



**Our only landfill
needs a break, just
like you do today.
Let's Sort It Out!**



Zero Waste SG Annual Report

For the Financial Year ended 30 Jun 2025





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ABOUT ZERO WASTE SG

OUR VISION:

A nation where individuals, communities, businesses and organisations value and conserve resources, and embrace zero waste and the circular economy.

MISSION:

Leading the drive towards zero waste in Singapore through education and advocacy.

KEY FOCUS AREAS



Food Waste



Plastic
Disposables



Household
Recycling



Organisational
Waste



TARGET AUDIENCE



General public

To raise general awareness and inspire change in behavior, we organise educational campaigns. Our past campaigns include: Let's Recycle Together, Save Food Cut Waste, and BYO Singapore.



Corporates & Schools

To raise general awareness and inspire change in behavior, we also conduct talks and workshops at companies and schools. Topics covered include: The Plastic Crisis, Food Waste, Recycling and Climate Change.



Government

Through our ground-up initiatives and position papers written, we aim to influence government policy.

HOW WE WORK

1

Educate and engage

with campaigns and activities

2

Influence policies

with research, surveys and reports

3

Collaborate to drive change

with initiatives and agreements

4

Solve market problems

with technology and platforms



MAJOR MILESTONES

2015

Formally established as a Non-Profit, Non-Governmental Organisation



2008

Started as a website to provide more information to the public



2016

Launched 'Save Food Cut Waste' and 'Let's Recycle Together' campaigns



2017

'BYO (Bring Your Own) Singapore' Campaign - our ongoing hallmark movement!

2019

- 1 'BYOB (Bring Your Own Bag) Singapore' Campaign
- 2 Attained Charity status



2018

Published BYO Singapore Guide ranking 100 F&B retailers



2020

- 1 Launched 'Zero Waste School' programme
- 2 'BYOC (Bring Your Own Container) Singapore' campaign



2021

- 1 Published 2 BYO reports
- 2 Launched Microsoft X ZWSG Sustainable Schools Competition

2023

- 1 Published findings from "MSE Recycling Bins Pilot"
- 2 Launched BYOB 2023 campaign on supermarket bag charge
- 3 Published BYOB 2023 campaign report



2022

Launched Great Eastern X ZWSG Sustainable Schools



2024

- 1 Formally established as an IPC (Institution of Public Characters).
- 2 Launched 'SIO (Sort It Out)' Campaign.
- 3 Released 3 publications on household waste segregation.

2025

- 1 Launched 2 Zero Wasts Hubs.
- 2 Launched 'ZWEX (Zero Waste Explorers)'.
- 3 Launched Zero Waste Marketplace.





CHAIRMAN'S MESSAGE



On behalf of the Board of Directors, I am pleased to present Zero Waste SG's annual report for our FY2025.

This year, we continued building on the foundations laid by the Sort It Out campaign introduced in the last financial year. We launched a dedicated Sort It Out Recycling Hub pilot at Queenstown to gather critical data on residents' readiness for a new national recycling infrastructure. The insights from this pilot will be essential in shaping how waste segregation at source can be scaled more effectively across Singapore.

We also doubled down on tackling Singapore's persistent food waste challenge. Working closely with FairPrice Group, we collected deeper, more focused data on post-consumer food waste and engaged directly with food vendors to better understand the operational realities that drive wastage on the ground. These findings will help us design more meaningful interventions in the coming years.

Our education and outreach efforts were significantly ramped up as well. This year saw us providing targeted circularity education to students, corporates - even at the leadership level - as well as active ageing centres and religious organisations. Since our inception in 2008, ZWSG has impacted over 486,000 individuals and partnered with more than 660 organisations. We extended our role beyond teaching, offering waste consulting to corporates seeking to reduce daily office waste. I am happy to share that the quality and satisfaction rates of our education programmes have improved markedly, as you will see reflected in this report.

Having held IPC (Institution of a Public Character) status for a full year, we also strengthened our internal governance to uphold these high standards. This has ensured that we maintain credibility as a charity, while deepening our relationships with key partners and stakeholders who place their trust in our work.

