

Haze: Know it. Stop it. Exhibition (HAZEX) Post-Event Report

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Location: Singapore Science Centre

Date: 5 – 7 September 2015

Introduction:

HAZEX is organised by the Singapore Institute of International Affairs (SIIA) in partnership with the People's Movement to Stop Haze (PM.Haze). It is Singapore's first and only public exhibition on the haze, and aims to educate the public on the causes of haze and how consumers can help solve this recurring problem.

This exhibition targets to

- Create awareness on the complex and dynamic issue of the haze
- The role of consumers in the solution
- Encourage them to take action and pledge on to the campaign



Image 1.0 Overview of exhibition at the Climate Change

The exhibition was set up in the climate change section of the Science Centre, to emphasize the global impacts of the haze. The exhibition was interactive with various stations illustrating the issues, iPads displaying documentaries and mini videos, a photo booth and additionally real-time display of wet & dry peat. After the visitors are led through the exhibit, they are given the opportunity to pledge their support to haze-free products & companies.

Outreach:

During the span of 3 days, we approximately attained 150 pledges on board our #xthehaze campaign.

Volunteers:

Over the span of the 3 days, we had 17 volunteer signups as tour-guides with 7-8 volunteers manning the exhibition for every shift. The respective shifts were 5.5 hours long. These volunteers were given a briefing on the 4th of September and a brief introduction before the beginning of the shift by the shift leads. One of the main roles of the volunteers is to explain complex issues underlying with the issue of the haze. Furthermore the guides efficiently attracted the publics that walked by to view the exhibit.



Image 2.0 Volunteering presenting our message to students

Feedback from volunteers and public

1. One of the easiest ways to attract the visitors is through the kids. By giving out the animals stickers, it draws the children and the parents to the exhibition
2. The exhibit was placed right next to the carbon emission exhibit. Several visitors and children were distracted by it. Next time, possibly select a location away from a distracting area
3. Advantage of the Science Centre, many learned individuals would arrive thus have their own input and background on the issue. These individuals help by giving feedback and their take on the issue
4. Wet & Dry Peat was popular amongst children, due to its interaction
5. Certain visitors were unwilling to give personal information, and some were worried that we were asking for donation not pledges. It is important for the volunteers to clearly explain the concept and the purpose of the pledge
6. The volunteers together had a standard message, that was effective and efficient to pass to the visitors as a united team
7. The most effective impact occurs when the message is quick, brief and concise, rather than a long explanation, because visitors lose interest and would wish to see other exhibits.
8. The afternoon shifts from (2pm-6pm) were significantly more popular in comparison with the number of visitors. Additionally, Saturday was comparatively busier in terms of visitors to Science Centre



9. Volunteers appreciated guidance during the shift as well as debrief at end of shift to allow them to learn and improve the way they engaged members of the public.
10. Feedback from members of the public was very positive, with numerous commendations. The Director of Strategy for Science Centre said that the message was very well thought-out and no one would be able to argue with it.

Acknowledgements:

Special thanks to Singapore Science Centre for providing the venue and assisting with the setup and publicity. It was an enjoyable experience working with the Science Centre team.

Appendix A: Background of organisers

About PM.Haze

People's Movement to Stop Haze (PM.Haze) was founded in February 2014 by a group of ordinary individuals in Singapore with the belief that everyone can play a part in ending transboundary haze in Southeast Asia. PM.Haze aims to empower people in Singapore with the knowledge, values and means to be drivers of global action to stop the haze and ultimately attain clean air for present and future generations. PM.Haze is a Youth Activist Partner of Young NTUC, a movement for young workers, that supports the cause of PM.Haze and encourages youths to care for the environment. For more information on PM.Haze, please visit our website pmhaze.org or contact us at contact@pmhaze.org.

About SIIA

The Singapore Institute of International Affairs (SIIA) is a non-profit, non-government organisation dedicated to the research, analysis and discussion of regional and international issues, and the environment. Founded in 1961 and registered as a member-based society, the SIIA is Singapore's oldest think tank, and was ranked the top think tank in Asia and the Pacific in 2013 by the University of Pennsylvania's Global Go-To Think Tank Index.