

PMHAZE

Annual Report 2019

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President's Message

Dear Friends,

By all accounts, 2019 was expected to be a difficult year for us. There was a general decline in interest after 2 consecutive years without the haze and our organisation was in the midst of a change in leadership. In spite of this, it is with great pleasure that I report that PM Haze has seen the most growth in our capabilities since the 2015 haze. Significant groundwork was established in Sungai Tohor, our local and regional outreach has expanded and we have garnered greater interest from businesses in the haze issue.

Through the efforts of the locals and Azhari, our Community Development Manager, great strides have been made following the successful implementation of PM Haze's peatland rehabilitation programme in Sungai Tohor. On top of the immediate benefits to the village community, we have also increased the confidence of our stakeholders in our approach on haze prevention. With an ongoing programme to showcase our work, we were able to better engage audiences in Singapore, from businesses to educational institutions, enabling PM.Haze to broaden our network and connect with a wider group of people.

During the haze episode in September, there was a huge surge in interest reporting from media outlets in the region. It brought about much needed awareness and also allowed PM Haze to stand out as one of the few organisations in Singapore that are still actively working on the issue. Our experiences and interactions during this period also gave us a much needed insight into our future in Indonesia. Going forward, engagement and support from Indonesian officials and organisations will become increasingly important as we continue to expand our work there.

PM Haze was also able to capture audiences through various means, such as experiential trips, conferences, roadshows and partnerships, allowing us to engage across a broad spectrum of interest levels and maximise our outreach. As such, the development of these avenues remain as the most crucial step in our conversion of passive audiences into active participants.

As always, a consistent hallmark of our Executive Directors is their ability to persevere against all odds and break new ground. My special thanks to Benjamin for taking up the role and leading us into a new chapter of our organisation. The progress that PM Haze made in 2019 would not have been possible without his hard work and commitment.



With a pandemic and global recession on the horizon, 2020 looks to be another challenging year ahead as climate change issues will likely take a backseat. It is also clear that there is still much to be done before a haze-free ASEAN can be achieved. Even so, I am confident that PM Haze with the support from our staff, members and funders will be able to navigate these uncharted waters and continue our necessary work.

Through these trying times, shall we emerge stronger.

Yours sincerely,
Low Ying Hui
President, PM Haze



PM Haze's Vision and Mission

Vision: We envision a world where everyone feels responsible for the clean air we all enjoy

Mission: We empower people with the values, knowledge and means to drive a movement to stop haze.

About PM Haze

PM Haze is a not-for-profit society registered in Singapore with charity status.

Unique Entity Number (UEN): T16SS0125L

Registered address: 8 Kitchener Link, #19-15, Singapore 207226

Governing Board

Name	Designation	Date of Appointment
Low Ying Hui	President	23 March 2019
Low Ching Chieh	Treasurer	23 March 2019
Yang Yang	Secretary	23 March 2019
Zhang Wen	Director at Large	23 March 2019

Governing Board Meetings

S/N	Meeting Date	Attendance
1	11 January 2019	Low Ying Hui, Low Ching Chieh, Yang Yang, Zhang Wen, Benjamin Tay (Absent)
2	14 February 2019	Low Ying Hui, Low Ching Chieh, Yang Yang, Zhang Wen, Benjamin Tay, Pey Peixun (Outreach Manager)
3	24 February 2019	Low Ying Hui, Low Ching Chieh (Absent), Yang Yang, Zhang Wen, Benjamin Tay
4	8 March 2019	Low Ying Hui, Low Ching Chieh (Absent), Yang Yang, Zhang Wen, Benjamin Tay
5	1 April 2019	Low Ying Hui, Low Ching Chieh (Absent), Yang Yang, Zhang Wen (Absent), Benjamin Tay
6	30 April 2019	Low Ying Hui, Low Ching Chieh (Absent), Yang Yang, Zhang Wen (Absent), Benjamin Tay

