  From 16 to 31 Mar, customers who show up in blue will enjoy 20% off Swensen's Outrageous Sundaes.
1.20	20 to 22 Mar – Swissôtel Offers Special Blue Treats in Support of #GoBlue4SG  Come dressed in blue and enjoy a complimentary River Ripple mocktail when you dine with Swissôtel Merchant Court, Singapore. What's more, bring home a sweet treat, the Sapphire Gâteau, specially curated to celebrate Singapore World Water Day 2022. River Ripple Mocktail: lychee, pineapple, blue curaçao and refreshing fresh mint Sapphire Gâteau: gula melaka gâteau, caramelised jackfruit, coconut sablé breton and blue pea glazed



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1.21	1 to 31 March – Ya Kun Kaya Toast Promotes #GoBlue4SG  Visit any Ya Kun Kaya Toast outlet and redeem a cup of hot coffee/tea (regular-sized) on Ya Kun Cherish App for only 200 points! (Usual 290 points). Also, stand a chance to win PUB laundry baskets by participating in a contest on Ya Kun Kaya Toast's Facebook page.
1.22	1 to 31 March – All Smiles Dental Care Puts A Smile to Customers in Blue!  Simply show up in blue attire to enjoy routine scaling and polishing for just \$89! Call All Smiles Dental Care at 6513 9128 and enquire about “GoBlue4SG” when making an appointment. Terms and conditions apply. Available at Rochor and Punggol (Oasis Terrace) outlets.
1.23	1 to 31 March – CMA Math & Arithmetic Academy Joins #GoBlue4SG  Visit CMA Math & Arithmetic Academy this March at Canberra Plaza in blue clothing and get to walk away with a Free Trial Voucher! (Limited to 100 redemptions, for children 3 years and above). Newly enrolled students can also get a lovely CMA mascot when dressed in blue. Other terms and conditions apply.



1.24	1 to 31 March – Tampines Central Community Complex Comes on Board #GoBlue4SG! Tampines Central Community Complex brings the #GoBlue4SG Movement to the heartlands this March! Check out the exciting deals by participating tenants below: <u>Kelong Culture</u> In support of the #GoBlue4SG movement, simply wear anything blue and receive 10% off your Kelong Culture bill with a minimum spending of \$20! <u>Muse Arts</u> Muse Arts joins the #GoBlue4SG Movement! ♥ Get 4 sessions of their Creative Rhythm & Movement programme at only \$120 (U.P. \$132-\$152). Receive a free gift when you show dressed up in blue as well, while stocks last!
1.25	1 to 31 March – Northshore Plaza 1 Goes Blue to Celebrate Singapore World Water Day Northshore Plaza 1 has come onboard the #GoBlue4SG Movement for the first time! Check out the list of blue deals offered by participating tenants: <u>Kerluxe Hair Studio</u> Enjoy 10% off at Kerluxe Hair Studio at Northshore Plaza 1 when you dye your hair blue (or have blue products added to your hair) this March! Valid for hair-colouring services only, not limited to the quantity of hair-colouring series. <u>Celmonze The Signature</u> Get Celmonze's Hydrate + Repair Skin Set at only \$499 (U.P. \$832)! The set also includes FREE 2x 2ml of Celmonze Ampoules.



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1.26	1 to 31 March – S-Pearl Tea Joins #GoBlue4SG!  WEAR BLUE AND ENJOY **\$0.50 OFF! #GoBlue4SG (Be it a blue speculates, mask or even a blue hair clip) Wear BLUE (clothing, mask, hair clip etc.) and enjoy \$0.50 off S-Pearl Tea's Premium Series (except for Ice-Blended and Coconut Series) in March. Not to be used in conjunction with any other promotions.
1.27	21 – 27 March – Aqua Fitness Celebrates Singapore World Water Day  Enjoy 20% off storewide when you shop online at Aqua Fitness as they celebrate water! Receive another \$20 off with minimum purchase of \$100.
1.28	22 – 25 March – TYR Singapore Celebrates Singapore World Water Day  TYR is offering online customers the chance to redeem a \$30 TYR Shopee or Lazada voucher when they spend a minimum of \$100! Simply check out with the voucher code [TYROWWDAY] to redeem at Shopee or claim your Lazada voucher here: https://qr.page/q/1UDHX1QIIPz Limited to 300 redemptions only, hurry while stocks last!



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1.29

Water-Saving Promotions by Major Electronics Retailers



Best Denki

In celebration of SWWD, Best Denki is back again to offer more savings on water efficient washers from 4 to 31 March 2022 at all its 13 retail outlets.

Get to redeem a free PUB laundry basket with purchase of any 4 ticks washing machines this March!



COURTS

Enjoy additional cash rebates and receive limited edition gifts when you purchase water-efficient washing machines from COURTS from 1 to 31 Mar! (For selected participating washing machines only)



Gain City

From 1 to 31 Mar, enjoy \$80 off with purchase of 4-Tick washers or \$40 off with purchase of 3-Tick washers. Get to redeem FREE ar FÜM Laundry Capsules (16pcs) with any purchase of washers with water efficiency ratings of 3-Ticks and above.



Harvey Norman

Receive a FREE Harvey Norman voucher with every purchase of selected water-efficient washers cum dryers (3 to 4 ticks) at Harvey Norman from 1 to 31 Mar.



