



Media Release

19 November 2008

SLEW OF INITIATIVES INTRODUCED AT THE LAUNCH OF LOO CAMPAIGN 2008-2010 ON WORLD TOILET DAY

Initiatives targeting toilet owners, operators, contractors, cleaners and users

In a bid to meet its target of at least 70% 3-star Happy Toilets (Please refer to Annex A for more information) by 2010, the Restroom Association (Singapore) or RAS launches the LOO Campaign on 19 November, in conjunction with World Toilet Day. The LOO Campaign will adopt a four-pronged approach targeting toilet owners, operators, contractors, cleaners and users.

Four-pronged approach of LOO Campaign

- Encourage toilet owners or operators to commit to the ownership of their clean toilets by joining our Happy Toilet Programme.
- Train toilet cleaners with the right skills to maintain the toilets.
- Educate toilet users about toilet etiquette, personal hygiene and public health with our public and school education programmes
- Recognise anyone who has contributed to help Singapore achieve a world recognised standard of toilet cleanliness.

Since the public toilet issue is everybody's business, this all-rounded approach will ensure no one is left out.

A pledge for everyone

During the launch, the invited Guest-of-Honour witnesses our President and representatives from our participating organisations, partners, supporters and sponsors (Please refer to Annex B for a list of participating organisations, partners, supporters and sponsors) sign a LOO Pledge as follows:

We take honour to achieve our vision of clean toilets for everyone by 2010.

Owners & Operators,

Quality service providers offering quality toilets.

Contractors & Cleaners,

Dedicated professionals employing best practices.

Users,

Appreciate the provision of clean toilets; Adopt good toilet etiquette.

Recruitment and training of Eco-Assessors

At the launch of the LOO Campaign, the pioneer batch of Eco-Assessors is introduced. Eco-Assessors play a vital role not only in the LOO Campaign but also toward the sustainability of clean public toilets for years to come. Given that they will eventually be trained to assess toilets not only for cleanliness but also eco-friendly features such as energy and water saving features, the title of “Eco-Assessor” best suits them. RAS has been working closely with the five Community Development Councils on the recruitment and training of Eco-Assessors. There are two types of Eco-Assessors namely Volunteer Eco-Assessor (VEA) and Certified Eco-Assessor (CEA).

VEAs will have to undergo a two-hour training session and upon completion, VEAs will conduct mystery audits for restrooms under the Happy Toilet Programme (HTP) and advise the toilet owners of dirty public toilets about the necessary remedial steps to be taken. They can also educate their peers about clean restrooms and promote the HTP to toilet owners within their district. The first VEA training was co-organised by the National Environment Agency North West Regional Office and conducted on 30 August 2008 for grassroots leaders from the North West Community Development Council (CDC). A second VEA training was conducted for staff of National Parks Board on 22 October. To date, we have trained 38 VEAs.

CEAs will have to undergo a two-day training session and upon graduation, they will work closely with RAS to certify public toilets under the HTP and make recommendations to the owners of dirty public toilets about the necessary remedial steps to be taken. They will also submit a report to RAS after each toilet audit. CEAs will be hired on an assignment basis. On 30 September and 13 October 2008, RAS conducted a recruitment drive for female CEAs in

partnership with the Womens' Development Secretariat or WDS from NTUC. The WDS has been instrumental in supporting the initiative by RAS to create flexi-jobs. The first batch of 8 CEAs graduated on 11 November. They are currently serving as probationary CEAs.

Inter Agencies Working Committee

If the LOO Campaign is targeted to achieve at least 70% 3-star Happy Toilets by 2010, then the inception of the Inter Agencies Working Committee or IAWC (Please refer to Annex C for a list of organisations) is part of our vision and long-term plan to achieve “Every Restroom like Changi Airport” (ERICA). Supported by the National Environment Agency, RAS co-chaired its first IAWC meeting with the World Toilet Organisation (WTO) on 6 October 2008 at the Environment Building.

Served to introduce and tackle problems persisting with dirty toilets, the RAS and WTO jointly presented detailed information informing its member representatives of current problems, requirements and potential solutions. A good cross section of toilet owners, cleaners and users was present to pledge their commitment to propose and implement solutions. Seen as a quarterly initiative, the next IAWC meeting is slated to be held at Changi Airport on 7 January 2009 with the focus being on toilet owners.

New School Education Programme - A.C.T.I.O.N.S

Launched in 2005, the Happy Toilet School Education Programme (HTSE) is about teaching the primary & secondary students best practices about toilet hygiene and etiquette. Currently, more than 200 schools have participated. Modelled after the HTSE programme for primary and secondary schools, the Happy Toilet School Education Programme for Preschools (HTSEP) was launched in 2007 to raise the hygiene and cleanliness standards of preschool toilets towards excellence, and to reduce the spread of communicable diseases such as HFMD among the preschool community. Currently, more than 50 preschools have participated.

