



Media Release

24 November 2011

**16 AWARD RECIPIENTS RECOGNISED AT THE LOO (LET'S OBSERVE OURSELVES)
CARNIVAL & AWARDS CEREMONY**

The LOO Carnival & Awards is organised to raise public awareness on the right restroom culture and recognise organisations and individuals

The Restroom Association (Singapore) or RAS organises its second LOO Carnival & Awards ceremony which was held for the first time last year. The LOO Awards ceremony is held on the first day of the two-day carnival which takes place from **today till Friday, 24 to 25 November**. 57 nominations were received for three categories (**Annex A**) and a total of 16 recipients (**Annex B**) – including the Best Happy Toilet category which is not open for nominations – were selected to receive the awards from Guest-of-Honour Mr Andrew Tan, Chief Executive Officer of the National Environment Agency (NEA), at City Square Mall.

The LOO Awards recognises efforts made by organisations and individuals in promoting and enhancing the standard of restroom cleanliness. While business owners and cleaners make efforts to improve and maintain restroom infrastructure, users also play an important role in sustaining toilet cleanliness. To encourage greater care and consideration among the public towards the use of public toilets, the Public Hygiene Council (PHC) with the support of RAS and NEA developed a set of educational materials (**Annex C**) with the theme "I Care, How About You?".

The PHC adopts a model of consultation with stakeholders to develop educational messages that address specific factors that affect the cleanliness of toilets in various locations. The first phase of consultation was conducted with coffeeshop owners and the materials developed will be rolled out to all coffeeshop toilets. The educational messages will also be on a mock-up restroom display panel produced by RAS that serves as an extension to the existing RAS Learning Pavilion – a mobile exhibition on the different facets of sanitation development in Singapore since the 1960s. The PHC will be developing educational materials for toilets in other premises in future.

Exhibitors (**Annex D**) at the carnival will feature other exhibitions related to the restroom environment including a 4-metre high toilet bowl sculpture. Visitors to the carnival can attend talks and participate in educational games and activities such as the LOO Quest, a restroom-etiquette version of snakes and ladders.

For enquiries on the LOO Carnival & Awards, please contact:

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About Restroom Association (Singapore)

The vision of the Restroom Association (Singapore) or RAS is A Gracious Society Embracing Excellence in Restroom Culture. Started in 1998 as a non-profit organisation, RAS is dedicated to building an excellent restroom culture by actively engaging owners, the cleaning industry and users to play their part. Some of its programmes or activities – supported by the National Environment Agency (NEA) – initiated and conducted include the Happy Toilet Programme, Happy Toilet School Education programme for Preschools, STAR (Sustaining Toilets As Restrooms) Awards Programme, Eco-Assessor Programme and LOO (Let's Observe Ourselves) Carnival & Awards. RAS is a strategic partner in national community events like Clean & Green Singapore and is also a founding member of the World Toilet Organization and the Keep Singapore Beautiful Movement.

About the Public Hygiene Council

The Public Hygiene Council (PHC) was formed to encourage greater partnership in support of public hygiene. The Council, comprising representatives from multiple sectors, will help to

strengthen and better coordinate these efforts to lead and take ownership in galvanising community and industry efforts to improve the cleanliness and hygiene standards in Singapore. The Council will also complement the government's efforts in maintaining high standards of cleanliness and hygiene. To achieve the vision of "A Singapore where everyone embraces and advocates good personal and public hygiene as a way of life", the Council's mission is to establish norms for good personal and public hygiene; identify, propagate and instil best practices; and cultivate community ownership and advocacy for good personal and public hygiene.

Glossary of Chinese Terms (In alphabetical order)

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|---|-----------|
| 1. Best Happy Toilet category | 最佳康乐公厕级别 |
| 2. LOO (Let's Observe Ourselves) Awards | 卫浴文化奖 |
| 3. LOO (Let's Observe Ourselves) Carnival | 卫浴文化嘉年华 |
| 4. LOO Quest | 卫浴文化人棋赛 |
| 5. President Tan Puay Hoon | 会长陈培芬 |
| 6. Public Hygiene Council | 公共卫生理事会 |
| 7. RAS Learning Pavilion | 卫浴文化展 |
| 8. Restroom Association (Singapore) | 新加坡卫浴文化协会 |

ANNEX A

LOO (Let's Observe Ourselves) Awards 2011

Scope

All efforts made by an organisation and individual in promoting and enhancing the standard of restroom cleanliness will be taken into account in the selection of recipients for the awards.

Eligibility

The LOO Awards is open to all organisations and individuals in Singapore.

LOO Awards Categories

There are three (3) LOO Awards categories open for nominations: Organisation, Cleaning Industry and Individual.

