

# First LOO Awards Recipients Unveiled On World Toilet Day

19 Nov 2009



The Restroom Association of Singapore or RAS, is far from reaching the target it has set itself for public toilet cleanliness.

When it launched the LOO Campaign last year, it aimed to have 70 per cent of public toilets achieve a three-star rating by 2010.

However, a year later the association's President, Tan Puay Hoon, says only two per cent of public loos have achieved the standard.

But Ms Tan isn't at all disappointed.

" We still have a lot more to meet our targets but for the past one year we think it is very encouraging because a lot of toilet owner have recognised the importance to have clean public toilets and they have committed to upgrade their toilets and uplift the standard and engage more trained cleaners to clean up the toilets. And we believe by next year we can see the big increase in 'happy toilet'. "

She was speaking at the inaugural Loo Awards today.

The awards will be given out to 15 individuals and organisations.

They include a coffeeshop in Ang Mo Kio called Vari-Nice.

It's part of chain of coffeeshops by Koufu and the only one in the central region to have its loos certified "4-star" by RAS.

General Manager of Koufu Mark Leoi won't be resting on his laurels however, setting his sight on the "5-star" rating.

"I think this grading and clean toilet goes beyond just having clean toilets it actually provides a safe environment for people to have food. Actually this is a good opportunity for us to extend our CSR role towards the society by getting involved in a programme like this. We are even telling our cleaners and getting more involved in this movement you know how do we build a business that is not just profitable but sustainable and eco-friendly."

RAS has been actively engaging the community to promote the cleanliness of public toilets and the LOO campaign is one its ways to encourage everyone to play an active role in keeping public toilets in Singapore clean.