7	9 May 2019	Low Ying Hui, Low Ching Chieh, Yang Yang, Zhang Wen, Benjamin Tay
8	27 June 2019	Low Ying Hui, Low Ching Chieh (Absent), Yang Yang, Zhang Wen (Absent), Benjamin Tay
9	11 July 2019	Low Ying Hui, Low Ching Chieh (Absent), Yang Yang, Zhang Wen, Benjamin Tay
10	7 August 2019	Low Ying Hui, Low Ching Chieh (Absent), Yang Yang, Zhang Wen, Benjamin Tay
11	29 August 2019	Low Ying Hui, Low Ching Chieh, Yang Yang, Zhang Wen (Absent), Benjamin Tay
12	17 September 2019	Low Ying Hui, Low Ching Chieh (Absent), Yang Yang, Zhang Wen , Benjamin Tay, Yukie Yokoyama
13	11 October 2019	Low Ying Hui, Low Ching Chieh (Absent), Yang Yang, Zhang Wen , Benjamin Tay
14	19 November 2019	Low Ying Hui, Low Ching Chieh (Absent), Yang Yang, Zhang Wen (Absent), Benjamin Tay
15	8 December 2019	Low Ying Hui, Low Ching Chieh, Yang Yang, Zhang Wen, Benjamin Tay

Roles and Responsibilities

President

- Chair all General, Governing Board and Advisory Council meetings
- Represent the Society in its dealings with external parties
- Ensure the execution of all resolutions of the General Meetings
- Develop effective and purposeful partnerships for fundraising and advocacy initiatives
- Implement good governance structures and planning strategic direction for the society

Vice President

- Assist the President and deputise for him in his absence
- Talent acquisition and retention for staff members
- Manage communication channels to for volunteer engagement activities
- Implement good governance structures and giving strategic direction for the society

Secretary

- Keep all records, except financial, of the Society and shall be responsible for their correctness
- Keep minutes of all General, Governing Board and Advisory Council meetings



- Keep an up-to-date Register of Members at all times

Treasurer

- Keep all funds and collect and disburse all moneys on behalf of the Society, in accordance with the Governing Board's directions
- Keep an account of all monetary transactions by the Society and be responsible for their correctness
- Ensure all returns and documents pertaining to the accounts and taxation are duly prepared for submission as required by law and within the time prescribed
- Ensure that policies and procedures laid out in the Society's Finance Code of Practice are adhered to

Honorary Auditors

Name	Designation
Ms. Tessa Thai	Honorary Auditor
Mr. Charles Lee	Honorary Auditor

Roles and Responsibilities:

- Must be a member of the charity
- Will be required to audit each year's accounts before it is presented during the AGM



Objectives

People's Movement to Stop Haze, known as PM Haze, is a charity focused on outreach, research and advocacy on the transboundary haze crisis. Our mission is to drive a movement to stop the haze by empowering the community with the knowledge, means and values.

Steering consumption patterns towards sustainable palm oil and paper, as well as assisting Indonesian and Malaysian farmers to create a sustainable livelihood are the two main ways we empower our community.

Policies

Funding Sources

PM Haze is financially supported by the Singapore Institute of International Affairs and donations from private individuals.

Memberships

We operate a by-invitation-only membership structure where we involve people from Singapore that are passionate about solving the transboundary haze and can contribute their capacities and capabilities towards our cause.

PM Haze's activities are open to public participation. Talks, workshops, and community events are also conducted for the public for the purpose of raising awareness and advocacy on the root causes of transboundary haze.



2019 Year in Review

Staffing

As of 31 December 2019, there was one person under a full-time contract who managed outreach and engagement for the Society. We also have a Research Associate (Part-time) and a Community Development Manager, both assisting in the implementation of our Peatland Restoration Programme. Our volunteer board comprised of 4 members who took care of both governance duties as well as actively carried out duties with regards to the Society's programmes and activities. In addition, we engaged volunteer advocates and skill-based volunteers to help in the implementation of both our outreach and peatland related programmes.

This year, we had the opportunity to have Mr Benjamin Tay onboard as executive director to manage both our local and overseas transboundary haze prevention programmes. Benjamin has been with PM Haze since 2015 and was our first elected President since we were registered as a charity in Singapore. He helped develop partnerships with key stakeholders as well as develop new fundraising opportunities to grow the programmes of the society. We are currently working closely with Azhari Ahmad, our Community Development Manager, and Yukie Yokoyama, our Research Associate (part-time), who were both instrumental in developing our peatland restoration programme and research and monitoring framework respectively. This enabled us to further support the peatland restoration work by Ekonomi Kreatif Andalan (EKA) in Sungai Tohor Village, Tebing Tinggi, Riau.

