

## Haze: Know it. Stop it.

### *Post-event report*

**Location:** VivoCity

**Date:** 7 – 9 November 2014

### Introduction

“Haze: Know it. Stop it.” was the first public exhibition on transboundary haze held in Singapore. The exhibition was organised by Singapore Institute of International Affairs (SIIA), while People's Movement to Stop Haze (PM.Haze) helped to develop the content as well as mobilized and trained volunteer guides.



### Objectives

1. Understand the haze and the realities on the ground.
2. Learn about efforts to combat this issue.
3. Call to action on what individuals can do to prevent and respond to the haze.

### Outreach

1. Survey respondents: 81  
These are the number of people who filled out the survey after going through the exhibition.
2. Photo Pledges collected: 113 pax  
The pledges collected are based on the photo booth that was setup at the exhibition.
3. Members of public engaged: ~ 800 pax  
Public who have given their time to our staff or volunteer tour guides to be brought through the exhibition. The numbers reported is compiled from the debrief session conducted with the volunteers at the end of each shift. This number includes visitors who have participated in the photo pledge.

### Opening

The inaugural event was launched on 7<sup>th</sup> November by Dr Amy Khor, Senior Minister of State for Ministry of Health and Ministry of Manpower.

See speech:

[https://www.moh.gov.sg/content/moh\\_web/home/pressRoom/speeches\\_d/2014/speech-by-dr-amy-khor--senior-minister-of-state-for-health--at-s.html](https://www.moh.gov.sg/content/moh_web/home/pressRoom/speeches_d/2014/speech-by-dr-amy-khor--senior-minister-of-state-for-health--at-s.html)



## Content

The exhibition featured two key components:

- Central Exhibition
- Exhibitor Space by NGOs and corporates

Key themes in central exhibition:

- What caused the haze?
- What are the current efforts to combat haze?
- What else can be done?

### *Interactive Modules*

- Peat Land Touch-and-Feel
- Pulp & Paper Touch-and-Feel
- Palm Oil Touch-and-Feel
- Photo Booth to make pledge
- iPad interaction: Video, websites and articles
- PSI Advisory
- “Guess the Palm Oil Product” Game



The following partners were roped in by SIIA to have a booth at the exhibitor space

- Asia Pacific Resources International Holdings Limited (APRIL, Singapore)
- Center for International Forestry Research (CIFOR, Indonesia)
- Fauna & Flora International (FFI, Indonesia)
- Wilmar International (Singapore)

## Tour guides

Seven members of the PM.Haze core team were involved in the content development as well as training of the volunteer guides. In total, including the core team members, 26 volunteers were involved as tour guides. The tour guides' role was to walk members of the public through the content of the exhibition from “causes of haze” to “current efforts to stop haze” and finally “what else can be done”. The tour guides were essential in helping to explain to the public the complicated issues underlying the haze problem. The tour guides also helped to draw in passer-bys to the exhibition.

One week before the exhibition, the volunteers attended a 3 hour training session where they were trained on background information of the haze and were briefed on their role as a tour guide.

During the exhibition, volunteers served for 6 hour shifts, and reported 30 minutes beforehand for the briefing. For each shift, a member of the core team was assigned to be team leader to handle the volunteers. All volunteers who registered came down for their shift.

## Media Coverage

Date	Publication	Title	Type
6 November	Channel NewsAsia	<a href="#">Learn about transboundary haze at VivoCity exhibition</a>	Online
7 November	Channel NewsAsia	30 seconds clip on 10pm news	Broadcast
7 November	The Straits Times	<a href="#">A personal journey through the haze</a>	Online
9 November	AsiaOne	<a href="#">Exhibition gives insight into haze issue</a>	Online
9 November	The Straits Times	Exhibition gives insight into haze issue	Print
13 November	The Establishment Post	<a href="#">Tackling Transboundary Haze Pollution From The Ground Up</a>	Online

## Stakeholders Engaged

### Sustainability Programme Sponsors:

- Lee Foundation
- Far East Organisation

### Exhibition Partners and Donors:

- Asia Pacific Resources International Holdings Limited (APRIL)
- TODAY
- VivoCity
- Center for International Forestry Research (CIFOR)
- Fauna & Flora International (FFI)
- Greenpeace South East Asia (Indonesia)
- National Environment Agency (NEA)
- People’s Movement to Stop Haze (PM.Haze)
- Wilmar International
- World Wide Fund for Nature (WWF)
- World Resources Institute (WRI)



## Impact on visitors

The content below is based on survey results as well as observations from the volunteers.