I mark my 10th year as Chairperson of Zero Waste SG this year, and would like to extend my heartfelt thanks to all our donors, corporate partners and sponsors, as well as our dedicated volunteers, executive teams and board, past and present. Thank you for believing in our mission and for nurturing this humble seedling into the formidable force for good it has become today.

As we welcome new leadership within the team this year, I look forward to supporting as an advisory role, as we push on toward a renewed direction to drive the circularity agenda even further in the coming years; with more action, more impact, and more meaningful change. Creating a virtuous circle of sustainability takes teamwork and I am very glad to have been part of this journey with ZWSG.



Ong Gin Keat
Chairman
Zero Waste SG



HIGHLIGHTS OF THE YEAR



PUBLIC FUNDRAISING FOR SORT IT OUT

In FY2025, Zero Waste SG expanded support for the Sort It Out initiative through a combination of online and offline fundraising efforts. Campaigns on **Giving.sg** enabled us to reach digital audiences, while roadshows, community events, corporate fundraisers engaged the public and organisations directly. These efforts successfully achieved our online fundraising target of **\$20,000**, providing essential resources to advance Sort It Out across Singapore. Beyond raising funds, these initiatives strengthened awareness and community ownership of recycling practices, helping to build a more engaged and environmentally conscious public.



LAUNCH OF SORT IT OUT (SIO) HUB IN QUEENSTOWN

In June 2025, Zero Waste SG launched the first Sort It Out (SIO) Hub in Queenstown to build public confidence in Singapore's recycling system. Supported by the Amberheart Foundation and community partners, the Hub introduces a multi-stream recycling system for paper, plastic, metal, and glass, enhanced by smart sensors that optimise collection and maintain cleaner recyclables. Working with Cora Environment, who operates a Closed-Loop Partners Network (CLPN), the Hub ensures full traceability of recyclables, reinforcing transparency and accountability in the recycling process. Beyond infrastructure, it serves as an education space, equipping residents with these vital information to rebuild the trust in our recycling infrastructure: the **importance of sorting, how to sort and what can be sorted**. As part of the pilot, the team also conducted intensive outreach in Queenstown via roadshows and workshops (working closely with Peoples Association), and door-to-door sessions covering 16 blocks and over 1,200 residents. The initiative demonstrates how targeted infrastructure, education, and partnerships can empower communities to adopt sustainable habits and contribute to a circular economy.



Guest of Honour for the SIO Recycling Hub Launch, Senior Parliamentary Secretary Mr. Eric Chua, with Queenstown residents pledging to sort it out.



LAUNCH OF ZERO WASTE MARKETPLACE

Together with the launch of the Sort It Out Hub at Queenstown, we also launched our flagship Zero Waste Marketplace.

The Zero Waste Marketplace brought the zero-waste concept to life, showcasing how a community event can be both engaging and sustainable. Beyond a curated lineup of circularity-focused vendors offering refillable household items, reusable alternatives, and upcycled products, the Marketplace also featured rescued food and beverages prepared from surplus ingredients, demonstrating how conscious choices can help reduce food waste, and changing the mental model of a zero waste lifestyle. The event was thoughtfully designed to ensure no waste was produced (eg. even our Ice-cream uncle did not serve disposables!) with educational displays that encouraged visitors to rethink consumption and waste.

Together, the Recycling Hub and Marketplace created a dynamic, zero-waste-driven platform for community engagement- fostering awareness of sustainable living and empowering residents to adopt practical waste reduction habits. This milestone reinforced Zero Waste SG's mission to advance a circular economy, where nothing is wasted and every resource is valued.



LAUNCH OF ZERO WASTE EXPLORERS (ZWEX)

On 9 April 2025, the Zero Waste Explorers programme was launched, bringing environmental education to life for young children ages 3 to 6 and nurturing sustainable habits from an early age. Through interactive sessions held in PCF Sparkletots@Tanjong Pagar, Zero Waste SG engaged children in fun, hands-on activities that introduce the concepts of recycling, waste reduction, and creative reuse. The programme teaches students about the life cycle of our waste, mindful consumption, and if waste is produced, how to grow a reuse and recycle mentality.