We would also like to recognise the contributions of key staff members who were with us in our journey. In 2018, we had the pleasure of having Pey Peixun and Nor Lastrina Hamid onboard to manage outreach/ engagement and ground projects respectively. We could not have achieved all this without the hard work and efforts put in by all previous staff members of PM Haze, that laid the ground work for the development of both our local and overseas haze prevention programmes. We look forward to further opportunities to work with diverse individuals to advocate against transboundary haze.



Highlights

Transboundary Haze Prevention

Looking back on our goals and plans for 2019, we achieved our goal of increased collaboration with sustainable businesses in the region as well as continuing to raise awareness on the solutions to transboundary haze. We hope that we can continue to deep dive into the issue in 2020 through our outreach and engagement programme that will increase awareness and provide viable pathways of actions for residents of Singapore.

Our outreach strategy includes:

- Generating content for online and media platforms;
- Organising talks, workshops, and events with targeted communities;
- Building partnerships with progressive businesses and make them advocates for haze-free practices

To build a strong civic-business ecosystem for haze-free consumption that also encourage responsible business practices, PM Haze is a member of the Roundtable on Sustainable Palm Oil (RSPO), associate member of the Southeast Asia Alliance for Sustainable Palm Oil (SASPO), and the Fire Free Alliance (FFA). These are all multi stakeholder platforms that include people, public and private sector organisations.

1. Fully developed PEEP Air Hitam where we brought Singapore-based participants to the Air Hitam Peat Swamp forest educating them on the need to protect our peatlands.



2. In 2019, we co-organised the world's first Asian Youths for Sustainable Palm Oil Summit in Bangkok.



3. PM.Haze has also made significant progress in co-developing a campaign in 2020 to increase awareness of the benefits of sustainable palm oil to prevent transboundary haze in Singapore. This campaign will include collaboration with key stakeholders in the sustainable palm oil supply chain to provide technical assistance and linking other like-minded businesses through our campaign.
4. Taking stock of some of the positive outcomes since our inaugural campaign with World Wildlife Fund (WWF) Singapore and the Singapore Institute of International Affairs (SIIA), there has been an increase in awareness on sustainable palm oil, shown by the increased availability of certified sustainable palm oil products in supermarkets. At the moment, we have 6 palm oil-based retail cooking oil brands that are certified sustainable in Singapore from just 1 in 2016. As of 2019, 10 F&B brands, including one hotel, which house about 200 outlets in Singapore serve food cooked with certified sustainable palm oil, an increase from only 2 outlets in 2015.
5. Increased our engagement with tertiary campuses. In collaboration with a student led organisation NUS SAVE (Students Against Violation of the Earth) and the NUS management team (Office of Campus Amenities), we launched our NUS goes haze free programme, with the intention of transforming campus eateries to use sustainable palm oil through both business engagement strategies as well as working with the university to implement sustainable procurement policies when dealing with their vendors.



6. PM Haze also coordinated a mask donation drive in collaboration with Indonesian NGOs, Jikalauhari and Ekonomi Kreatif Andalan (EKA), where we fundraised for 5000 masks that were donated to communities in Pekanbaru, and Tebing Tinggi in Riau Province, who were severely affected by haze pollution.





7. We successfully engaged with both public and people sector organisations in Indonesia, with the common goal of preventing transboundary haze in our region. We continued to support our Indonesian counterparts when they suffered from haze pollution. Working directly with regional governments (Sungai Tohor Village Government and Tebing Tinggi District Government) and an Indonesian village organised NGO (Ekonomi Kreatif Andalan), we empower the Sungai Tohor village community to implement peatland restoration efforts.

Programmes and Activities

Talks and Workshops

In 2019, we co-organised the world's first Asian Youths for Sustainable Palm Oil Summit in Bangkok. Together with the Roundtable on Sustainable Palm Oil (RSPO), the leading global industry association for sustainable palm oil businesses and GIZ (Gesellschaft für Internationale Zusammenarbeit) Thailand, we brought together 50 youth advocates from 5 Asian countries, including 9 advocates from Singapore to explore opportunities to increase the adoption of sustainable palm oil in our region. Delegates from PM Haze's local youth advocacy programme conducted workshops and ideation sessions to educate youths from other regions on how to ask businesses to switch to sustainable palm oil.