RAS will work on integrating the HTSE with A.C.T.I.O.N.S. - Appreciating Clean Toilets In Our Neighbourhood & School as part of Singapore Environment Council's Green Audit programme. The programme will evolve to meet the current needs of the community. Students will be engaged in a higher level of involvement with their community and an array of hands-on activities such as case studies, research work and toilet decoration. In addition,

RAS will also have an appreciation event for HTSE Participants to further motivate them to maintain good toilet standards.

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About Restroom Association (Singapore)

Restroom Association (Singapore) or RAS' vision is Clean Public Toilets for Everyone. Started in 1998 as a non-profit organization, RAS is dedicated to promoting good design, cleanliness and maintenance in public toilets. It serves the community by educating the general public about toilet etiquette.

Some of the programmes – supported by the National Environment Agency (NEA) – conducted by RAS include the Happy Toilet Programme, the Happy Toilet School Education programme, NSRS in clean sanitary fittings & fixtures and strategic partner in national community events like Clean & Green Singapore. RAS is also a founding member of the World Toilet Organization.

About World Toilet Day

World Toilet Day has been declared to be on the 19th of November each year. The purpose of having this day is to have people in all countries to take action, increase awareness of toilet user's right to a better toilet environment, and to demand for it from toilet owners. As such, it is also the toilet user's duty to contribute towards its maintenance, cleanliness and hygiene. The public marks the day to practice toilet etiquette, the restroom community-at-large celebrates with a new declaration for the forthcoming year.

About World Toilet Organization

The World Toilet Organization was founded in 2001. Based in Singapore, it is a non-profit organisation and has 54 members from 35 economies. It is the global voice that advocates sustainable toilet systems through capacity building, public education and implementation of real time projects. It aims to investigate the root causes of dirty toilets and identify key motivations and incentives for good solutions, by assuming the role of a “Change Agent” to bring social change, accelerate the learning curve through knowledge sharing, mobilising resources and coordinating both volunteers and organisations.

Revamped Happy Toilet Programme (HTP)

Launched in 2003, HTP is an initiative that awards public toilets a three, four or five star rating for their standards and excellence. The HTP grading system is revamped to include effectiveness and satisfaction on top of its existing three main criteria namely cleanliness, maintenance and design.

The new fee system will replace the current flat fee of \$100 or \$80 (more than 10 toilets located within same building/radius of 1 km) per toilet block. The new fee system will be more flexible by looking into the number of units to be audited, which means smaller toilet owners such as coffeeshop owners will pay lesser fees.

For the past one year, about 60 toilet owners have participated in our HTP and about 170 toilet blocks have been certified Happy Toilets. Some locations of these Happy Toilets are hawker centres, petrol stations, restaurant, shopping centres, tourist attractions, factories and hospitals.

3 stars = Good and Clean Restrooms

- Facilities in working condition
- Provision of basic amenities i.e. hand soap, toilet paper, etc
- No odour, litter-free
- Reasonably dry floor and facilities
- Customer Satisfaction

4 stars = Excellent Restrooms

- Facilities in working condition
- Provision of basic amenities i.e. hand soap, toilet paper, etc
- No odour, litter-free
- Reasonably dry floor and facilities
- Customer Satisfaction
- Special delights and user-friendly facilities

5 stars = Premium Restrooms

- Facilities in working condition
- Provision of basic amenities i.e. hand soap, toilet paper, etc
- No odour, litter-free
- Reasonably dry floor and facilities
- Customer Satisfaction
- Special delights, user-friendly and eco-friendly facilities

HTP Auditing Fee Structure

- Each Cubicle - S\$16
- Each General Area (wash area + 2 urinals for male toilets) - S\$45
- More than 2 Urinals - S\$16
- Each Stand-alone Handicap unit - S\$20
- Each certificate - S\$10

LOO Campaign 2008-2010

Participating Organisations:

- JTC Corporation
- National Environment Agency
- National Parks Board
- Singapore Sports Council
- Singapore Zoological Gardens

Partners:

- 5 Community Development Councils
- Environmental Management Association of Singapore

Supporters:

- KK Women's and Children's Hospital
- National Volunteer & Philanthropic Centre
- PUB
- Singapore Kindness Movement
- Society for the Physically Disabled
- Singapore Tourism Board
- Work Development Agency
- World Toilet Organisation

Sponsors:

- Initial Hygiene
- Wildlife Reserves Singapore
- Freshening
- Stabilo
- Universal Sovereign

Inter Agencies Working Committee (First Meeting)

Co-Chairing Organisations:

- Restroom Association (Singapore)
- World Toilet Organisation

Organisations in Alphabetical Order:

- Civil Aviation Authority of Singapore
- Environmental Management Association of Singapore
- Housing and Development Board
- JTC Corporation
- Land Transport Authority
- Maritime and Port Authority of Singapore
- National Environment Agency
- National Parks Board
- National Trades Union Congress
- PUB, The National Water Agency
- Singapore Action Group of Elders
- Singapore Kindness Movement
- Singapore Sports Council
- Singapore Tourism Board
- Singapore Workforce Development Agency
- Singapore Youth Olympic Games Organising Committee
- SMRT Corporation Ltd
- Society for the Physically Disabled
- South West Community Development Council
- Unit for Contract and Casual Workers (UCCW), NTUC
- World Toilet College