During the sessions, children learn to sort recyclables correctly and participate in simple upcycling projects, such as transforming old CDs into colourful coasters and creating eco cleaners from fruit peels. These activities make sustainability relatable and tangible, helping children understand how small, everyday actions can make a big difference.

Beyond classroom learning, the programme also provides educators with tools and materials to continue reinforcing zero waste principles in their daily routines. The finale session also saw parents and grandparents joining the youth, learning together about how they too can adopt habits for waste reduction. These were key elements of the programme as for habitual change, there must be consistency in messaging, and a whole-of-society approach, which in this case involved educators and the family nucleus.

By cultivating awareness and responsibility among preschoolers, educators, and care-givers, Zero Waste Explorers lays the foundation for a generation that values resource conservation and sustainable living.





ZWSG X YCLP

In FY2025, we celebrated a successful two-year collaboration with the Youth Corps Leaders Programme through the Youth for Environmental Sustainability (YES) Edition. Over this period, we served as a Functional Specialist, contributing to this youth-led initiative, supported by a \$10,000 grant in partnership with NEA and Youth Corps Singapore. Building on this foundation, our role expanded in January 2025 to mentorship, guiding a dedicated youth group under Project Sort It Out @ Pioneer. This progression highlights our ongoing commitment to empowering young leaders in environmental sustainability and fostering hands-on community impact.



ONE YEAR OF IPC STATUS

In FY2025, we marked the first anniversary of our Institution of a Public Character (IPC) status, which has strengthened our ability to reach and impact the community. This milestone reflects the continued trust and support of our donors, partners, and volunteers, enabling us to expand programmes and advance meaningful environmental sustainability initiatives. Over the past year, our IPC status has facilitated greater collaboration, resource mobilization, and community engagement, reinforcing our mission to create a lasting positive impact on society and the environment.



A Pile of 'Yesterday's Bread' (or bread that is edible but thrown away) at a local food recycling plant. ZWSG advocates for mindful practices to prevent food waste.



OUR WORK PROGRAMMES AND ACTIVITIES

Since its inception, Zero Waste SG has impacted over 486,000 individuals and partnered with more than 660 organisations to drive meaningful, lasting change, across **four focus areas**:



Food Waste



Plastic Disposables



Household Recycling

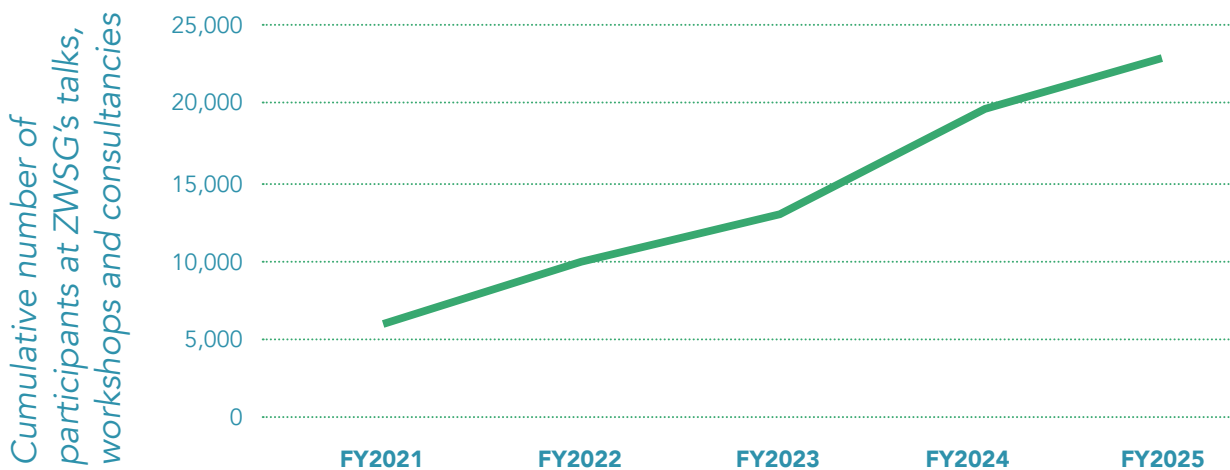


Circularity Education

OUTREACH NUMBERS FOR FY2025

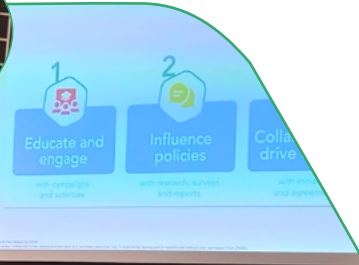


CUMULATIVE OUTREACH FOR PAST 5 FYS



ENGAGEMENT PROGRAMMES

In FY2025, Zero Waste SG revamped our engagement decks and programmes to better enhance learning, improve engagement, and amplify sustainability education across all audiences. Our programmes empower individuals, schools, corporates, and communities to adopt sustainable waste management practices. Through talks, workshops, interactive roadshows, experiential learning journeys, and strategic partnerships, participants gain practical knowledge on the 5Rs – Refuse, Reduce, Reuse, Recycle, and Rot and learn how to integrate these principles into everyday life. Our programmes highlight the environmental, social, and economic benefits of a greener lifestyle while promoting lasting behavioural change.



EDUCATIONAL TALKS

Our bite-sized educational talks provide an engaging introduction to global and local climate and waste challenges. Designed to spark awareness and inspire action, participants leave equipped with practical tips to reduce waste. Topics include Plastic Disposables, Food Waste, Recycling in Singapore, and customizable subjects based on audience needs. Talks are offered virtually, in-person, or as hybrid sessions, and can now be delivered bilingually to reach Mandarin-speaking seniors, ensuring accessibility and inclusion.

IMPACT OUTREACH

Through interactive roadshows and our Zero Waste Marketplace, we bring sustainability education directly to communities, workplaces, and schools. Roadshows feature games, vibrant infographics, and free resources to make zero waste practices practical and engaging. The Marketplace showcases eco-friendly products and connects participants with vendors committed to sustainability.





EXPERIENTIAL ACTIVITIES AND LEARNING JOURNEYS

We take learning out of the classroom and into real-world contexts. Guided tours of recycling facilities, beach and neighbourhood clean-ups, and learning journeys allow participants to experience sustainability in action. These immersive activities deepen understanding, create emotional connections to zero waste, and inspire lasting commitment to environmental stewardship.



Experiential Visit to a Materials Recovery Facility with residents, YCS Volunteers and Mr. Patrick Tay, Member of Parliament of Pioneer SMC.

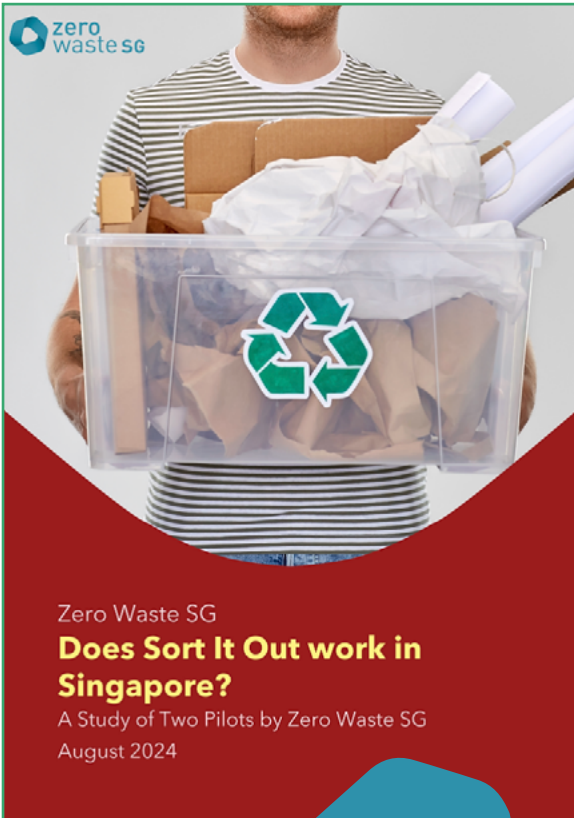


Visit to a B2B waste management facility

CORPORATE SOCIAL IMPACT

Through our Adopt-a-Charity initiative, corporate donations sponsor talks, workshops, and engagement activities for vulnerable groups, enabling them to access sustainability education. In FY2025, this included workshops with seniors, providing both practical knowledge and hands-on learning experiences, reflecting our commitment to inclusive and impactful environmental education.