Calendar of Events

Date	Event Name	Organisation	Delivered by	Attendance
4Q 2019				
23-Nov-2019	Festival of Ideas (Air Quality Panel)	Lee Kuan Yew School of Public Policy, National University of Singapore	Ben	60
12-Dec-2019	Multi-Sector Collaboration for Social Impact in Global Cities	Lien Centre for Social Innovation, Singapore Management University	Ben	30
8-Jan-2020	Supply Chain Workshop for NUS students	NUS Students Against Violation of the Earth (SAVE), Yale-NUS Data Science Club, Seeds of Good	Ben	6
3Q 2019				
20-Sep-2019	WeWork Talk	WeWork	Wen	20
30-Sep-2019	Haze Talk	American Association of Singapore	Ben	10

2-Oct-2019	Haze Conversation	Singapore Sustainability Academy	Ben	27
8-Oct-2019	Assembly Talk	Horizon Primary School	Ben	1500
11-Oct-2019	Forum on THPA	NUS Environmental Law Students Association - PM Haze	Wen	50
18-Oct-2019	Talk at SOTA	School of the Arts SIngapore	Ben	25
31-Oct-2019	Lunchtime talk	ThoughtWorks	Ben	20
3-Nov-2019	Yale-NUS Datathon	Yale-NUS	Ben	50
3-Nov-2019	Asian Youths for Sustainable Palm Oil Summit	PM Haze, RSPO, GIZ Thailand	Ben	70
8-Nov-2019	Talk at Blackpeak	Blackpeak	Ben	5

2Q 2019

28-Jun-2019	Talk at The Common Ground	The Common Ground Anniversary Event	Ben	20
20-Jul-2019	Public Talk at Eco Festival @ City Square Mall	Bread Without Bags Fair	Ben	50
15-Aug-2019	Peatland Restoration Talk	NUS RidgeView Residential College	Ben	19

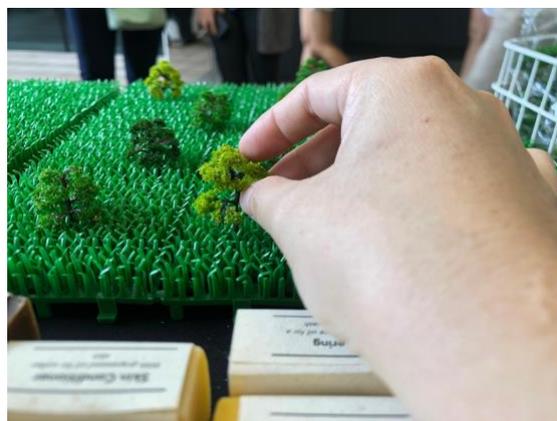
1Q 2019

2-Mar-2019	Talk at Chili Padi Academy	Yale-NUS	Ben	30
8-Mar-2019	Lunchtime talk	Yale-NUS	Ben	10
14-Mar-2019	Groundup Connexion	National Volunteer and Philanthropy Centre	Ben	30
15-Mar-2019	Sharing with SST student leaders	School of Science & Technology	Ben	40
19-Mar-2019	Talk at Tanglin Trust Symposium	Tanglin Trust School	Ben	150
2-Apr-2019	Air Quality Panel, Faculty of Science	NUS	Ben	30
2-Apr-2019	Transboundary Environmental Commons in Southeast Asia Reading Group	Asia Research Institute, NUS	Ben	8
15-Apr-2019	Talk at Tembusu College	Tembusu College, NUS	Ben	9
1-May-2019	Action for Sustainability	TheatreWorks	Ben	50



Roadshow Booths

We increased our roadshow activities this year. Setting up booths at roadshows throughout the year allowed us to engage new audiences in different spaces. A total of 11 roadshows was carried out.