### *Interest level*

Many people showed interest in haze issue. Visitors felt that the exhibition boards were well-designed and like the interactive components such as peat touch-and-feel, palm oil fruits, wood chips and photo pledging. According to the survey results, every section of the exhibition received “very good” by majority of visitors. In particular, the peatland touch-and-feel was rated “very good” by 72% of

respondents and the central exhibition board was rated “very good” by 66% of respondents. People were eager to share their viewpoints and suggestions. Parents were generally supportive for their kids to learn.

### ***Awareness***

In general, prior to going through the exhibition, public awareness on the causes of fire was low. Most attributed the haze to forest fires due to people setting fire in forest, rather than peat fires which is indirectly caused by draining peatland. Some were not aware of the definition of PM2.5 and the health impact of the haze. However, after going through the exhibition, many visitors started to see that haze is a complex, multi-faceted problem. Based on survey results, 92% of respondents agree or strongly agree that they know more about the causes of haze. 88% agree or strongly agree that they know more about efforts being done to combat haze. 85% agree or strongly agree that they now know what they can do as an individual to combat haze. This shows that awareness of the visitors was successfully increased.

### ***Attitude***

Generally, visitors were receptive towards the educational message given. Consumers before the tour felt there's nothing much they can do.

Fortunately, through the tour, there was a shift in attitude from finger pointing to assuming responsibility. They had a positive mindset and agreed that Singaporeans do have a part to play in overcoming the problem of haze.

However, there were some people who had a fixed mentality and believed fervently that bottom up changes could not occur. Some were downright rude. There were some who held a pessimistic view on the outcome: Can we make an impact? Will 10 years be enough? Asian economic market status doesn't allow our market strategy to encourage responsible consumerism to work... Some tended to demand action from Indonesia government. It was difficult to bring the point of reducing consumption across.

### ***Action***

One of the volunteers felt that after she had explained to visitors about their role in combating haze, most agreed but based on their body language, the volunteer felt that it was uncertain whether they would carry out the action. Some people thought it is good effort to do something about haze, but did not see and not willing to see themselves as part of the solutions.

### ***Advocacy***

Some people even approached the volunteers for future area of collaboration.

### **Volunteer experience**

Some volunteers were initially unsure about the information and were afraid to approach the public. But the more they shared, the more comfortable they became. They enjoyed learning and sharing about the haze with other people, especially when they met passionate individuals who came with genuine concern to find out about



the haze. Some people actually got inspired when volunteers talked to them personally through their point-of-view. Volunteers also enjoyed playing with kids!

Some challenges faced were difficulties in conversing in Mandarin, as well as insufficient knowledge in certain details eg. OneMap.

### **Volunteer reflections**

Eunice : “True that the key target is the volunteers - personally involved, engaged and more inspired to share; the more I share the better and more convinced I am; therefore, influence volunteers to share more effectively within their social circle”

Michelle: “Interesting experience & quite different from what I had done before. Surprised that people bother to come, as my friends tend to avoid the topic and don't care about the issue.”

### **Recommendations**

- Information brochure for people to take home.
- More creative ways to get passer-bys to enter exhibition, eg. using a mascot.
- More details on how individuals can help combat haze eg. list of good/ bad companies.
- Videos should be shortened.
- The raised flooring is a tripping hazard.
- Can have internal sharing to improve volunteers’ knowledge during the lull periods eg. early morning.