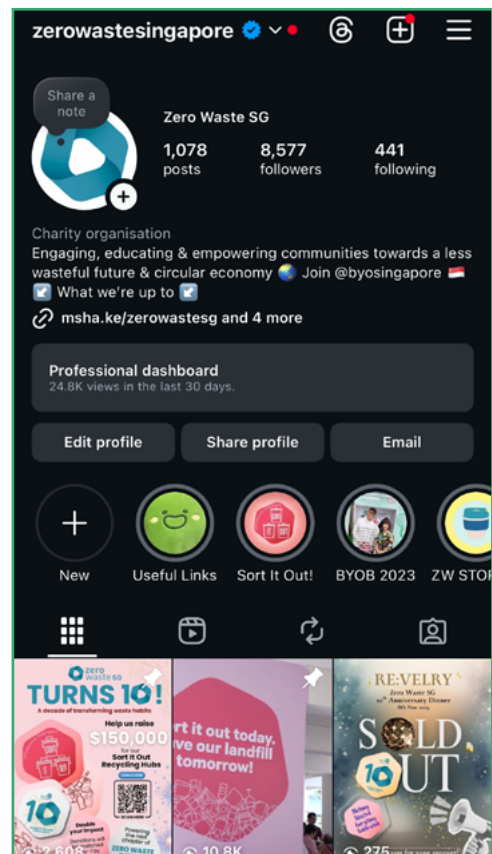
SUBJECT MATTER EXPERTISE

Zero Waste SG continued to advance national discussions on waste segregation through our Sort It Out series of publications. The first report, Sort It Out: Waste Segregation at Source (May 2024), examined approaches to household recycling and offered foundational insights for improving sorting practices. Building on this, Sort It Out: Does Sort It Out Work in Singapore? (August 2024) presented findings from pilot trials of various waste segregation models, including self-service recycling corners and door-to-door collection programmes, highlighting practical challenges and opportunities for promoting recycling locally. The third report, Sort It Out: Understanding Barriers to Sorting at Source in Singapore (December 2024), explored public attitudes, behavioural obstacles, and systemic gaps, providing data-driven recommendations in education, incentives, and infrastructure to drive long-term improvements.

Together, these publications demonstrate Zero Waste SG's evidence-based approach to shaping recycling practices and have been used to nudge policy and community engagement, and supporting the development of a circular economy in Singapore.

INCREASED ONLINE PRESENCE

In FY2025, Zero Waste SG strengthened its digital engagement through a refreshed website and a new online outreach strategy. By focusing on timely, relevant topics and providing expert insights, we have reached wider audiences and deepened public understanding of zero-waste practices. In June, our Instagram platform recorded over 17,000 views across reels and posts, reflecting growing interest and interaction with our content. Our online platforms now serve not only as a resource hub but also as a space for meaningful dialogue on sustainability, enabling us to share knowledge, advocate for change, and inspire action across communities.





OUR ESG COMMITMENTS (ENVIRONMENTAL, SOCIAL AND GOVERNANCE)

Building on our work last year, ZWSG has systematically incorporated Environmental, Social and Governance (ESG) considerations into our strategy and operations, as below.

SOCIAL

Building on our work last year, Zero Waste SG continued to prioritise initiatives that engage and benefit the community. We focus particularly on elderly in mature estates, as we aim to educate and empower them with sustainable practices. For example, On 13 May 2025, we collaborated with seniors in Ghim Moh for a self-watering planter workshop, providing practical skills while promoting environmental awareness. This initiative reflects our commitment to social inclusion, fostering knowledge-sharing and stronger community ties.



GOVERNANCE

Following our attainment of **Institution of Public Character (IPC)** status for a period of 2 years from 16 April 2024, we have strengthened the governance structure to align with IPC standards. This includes the formalisation of Board Terms of Reference, enhanced Financial Controls, and a comprehensive Conflict of Interest policy, ensuring greater accountability and transparency in our operations.

