

## Haze: Know it. Stop it. Exhibition HAZEX @ Serangoon NEX Post-Event Report

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**Location:** Serangoon NEX

**Date:** 16-18 October 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 about the haze, and aims to educate the public on the causes of haze and how consumers can help solve this recurring problem. It was held in Serangoon NEX and was the fourth HAZEX exhibition held in 2015.



Image 1: NEX exhibition was popular with children



Image 2: Family taking selfie at photo booth

### **Volunteers:**

Out of the 12 volunteers that took part in this event, 6 of them were first-time volunteers while the rest were core members. All first time volunteers participated in only one shift; majority of the shifts were fielded by 2 core members. A few SIIA members were present during the weekend afternoon periods to help out in the exhibition.

### **Outreach:**

More than 200 pledges were collected over the span of 3 days. 5 people expressed interest in getting PM.Haze to give talks in their organisations; 1 was from a company and 4 were from schools or educational institutes. The exhibition was also featured in the media:

1. Channel NewsAsia website: "Efforts to tackle haze should involve all: Activists"

<http://www.channelnewsasia.com/news/singapore/efforts-to-tackle-haze/2200486.html>



Image 3: Dr Simon Tay being interviewed by CNA reporter

2. Channel 8 News on TV: "烟雾展览会：加深公众对烟霾的了解"

<http://www.channel8news.sg/news8/singapore/20151017-sg-haze/2199826.html>

## Feedback and Suggestions

### Regarding the event:

Volunteers felt that the exhibition is a good initiative and was effective in educating the public about the haze issue. They commented that this exhibition was also a good learning experience for them – they learnt about the relationship between peatland and the haze, the issues surrounding the haze problem and the different approaches (outreach and engagement, H.E.A.T). Additionally, the email instructions to volunteers, the briefing and debriefing were structured and reflected well on the organisation.

Conversely, they felt that the human traffic in the area was average, and a better location should be picked. The stations can be better configured such that there is focus on the call to action parts. There are too many words in the exhibition content; more infographics or interactive content can be added (e.g. Energy Carta game). The exhibition should also improve the visibility of the RSPO logo.

There can be more materials used (such as mascots and stickers) to attract children as they are more inquisitive compared to adults. For people who do not have time, the guides should be able to give an express tour that focuses on key takeaways. Most importantly, there should be more content on what can be done beyond just the pledge and logos.

### Regarding visitor response:

Volunteers felt that while there is a general consensus about haze, most visitors don't see the need to take personal action. Some visitors were quite naive and showed lack of awareness on the issue. However, there are still some who are more open and receptive to it. Children on the whole seem more interested than adults. Some visitors were skeptical about RSPO; others were not really interested.

### Challenges faced:

They found it difficult to clearly explain the haze problem to young children. Explaining in Mandarin was also a problem because of the uncommonly used and technical terms involved.

### Final thoughts

Based on the number of pledges, this exhibition was more effective compared to the City Square Mall and Science Centre exhibitions. Reasons for this might be:

- Better location and crowd
- The haze was visible throughout the period of the exhibition, which might have increased the public's concern about it. Also, PSI 100 might be a "sweet spot" in terms of public concern and outdoor human traffic; if the PSI is too high, many people are concerned but very few will go outdoors (and see the exhibition) and vice versa.
- The PSI 300 period was only recently over so there was still sustained interest about the haze issue, especially among parents and teachers. This issue was also widely covered in mass media in the weeks leading up to this exhibition.
- Campaign efforts by PM.Haze are paying off! 😊



## 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. For more information on PM.Haze, please visit our website [pmhaze.org](http://pmhaze.org) or contact us at [contact@pmhaze.org](mailto: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.