### **Conclusion and future**

The exhibition was successful in forging a strong and passionate team within PM.Haze. By sharing with the public, we became more convinced of the ability of ordinary individuals to make a difference in fighting the haze. The exhibition was also successful in increasing the awareness and changing attitudes of a sizable number of people.

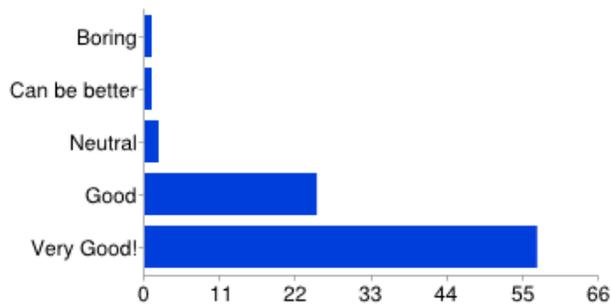
The next challenge is to identify ways of transforming that awareness into action.





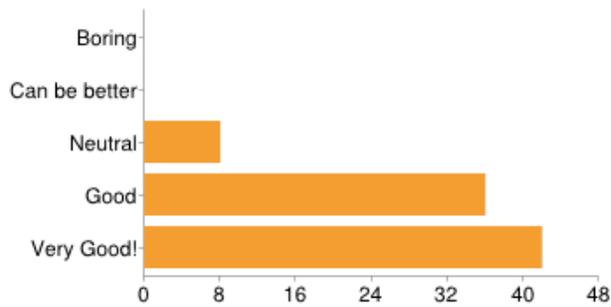
## Appendix: Survey results

### Central Exhibition Boards [Generally on the Exhibition]



Boring	1	1%
Can be better	1	1%
Neutral	2	2%
Good	25	29%
Very Good!	57	66%

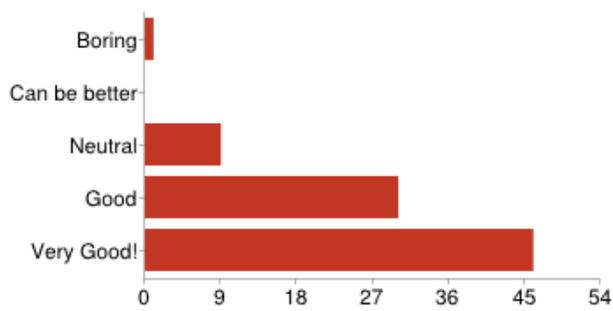
### Partners Booth [Generally on the Exhibition]



Boring	0	0%
Can be better	0	0%
Neutral	8	9%
Good	36	42%
Very Good!	42	49%

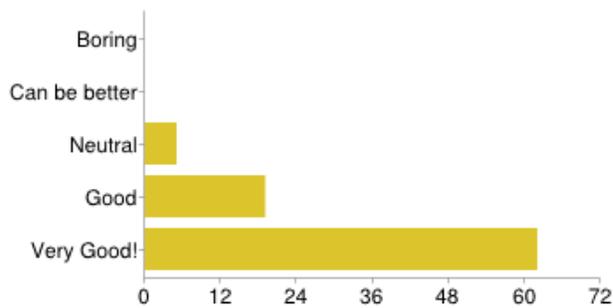


### iPad interaction modules [Generally on the Exhibition]



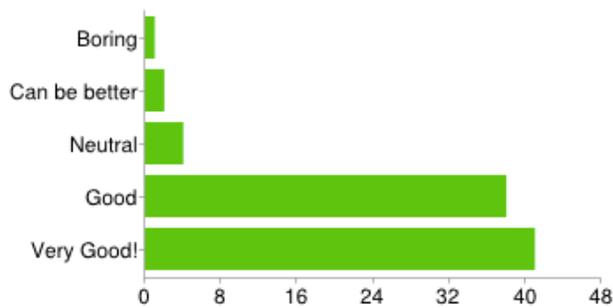
Boring	1	1%
Can be better	0	0%
Neutral	9	10%
Good	30	35%
Very Good!	46	53%