In parallel with our organisational strengthening, we continue to invest in developing the next generation of sustainability leaders through our newly introduced Apprenticeship Programme. This initiative offers participants immersive, hands-on experience in zero waste and circular economy advocacy. Apprentices gain practical skills, in-depth knowledge, and real-world exposure to the challenges and opportunities of driving systemic environmental change.

The programme offers two distinct roles:

- 1 **Advocacy Apprentice**- focusing on research, analysis, and content creation, with opportunities for creation of convincing publications to nudge change in stakeholders and outreach engagement.
- 2 **Campaigns Apprentice**- focusing on campaign management and content creation, with opportunities that involve managing live campaigns and awareness initiatives over a period of time.

These apprenticeships equip participants with the competencies and confidence to become effective advocates and changemakers for a zero-waste future.

ENVIRONMENT

Aligning with the **SG Green Plan 2030**, Zero Waste SG advances Singapore's sustainability goals through its programs and advocacy efforts. Our Sort It Out (SIO) initiative promotes segregation at source, helping to reduce the amount of trash sent to Semakau landfill and directly contributing to the national target of cutting per capita waste by 30% by 2030.

Meanwhile, our BYO Singapore (BYO) campaign encourages individuals and businesses to adopt reusable alternatives in daily consumption, reducing single-use disposables and fostering a circular economy mindset. Internally, our operations reflect sustainability best practices, from incentivising public transport use to eliminating paper namecards and using these opportunities to educate partners.



NOTABLE PARTNERS FOR THE YEAR



MEDIA COVERAGE

Our initiatives received extensive media coverage on major broadcast, online and print news outlets including coverage from The Straits Times, Channel News Asia, Singapore Business Review, Chinese and Tamil media and more. The coverage touched on both the launch of our programmes and key waste topics like the recycling infrastructure in Singapore vis-a-vis the Sort It Out Campaign, Biodegradables, and the Circular Economy. This visibility has amplified our message on environmental sustainability, reaching a wider audience and raising public awareness on the importance of responsible waste management. Through these features, we have been able to showcase our community-driven projects, share insights on best practices, and inspire collective action towards a zero-waste Singapore.



TESTIMONIALS



Zero Waste SG brought both warmth and substance to their session, engaging participants with practical, grounded insights and relevant data that together offered a well-rounded and impactful discussion



**A participant from
Centre for Pro Bono
and Clinical Legal
Education (NUS Law)**



The practical, ground up perspectives shared on the topic, in addition to the facts and figures, both very much relevant to the topics presented, was much appreciated. The experiential activities coupled with these ensured that the key messages were engrained in us, and was a unique approach to waste.



Corporate Client



I enjoyed learning how everyday items can be creatively reused. The detailed presentation and interactive activities made learning about waste in Singapore engaging and memorable.



Secondary School Student



Working with Zero Waste SG has been smooth and enjoyable and not only was it because of the work that we did, but because of the passion the team brought in achieving impact with our community. Truly appreciate it!



**Grassroots Community
Partner**





GOVERNANCE AND FINANCE

2024

Zero Waste SG is governed by the Singapore Companies Act, Cap. 50, the Charities Act, Cap 37 and all related subsidiary legislation. ZWSG is also an Institution of Public Character.

BOARD OF DIRECTORS AND GOVERNANCE

A total of **4 Board meetings** were held in FY2025.