1.30	1 – 31 March – Audio House offers free \$20 eCashback! AUDIO HOUSE Low Price Champion For 30+ Years  Redeem FREE \$20 eCashback before any purchase! Audio House has been the low-price champion in the home electronics industry for over 30 years in Singapore. They are selling over 3,000 home appliances such as washers, vacuum cleaner, water heater, small appliances, etc. Their online platform, Audiohouse.com.sg, is also selling toys, home living items, groceries and more! Read more about the promotion, including terms and conditions at www.audiohouse.com.sg
2.Blue Logos, Spaces and Attire	
2.1	PSA Singapore Goes Blue PSA Singapore is turning the corporate logo on its website blue in the week of 21 - 27 Mar to raise awareness of the #GoBlue4SG movement. A photo contest will also be organised to encourage staff to wear blue. In addition, PSA Singapore will also be bringing beneficiaries from The Haven, one of their community partners, on a learning journey to Sustainable Singapore Gallery. The Haven is a residential home that cares for children and youths who are do not receive care from their own families.
2.2	Raffles Quay Asset Management Pte Ltd Supports Singapore World Water Day Raffles Quay Asset Management shows their support in larger ways by reaching out to the community via BayGreen to champion water sustainability. BayGreen will run a physical awareness campaign through their Community Space crate display. They will also engage participants digitally through online games and videos to spread the importance of using water wisely. Tenants and employees will also be encouraged to wear blue-themed attire on 22 March to celebrate water!
2.3	The Coca-Cola Company Promotes #GoBlue4SG The Coca-Cola Company is sponsoring cartons of Authentic Tea House Ceylon Black Tea to rally corporates to #GoBlue4SG. Tenants and employees of participating office



	buildings can redeem a canned drink courtesy of Coca-Cola when they dress in blue in March. Participating buildings (to-date) include: • 51 Cuppage Road • 78 Shenton Way • Alexandra Point • Alexandra Technopark • Asia Square
2.4	The Social Space Advocates for Water Sustainability  The Social Space is on board Singapore World Water Day for the first time to advocate a socially-conscious and eco-friendly lifestyle. Besides hosting quizzes on Instagram and Facebook, The Social Space will be donating \$1 to Waterways Watch Society for every cup of coffee sold at its outlets. Staff will also dress in blue on 22 March to #GoBlue4SG. Check out their blue retail displays at the Kreta Ayer and Marina One outlets, featuring water-free products and The Social Space's very own water conservation efforts!
2.5	HomeTeamNS Promotes #GoBlue4SG  HomeTeamNS has come onboard once again to promote the #GoBlue4SG Movement. HomeTeam NS clubhouses at Khatib (12 – 20 Mar) and JOM-Balestier (weekends from 9 Mar onwards) will be giving out freebies to guests who dress in blue. Water Wally and Sally will also make special appearances at the following club houses: Tampines (19 Mar), Khatib (12 – 13 Mar), Bukit Batok (20 Mar), JOM-Balestier (26 Mar). Guests dressed in blue can also take a picture with Water Wally or Sally and tag @HomeTeamNS on their photos to redeem a free gift.



3. Other Blue Initiatives

3.1	Mandai Wildlife Goes Blue for Water Conservation Mandai Wildlife Group, which operates Singapore's four wildlife parks, celebrates Singapore World Water Day with a month-long internal communications campaign in March. Through a series of initiatives from a water conservation-themed treasure hunt in their wildlife parks to talks and a blue-themed staff lunch, employees and volunteers will learn about the actions they can take to save water and get their friends and family to play a part too.
3.2	ESSO Reminds Motorists and Drivers to be Water-Wise Over 60 ESSO stations in Singapore will be distributing "Make Every Drop Count" car decals this March to motorists to remind them to be water-wise. All the service stations are open 24/7 and feature convenience stores that are managed in co-operation with NTUC FairPrice, either under a Cheers or FairPrice Xpress brand. ExxonMobil Asia Pacific Pte Ltd is the Singapore affiliate of ExxonMobil and has a network of service stations under the Esso brand. They contribute to community programmes supporting the environment.
3.3	Inter-University Environmental Coalition (IUEC) Organises Beach Clean-Ups Helmed by NTU Earthlink (the student green body of Nanyang Technological University), the Inter-University Environmental Coalition is made up of various tertiary groups passionate about the environment and sustainability. IUEC will be organising a series of beach clean-ups this March, to highlight to participants the importance of keeping our waterways clean in ensuring a sustainable supply of water.
3.4	"Well of Knowledge" by Science Centre Singapore From 12 - 20 March, Science Centre Singapore (SCS) will have an activity pop-up booth "Well of Knowledge" for visitors to learn more about Singapore's water supply through interactive elements. In addition, the upcoming Singapore Science and Engineering Fair (SSEF) co-hosted by SCS and MOE will feature PUB on the expert panel giving a talk as to how Singapore taps onto green energy and our steps towards environmental sustainability on 9 March. Interested parties may sign up via the form here: http://go.gov.sg/ssef22fringeactivities
3.5	Shimizu Corporation Educates Staff and Workers on Water Conservation Shimizu Corporation is organising a series of tours for their staff (over 2,000 strong workforce) to Marina Barrage's Sustainable Singapore Gallery from March 2022.