Calendar of Events

Date	Event Name	Organisation	Delivered by	Attendance
4Q 2019				
11-Oct-2019	Forum on THPA Roadshow	NUS - PM Haze	Ben	50
2-Nov-2019	Conscious Festival	Green is the New Black	Ben, Chevon, 3 volunteers	200
3-Nov-2019	Asian Youths for Sustainable Palm Oil Summit	PM Haze, RSPO, GIZ Thailand	Ben, 8 advocates	70
7-Nov-2019	AirBnB roadshow	AirBnB	Ben, Chevon	50
12-Dec-2019	PM Haze Film Screening Roadshow	NTU	Ben	20
3Q 2019				
20-Sep-2019	WeWork Roadshow	WeWork	Wen	50
21-Sep-2019	Climate Rally	Climate Rally	Ben	2000
2Q 2019				
24-26-June 2019	Booth at Plaza Singapura	EarthFest	Ben	3000
1Q 2019				
20-Jan-2019	EarthFest	Earthfest	Volunteers	1000
29/ 30-Jan-2019	NUS Eco Festival	NUS	Volunteers	100
20-Mar-2019	Booth at Tanglin Trust Symposium	Tanglin Trust School	Ben	150
19/ 20-Mar-2019	Booth at NTU	NTU	Tessa, Nina, Ben	200

Community Events

This year we fully developed PEEP Air Hitam where we brought Singapore-based participants to the Air Hitam Peat Swamp forest educating them on the need to protect our peatlands. The objectives are for participants to (a) understand the landscape of sustainable peatland management and conservation; (b) directly impact peatland conservation (through the planting of native peat swamp forest trees), and (c) appreciate the livelihood challenges of rural communities. Our trip is in collaboration with government (Johor State Forestry Department, County Government of Air Hitam, and Forest Research Institute of Malaysia), an established non-government organisation (Muslim Aid Malaysia), and most importantly, the community we serve. We ran a trip for the National University of Singapore as well as our volunteers in 2019.



Calendar of Events

Date	Event Name	Organisation
19-Jan-2019	BunkerBunker x PM Haze	PM Haze/ BunkerBunker
28/ 29-Mar-2019	PEEP Air Hitam 2019	Muslim Aid/ Mukim Air Hitam/ PM Haze
16/18-Aug-2019	PEEP Air Hitam 2019 2	Muslim Aid/ Mukim Air Hitam/ PM Haze/ NUS Ridge View Residential College

Regional Outreach

In 2019, we co-organised the world's first Asian Youths for Sustainable Palm Oil Summit in Bangkok. Together with the Roundtable on Sustainable Palm Oil (RSPO), the leading global industry association for sustainable palm oil businesses and GIZ Thailand, we brought together 50 youth advocates from 5 Asian countries, including 9 advocates from Singapore to explore opportunities to increase the adoption of sustainable palm oil in our region. Delegates from PM Haze's local youth advocacy programme conducted workshops and ideation sessions to educate youths from other regions on how to ask businesses to switch to sustainable palm oil.

We were also approached by the Singapore Management University to co-host a group of Korean delegates from government and organisations involved in the social sector to co-create ideas for transboundary air pollution prevention.



Review of activities

Our Outreach strategy for 2019 focused on raising awareness on haze and its origins as well as its link to the forestry sector, through talks, roadshows, community events and social media.

We further developed our People's Expedition to Experience Peatlands (PEEP) programme to provide a platform for collaboration in the 3P sectors and most importantly impact the communities who live in peatland areas and the ecology of peatland areas. Our PEEP programme benefits participants, the community and also PM Haze as a fundraising tool. We also increased partnerships with other organisations to leverage on each other's spheres of influence. Through the events we attended, we have observed that there is a general awareness about haze and palm oil issues, but the link between them is not well known. Furthermore, the call to action for the consumer is not well-known, with many consumers believing that boycotting is the right way, without knowing that there is a sustainable alternative.



Media Exposure (Digital and Traditional)

Review

Social media reach and engaged users for all activities	197,498/ 15,312
Facebook reach and engaged users	155,142/ 13,871
Instagram reach and engaged users	42,356/ 1,441

In 2019, we forged a partnership with local marketing agency, Patata-ta-ta to improve our social media presence. Our Instagram page accounted for approximately 25% of our social media engagement in 2019-2020 and we will continue to grow our audience with the appropriate digital media industry partners. Our aim is to generate materials that allow for better understanding of the haze issue and promote solutions at the consumer level. We want to promote business and market transformation, providing resources for businesses and consumers to go haze free. Media include, but are not limited to, website, videos, animations, social media posts, YouTube videos, and posters.