Board Member	Designation	Date of Appointment	No. of meetings attended
<p>Ong Gin Keat <i>Gin Keat is Director of Sustainability & Business Development at Envcares Pte Ltd, and also a Director at Uniflow Power Singapore Pte Ltd. He provides consultancy and innovation in clean/renewable energy and bioenergy, Waste to Energy, waste management and advocates sustainability across industries regionally. His present responsibilities include strategic development, growth and business transformation around Sustainability.</i></p>	Chairperson	13/7/2015	4/4
<p>Christine Amour-Levar <i>Christine is a French-Swiss-Filipina Philanthropist, Record-Breaking Adventurer, Best-Selling Author and Human Rights & Sustainability Advisor. A passionate advocate of female empowerment and environmental conservation, she set up Women on a Mission and HER Planet Earth, two not-for-profit organisations, to take all-female teams on pioneering expeditions as a way to support worthy causes.</i></p>	Vice-Chairperson & HR Committee	18/3/2020	4/4
<p>Yura Mahindroo <i>Yura has served financial services companies for 21 years across audit, governance and risk advisory matters. Yura is passionate about contributing more broadly to how we, as a society, reduce our waste footprint.</i></p>	Director of Finance	18/3/2020	3/4
<p>Cedric Chew <i>Cedric was formerly chief executive or deputy chief executive at various leading non-profits such as The Salvation Army, Equal Ark and Singapore Human Resources Institute. A senior educator and non-profit professional with extensive Public, Private and People cross-sector experience, he provides organisational and community leadership, consultancy and innovation in stakeholder and partnership development, fundraising, OD, HD and capacity-capability development to charities, non-profits and community organizations, and in strategic CSR, ESG and DEI&B to micro and small for-profits, for greater sustainability, scalability and socio-economic impact.</i></p>	Director & HR Committee	15/7/2022	3/4



Board Member	Designation	Date of Appointment	No. of meetings attended
<p>Harriet Wood <i>Harriet is a New Zealander who has called Singapore home for 14 years. She is currently a Programme Director at NorthStandard, a marine insurance company, and as part of her role, is helping to lead their Sustainability programme. She has many years of experience in Strategy and Operations. She is passionate about the environment and in particular the climate crisis, with a key focus on driving advocacy and change at the grassroots. She recently completed her Masters of Sustainability Leadership at Cambridge University.</i></p>	Director & Governance Committee	18/3/2020	3/4
<p>Steve Tunstall <i>A Risk, Insurance, Governance and Compliance expert. He is the Co-founder of an insurance technology company and co-founder of PARIMA.org, the risk management association for Asia, and a board director of several technology and insurance related companies and their subsidiaries. He is also the Asian advisor to earthsecurity.org, and is Singaporean with three kids.</i></p>	Director & Governance Committee	15/7/2022	4/4
<p>Sunil Rai <i>Sunil actively advises venture capital funds and early-stage entities throughout their growth cycle, including issues related to incorporation, venture fundraising, corporate governance, commercial contracts, strategic partnerships, day-to-day operations, and M&A transactions. In addition to his corporate practice, Sunil also maintains an active pro bono mediation and grassroots practice and has a strong interest in sustainability matters and believes we should all work towards a better world for the next generation.</i></p>	Director & Governance Committee	15/7/2022	4/4
Corporate Secretariat	Designation	Date of Appointment	No. of meetings attended
<p>Vijay Sabapathy <i>Director at Integrity Corporate Services Pte Ltd</i></p>	Secretary	12/1/2016	N/A
Advisor	Designation	Date of Appointment	No. of meetings attended
<p>Eugene Tay <i>Founder, Zero Waste SG</i></p>	Advisor	13/7/2015	N/A

No Board members were remunerated for their Board services in the financial year. No paid staff received more than \$100,000 each in annual remuneration. The charity has no paid staff, who are close members of the family of the Executive Head or Board members, who each receives total remuneration of more than \$50,000 during the year.

Executive Management: Lionel Paul Dorai, Executive Director. Appointed to position since 1 November 2024.

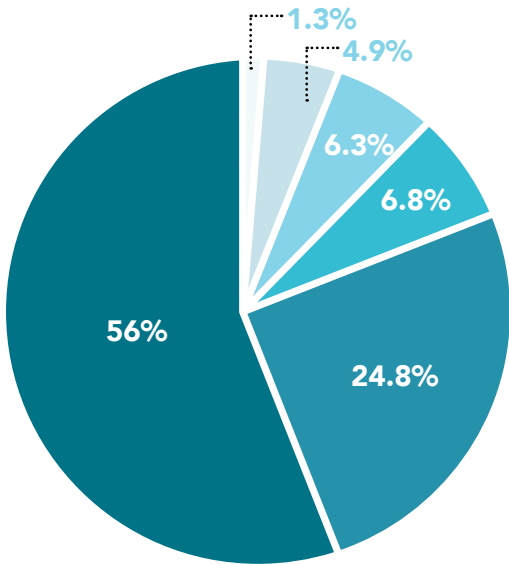
Conflict of Interest Policy: All Board members and staff are required to comply with the charity's conflict of interest policy. The Board has put in place documented procedures for Board members and staff to declare actual or potential conflicts of interests on a regular and need-to basis. Board members also abstain and do not participate in decision-making on matters where they have a conflict of interest.