### Peat land touch and feel Module [Generally on the Exhibition]



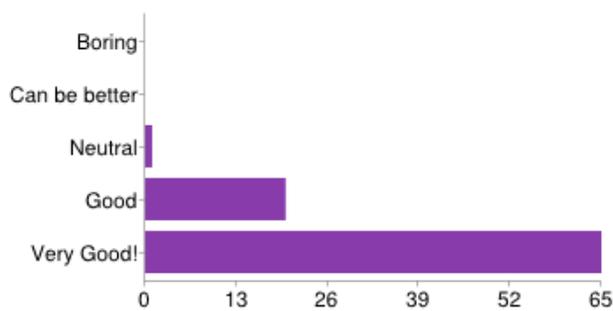
Boring	0	0%
Can be better	0	0%
Neutral	5	6%
Good	19	22%
Very Good!	62	72%

### Corporate Efforts Module [Generally on the Exhibition]



Boring	1	1%
Can be better	2	2%
Neutral	4	5%
Good	38	44%
Very Good!	41	48%

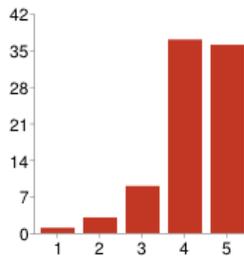
### Volunteers [Generally on the Exhibition]



Boring	0	0%
Can be better	0	0%
Neutral	1	1%
Good	20	23%
Very Good!	65	76%

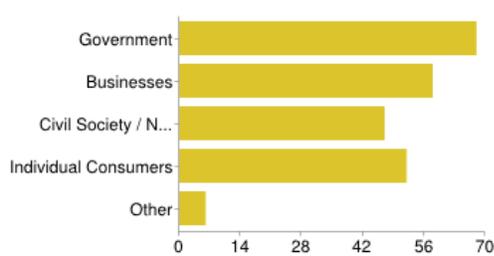


**I now know what I can do as individual to combat haze!**



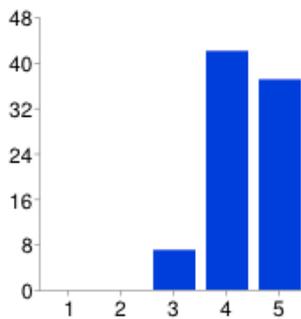
1	1	1%
2	3	3%
3	9	10%
4	37	43%
5	36	42%

**Who do you think is responsible for tackling the haze?**



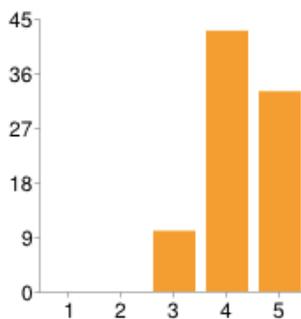
Government	68	79%
Businesses	58	67%
Civil Society / Non-Governmental Organisations	47	55%
Individual Consumers	52	60%
Other	6	7%

**I now know more about what causes the haze.**



1	0	0%
2	0	0%
3	7	8%
4	42	49%
5	37	43%

**I now know more about what are the efforts done to combat haze**



1	0	0%
2	0	0%
3	10	12%
4	43	50%
5	33	38%

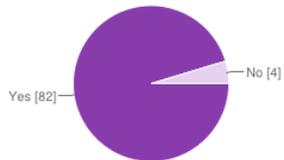


**I feel that consumers have the power to change corporate behaviour**



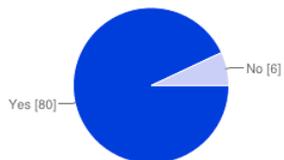
Yes **76** 88%  
No **10** 12%

**5. I feel that there should be a labeling scheme to educate consumers about the ingredients in the products we use and consume.**



Yes **82** 95%  
No **4** 5%

**I feel that I can be part of the solution to the haze problem**



Yes **80** 93%  
No **6** 7%