



Haze: Know it. Stop it. Exhibition (HAZEX) Post-event report

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Location: City Square Mall
Date: 25 & 26 July 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 is highly interactive and PM.Haze provides volunteer guides to bring visitors through the exhibition. At the end of the tour, visitors can pledge their support to haze-free companies.

When it was first held on 7 - 9 November 2014 at VivoCity, HAZEX attracted about 10,000 visitors, of which about 800 were guided through the exhibition by the volunteer tour guides. The event was also widely featured by the media. The second exhibition held in conjunction with the 2nd Singapore Dialogue on Sustainable World Resources attracted dignitaries such as Minister for the Environment and Water Resources, Dr. Vivian Balakrishnan.

Outreach

After being inspired by the exhibition, ~100 members of the public signed the pledge to "switch to brands that use sustainable palm oil".

Participant feedback

Virtually all members of the public initially did not believe we in Singapore could do anything about the haze. Most felt that the fires were in Indonesia and was the fault of corruption there or farmers who wanted to clear land cheaply. They felt the haze came from forest fires but had little understanding of the role of peat.

However, after going through the exhibition, many were surprised to learn of the important role of peat and the link between our consumption of palm oil and paper with the haze. Many were eager to do the pledge once they understood its significance.



Volunteer feedback

A total of 11 volunteers from PM.Haze as well as a number of staff from SIIA helped to serve as guides.

Good: The volunteers generally enjoyed being able to learn more about the haze and share their knowledge with members of the public. Even children were engaged by the interactive components of the exhibition and the guides had lots of fun interacting with them.

Bad: The location was hot in the day. Thankfully we bought herbal cooling drinks for the volunteers. The wind was strong and damaged the shadow art on the second day. The location provided was not along the main throughfare in the mall and had little traffic during the afternoon.

How to improve: Volunteers suggested getting the venue provider as well as campaign partners to help publicise the exhibition. The location should also be reced in advance.



“Most people do not know the true story behind the haze and just blindly accuse our neighbouring countries. Hence, this exhibition allows me to understand and educate the public on the causes and possible solutions for the haze.” – Jeremias, volunteer guide



About SIA

The Singapore Institute of International Affairs (SIIA) is a non-profit, non-governmental organization dedicated to the research, analysis and discussion of regional and international issues. We aim to make Singapore a more cosmopolitan and global society through research, policy work and public education on international affairs. Founded in 1961 and registered as a membership-based society, we are Singapore's oldest think tank. More at siaonline.org

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. For more information on PM.Haze, please visit our website pmhaze.org or contact us at contact@pmhaze.org.