Facebook and Instagram algorithms are changing, lowering the priority for Pages, pressuring non-personal pages to use advertising in order to increase reach and engagement. We currently have 4200 likes (+10% yoy) on facebook and 753 followers (+300% yoy) on instagram. Our engaged users on facebook increased 265% yoy. We plan to continue engaging existing followers on a regular basis and leverage on events like haze to attract new followers on both platforms. We will continue to track our reach and engagements closely and work with industry professionals to tweak these strategies, if necessary.

In addition, our media exposure through both SPH and Mediacorp owned outlets improved with exposure on print, radio and television media outlets. We had 15 mentions on both online and traditional media publications as well as being featured in 4 current affairs television programmes and 2 radio programmes. These media mentions spanned across English, Chinese and Malay language mediums.



Peatland Restoration Programme

As mentioned in our 2018 Annual report, PM Haze has laid the groundwork for a peatland restoration programme at Sungai Tohor Village, Tebing Tinggi, Riau. We are pleased to communicate our successful submission of our fundraising proposal for the programme which will allow us to achieve our objectives:

1. To take a scientific approach to community peatland restoration activities
2. To engage the local community in peatland restoration activities
3. To build a network of partners to collaborate in peatland restoration

We are in final talks with the Singapore Institute of International Affairs to fund our community centric approach to peatland restoration in Sungei Tohor. The peatland restoration programme will have the following impacts:

1. **Reduced fire and haze risks through peatland restoration.** With a two-pronged approach of rewetting and revegetation, the community will be able to maintain the water level in the peatlands, and to revegetate the burnt area to increase peat soil humidity and decrease peat soil temperatures. The rewetting and revegetation techniques learned from the pilot project will be documented and used in other community-based peatland restoration projects in the future.
2. **Enhanced community-centric peatland restoration model.** Community members are incentivised and empowered to participate the peatland restoration activities. The community engagement techniques learned from the pilot project will be documented and used in other community-based peatland restoration projects in the future.
3. **Increased collaboration among regional stakeholders in peatland restoration.** There will be new collaborations with Indonesian and international organisations in the process of implementing the pilot project. Such collaboration will deepen Singapore's contribution to resolve the transboundary haze crisis and co-create a collaborative environment to achieve our Haze-Free ASEAN goal.

Review

Our project funding will allow us to conduct work between February 2020 to February 2021 with the following deliverables:

1. Quarterly reports including progress to date, milestones, deliverables not yet met and issues arising from the project and solutions.
2. Final report including the community-centric peatland restoration model

The reports may include the following but not exclusive to:

- Restore Peatlands
 - Establish a nursery with a capacity for 10,000 saplings
 - Repair 3 canal blocks



- Replanting of burnt peatland area (1 Ha) with 6,000 saplings (pioneer species)
- Educate and build capacity with the community
 - Establish show area for advocacy and education. Secondary forest enhanced with 2,000 saplings (climax species) and 2,000 pioneer species
 - Carry out socialization activities and events to build awareness among community
 - 6 community events
 - 3 Peatland Restoration workshops, involving 60 villagers
 - 3 Townhalls, involving 90 villagers
 - Community awareness survey

We have laid the groundwork in preparation towards launching the peatland restoration programme and will continue to update our progress in the next annual report and track the impact of our programme very closely.



Research

Review

Responsible Finance

Since the Association of Banks in Singapore issued their guidelines for responsible financing in 2015, we have seen one of the major banks in Singapore, DBS Bank, has adopted the guidelines laid out in the Haze Free Toolkit by the Association of Banks of Singapore (ABS) in March. We have completed the first iteration of the responsible finance paper and after consultation with stakeholders in the finance community, we are delaying the publication process to develop the paper into something more focused on the relationship between Singapore banks and the palm oil industry. We also want to produce a piece of research that will be more practical for sustainable finance practitioners to use in their engagement with investors as well as their clients in the agribusiness industry. We will continue to work on the paper and aim towards a publication in 2021.