FINANCIAL HIGHLIGHTS

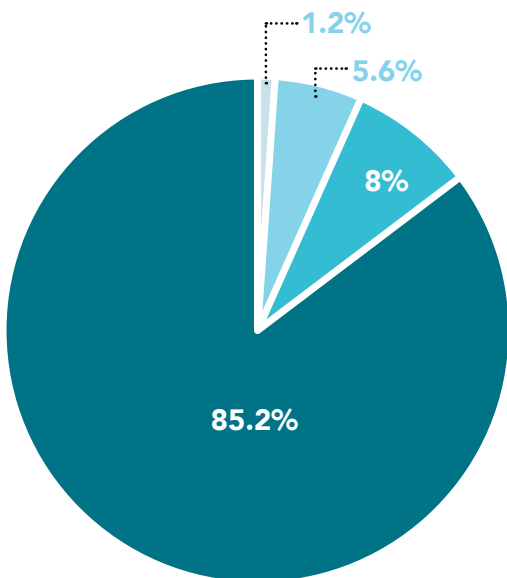
The ZWSG Financial Year 2025 (FY 2025) is from July 2024 to June 2025.

Zero Waste SG Ltd's accounts were audited by TN Audit PAC.



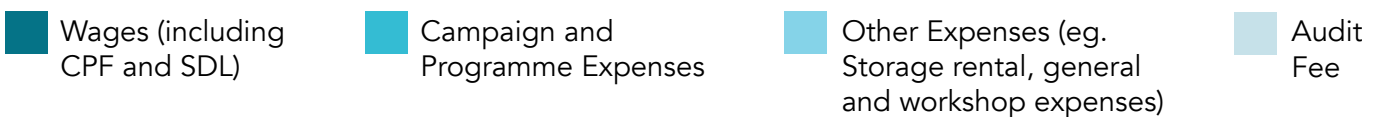
REVENUE FOR FY 2025

Company talks & workshop	\$24,220	6.3%
Consultancy fees	\$95,676	24.8%
Donations	\$215,522	56%
Government grants	\$26,064	6.8%
School talks	\$4,920	1.3%
Sponsorships	-	
Others	\$18,772	4.9%
TOTAL	\$385,174	100%



EXPENSES FOR FY 2025

Wages (including CPF and SDL)	\$246,022	85.2%
Campaign and Programme Expenses	\$23,073	8%
Other Expenses (eg. Storage rental, general and workshop expenses)	\$16,042	5.6%
Audit Fee	\$3,500	1.2%
TOTAL	\$288,637	100%





THE YEAR AHEAD

FUTURE PLANS

Rebranding of core focus areas to:

- 1 Food Waste
- 2 Single-Use Disposables
- 3 Recycling At Source
- 4 Circular Economy

COMMITMENTS

- Launch of the first Zero Waste Hub in Singapore
- Launch of the Zero Waste Academy
- Scaling up of Zero Waste Explorers Programme

FUND-RAISING PLANS

- Online (and offline) fund-raising campaigns for:
 - Food Waste
 - Single-Use Disposables
 - Recycling At Source and
 - Circularity Education
- Working closely with impact-driven family offices and foundations
- Improvement of Donor Relations and Corporate Engagement

EXPENDITURE PLANS

- Campaigns management
- Campaigns costs
- Governance costs
- Charitable Activities
- Administrative / Overheads



THANK YOU



zero 
waste sg

Annual Report **2025**

Zero Waste SG Limited

UEN: 201528793W

100 Peck Seah St, #08-14, PS100,
Singapore 079333

Visit us at www.zerowastesg.com
for more information
FB and IG: @zerowastesingapore
LinkedIn: Zero Waste Singapore



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