1. Organisations are selected in the following categories:
 - Private Sector
 - Public Sector
 - Educational Institution
2. Cleaning Industry is selected in the following categories:
 - Cleaners
 - Contractors
3. Individuals are selected in the following categories:
 - Private/Public sector individual
 - Youth (includes members of youth groups, youths in tertiary institutions, secondary and primary school students)

The following categories are not open for nominations.

1. Best Happy Toilets are selected in the following categories:
 - Coffee Shop
 - Food Court
 - Market and Food Centre
 - Shopping Centre
 - Happy Toilet of the Year
2. Star Certified Eco-Assessor is selected under the Individual category.

ANNEX B

List of LOO (Let's Observe Ourselves) Awards recipients

Organisation

Private Sector

- City Square Mall

Public Sector

- Housing & Development Board

Education Sector

- Established School Category - Zhenghua Primary School
- Promising School Category - Unity Primary School

Cleaning Industry

Cleaning Contractor

- CBM Pte Ltd

Restroom Caretakers (In alphabetical order)

- Mdm Liew Kwee Inn <Chang Seng Pte Ltd of Ang Mo Kio Town Council>
- Mr Ng Boon Huat <Ang Mo Kio Town Council>
- Mdm Teo Hue Chuan <Sergeant Services Pte Ltd of Ang Mo Kio Town Council>

Individual

- Adult category – Mr Ramachandran Nair <Northland Primary School>
- Youth category – Mr Pang Si Lian <Marketing student from Ngee Ann Polytechnic, School of Business & Accountancy>
- Star Certified Eco-Assessor – Mr Chris Koh Kok Chew <Restroom Association (Singapore)>

Best Happy Toilet

- Coffee Shop – Chang Cheng Mee Wah - Block 820 Tampines Street 81
- Food Court – Koufu - Block 88 Tanglin Halt
- Market & Food Centre – Block 226D Ang Mo Kio Avenue 1
- Shopping Centre – Tampines Central Community Complex Level 3
- Happy Toilet of the Year 2011 – Alexandra Hospital - Zoo Toilet

ANNEX C

Launch of “I Care, How About You” Educational Materials

Public/Stakeholder Feedback

Besides encouraging good maintenance and proper infrastructure, toilet users also play an important role in sustaining toilet cleanliness. The Public Hygiene Council has been gathering ideas, suggestions and feedback from the public, through which the state of cleanliness in coffeeshop toilets was identified as one of the priority areas.

The Public Hygiene Council collaborated with the Restroom Association (Singapore) and the National Environment Agency to consult stakeholders of coffeeshops to develop relevant educational messages to address the factors that affect the cleanliness of toilets in coffeeshops.

In addition to common factors that affect all toilets such as improper flushing and dirtying of toilet seats, it was found that amenities such as toilet paper and soap dispensers in coffeeshop toilets were often subject to vandalism, and toilets often got choked from debris. The feedbacks received were used to develop the messages for the new set of educational materials which serve to encourage users to practice care and consideration when using facilities in public restrooms.

The Public Hygiene Council will be developing educational materials for toilets in other premises in future.

Educational Materials

The materials with the following educational messages will be rolled out to all coffeeshop toilets in the coming months:

Mirror Sticker

- Use amenities with care

Door Sticker

- Check that the toilet is properly flushed after use
- Keep the toilet seat clean and dry

Poster

- Aim Properly
- Use amenities with care
- Check that the toilet is properly flushed after use
- Keep the toilet seat clean and dry
- Bin your litter

ANNEX D

List of Exhibitors

- **Crizto Singapore Pte Ltd**
Featured article in Restroom Association (Singapore) e-newsletter: <http://goo.gl/uv1qE>
Website: <http://www.crizto.com>
- **Rentokil Initial (Singapore) Pte Ltd**
Featured article in Restroom Association (Singapore) e-newsletter: <http://goo.gl/hri3w>
Website: <http://www.rentokil-initial.com>
- **Tav Shield Pte Ltd**
Featured article in Restroom Association (Singapore) e-newsletter: <http://goo.gl/hD1Fk>
Website: <http://www.tavshield.com.sg>
- **Hunwin Enterprises (Singapore) Pte Ltd**
Featured article in Restroom Association (Singapore) e-newsletter: <http://goo.gl/2lhyX>
Website: <http://www.hunwin.com.sg>
- **Inter-Lab Products**
Featured article in Restroom Association (Singapore) e-newsletter: <http://goo.gl/ECwZ4>
Website: <http://www.interlab.com.sg>
- **World Toilet Organization (WTO) & Unilever Singapore Pte Ltd**
4-metre high toilet bowl sculpture made of Domex bottles
WTO Website: <http://www.worldtoilet.org>
Unilever Website: <http://www.unilever.com.sg>