Financials

Transactions

The Charity has total funds of \$31,133.24 for the year ended 31 December 2019. Largest expenditure is staff salary totalling to \$35,253.00, followed by ground project expenses totalling to \$ 21,756.22. Largest income is from Singapore Institute of International Affairs totalling \$ 49,174.00, followed by voluntary income from individual donations totalling \$ 14,799.29.

Review and Changes

It is noted that there are no taxes paid at the year ended 31 December 2018. This was due to Constitution of the Charity has been amended with approval from Commissioner of Charities and Registrar of Societies in January 2018. The Charity will no longer be required to pay income taxes starting from the date of approval on 2 January 2018.

It is also noted that there is an increase in donations from individuals to \$14,799.29 at the year ended 31 December 2019. This was largely due to a one off donation of \$10,000 by a private individual as well as donations to support the mask donation drive we conducted to support communities in Indonesia.

Plans and Commitments

The Charity and its Board is committed to maintain a healthy cash flow for its core activities by monitoring its income closely and taking the appropriate measures to ensure that the Charity remains solvent. Such measures include and are not limited to alternative sources of institutional funding, income streams from donations, crowdfunding and educational trips.

Expenditure will be limited to staff salaries and project costs for ground projects and outreach activities. In view of a rapidly escalating pandemic situation and an expected reduction in non-essential funding activities, greater prudence in hiring of staff, contractors and purchase of expendables will be taken.



Future steps

The goals for 2020's outreach activities are to target consumers and businesses. We will identify businesses already interested in sustainability and continue working with them for outreach events.

The outreach strategy includes:

- Generating content for online and media platforms;
- Organising talks, workshops, and events with targeted communities;
- Building partnerships with progressive businesses and make them advocates for haze-free practices.
- Developing a good public communications strategy to engage both local and regional media outlets.

PM Haze will continue working with our local and regional partners, and work with them on campaigns and cross promote if possible. Continuation of knowledge sharing between partners would be beneficial to all parties.

Content Generation

In 2019, we forged a partnership with local marketing agency, Patata-ta-ta to improve our social media presence. Our aim is to generate materials that allow for better understanding of the haze issue and promote solutions at the consumer level. We want to promote business and market transformation, providing resources for businesses and consumers to go haze free. Media include, but are not limited to, website, videos, animations, social media posts, YouTube videos, and posters. We will continue to track our reach and engagements closely and work with industry professionals to tweak these strategies, if necessary.

Talks, Workshops and Roadshows

We will continue these activities and develop more engaging content for our audiences. We will also proactively promote talks, workshops and roadshows by targeting specific communities. These outreach activities also help increase the grassroots support for our cause. We will be firming up an outreach partnership with Students of Singapore Against Haze, an international school student organisation, to deliver more effective talks that show that youth action is possible through their advocacy initiatives. Talks and workshops allow for more in-depth engagement, and as we gain more traction in Singapore, talks enable us to reach out to a wider audience in an intimate setting, allowing for recruitment of volunteers as well as garnering other forms of support for our programmes. Roadshows give us a platform to reach out to the general public that may not be familiar with our cause and we would like to maintain the same number of roadshows to be delivered in from 2020-2021.

Community Events

These community events will connect solutions to haze with community interests, provide a platform for public discussion on the solutions to haze, develop trust though more face-time



with the public, and build a database of supporters. The community events will be open to the public.

Building empathy among urban dwellers in Singapore on rural issues is possible through overseas trips to peatland areas in our vicinity. We have been delivering community events since 2015 and from our observations, the gap in understanding comes from the lack of exposure to rural communities. Peatland areas are ecologically complex and thus increase the challenges to livelihoods for communities in these areas. Developing a deeper understanding through our bite-sized trips will empower the urban community in Singapore to see the pathways to preventing transboundary haze and how they can actively participate in co-creating solutions.

Public communications strategy

In light of the challenges we faced in educating the media about our haze prevention work, we are exploring a pro-bono partnership with a Singapore based public relations agency, Sandpiper, to better communicate about our programmes. The communications should be sensitive to cross-border relations but yet effectively communicate our significant role in enabling programmes in Indonesia. As part of capacity building of our local partner organisation, EKA, in Indonesia, we will also be reaching out to relevant regional and national media partners in Indonesia to communicate about our partnership to restore peatlands in Sungai Tohor.

