



Media Release

17 June 2009

NOMINATIONS OPEN FOR LOO AWARDS 2009 & LAUNCH OF LOO MAP

Singapore's first toilet awards & online toilet map locator

Supported by the National Environment Agency (NEA), the Restroom Association (Singapore) or RAS launched two milestone initiatives – LOO Awards 2009 and LOO Map – today to take a significant step forward in its bid to meet the LOO Campaign's (Please refer to Annex A) target.

Following the successful launch of the LOO Campaign last year, RAS will further reinforce its four pronged approach especially the fourth approach by initiating the LOO Awards to recognise any organisations or individuals who have contributed to help Singapore achieve a world recognised standard of restroom cleanliness. Nominations for LOO Awards 2009 (Please refer to Annex B for the award categories, eligibility, judging criteria etc) are open from tomorrow, **18 June 2009** and will close on ~~30 September 2009~~ **(extended to 31 October 2009)**. Results will be announced on **19 November 2009**, in conjunction with World Toilet Day. A total of **20** awards will be presented at the LOO Awards Ceremony on **2 December 2009** during the networking dinner at the World Toilet Summit & Expo.

In conjunction with our Happy Toilet Programme (HTP), we launched LOO Map – visit www.toilet.org.sg to view the map – which is an online map locator of our star-rated Happy Toilets in the five districts – Central, North East, North West, South East and South West – of Singapore. The LOO Map will serve its purpose of encouraging more toilet owners to participate in our HTP or existing toilet owners to continue their commitment to joining HTP and providing handy information for local and foreign visitors – a tourist sent us an email in November last year requesting a list of clean toilets before his visit to Singapore – looking for locations of clean toilets. Similar to most online map locators, visitors can easily mouse over any of the five districts shown on the map of Singapore for the number of Happy Toilets and click on the map for more information.

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Take for instance, users who mouse over the Central district will see the region lighting up and a legend box popping up to reveal the number of Happy Toilets in the Central district. When users click on the map, it will bring them to the exact locations of the Happy Toilets in the Central district.

For further enquiries, please contact:

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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 the cleanliness, design and functionality of public toilets in Singapore. It serves the community by educating the general public about toilet etiquette.

Some of the programmes or activities – supported by the National Environment Agency (NEA) – initiated and conducted by RAS include the Happy Toilet Programme, Happy Toilet School Education programme, Inter-Agencies Working Committee, Eco-Assessor Programme, LOO Campaign 2008-2010, 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.

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About Happy Toilet Programme (HTP)

The Happy Toilet Programme (HTP) is an initiative launched in July 2003 to award public toilets a three, four or five star rating for their standards and excellence. A minimum three-star rating ensures toilets are kept dry, odourless, litter-free with working toilet facilities and basic amenities such as soap and toilet paper. In conjunction with the LOO Campaign, the HTP was revamped to include effectiveness and satisfaction on top of its existing three main criteria namely cleanliness, maintenance and design.

A new fee system was also introduced to replace the old flat fee of \$100 or \$80 – more than 10 toilets located within same building/radius of 1 km – per toilet. A more flexible fee system looks into the number of units to be assessed, which means smaller toilet owners such as coffeeshop owners will pay lesser fees from \$71 per toilet. Toilet owners and operators with more toilets will enjoy a flat fee of \$100 (20 to 39 toilets) or \$80 (40 toilets and above) per toilet.

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LOO Campaign 2008 - 2010

The LOO – Let's Observe Ourselves - Campaign was launched on 19 November 2008 in conjunction with World Toilet Day. This campaign targets the toilet owners, cleaners and users with the aim to achieve our 2010 goal of 70% clean public toilets islandwide, to meet our HTP three-star rating which is the basic standard of toilet cleanliness.

The LOO Campaign adopts 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.

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LOO Awards 2009

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: Organisation, Cleaning Industry and Individual.

Organisations may be nominated in the following categories:

1. Private Sector **(3 Awards)**
2. Public Sector **(3 Awards)**
3. Educational Institutions **(3 Awards)**

Cleaning Industries may be nominated in the following categories:

1. Cleaners **(3 Awards)**
2. Contractors **(3 Awards)**

Individuals may be nominated in the following categories:

1. Private sector individual **(1 Award)**
2. Public sector individual **(1 Award)**
3. Youth & Student (includes members of youth groups, youths in tertiary institutions, secondary and primary school students) **(1 Award)**

* The following categories will be nominated by RAS:

1. Eco-Assessor **(1 Award)**
2. Volunteer **(1 Award)**

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Criteria for Nomination

Organisations nominated for the awards should have fulfilled some or all of the following criteria:

- Good restroom design
- Good practices such as recognition, best sourcing, etc
- Initiatives or projects in line with restroom cleanliness & maintenance
- Participation in RAS programmes or activities
- Collaborations with RAS

Cleaning Industries nominated for the awards should have fulfilled some or all of the following criteria:

- Help cleaners to upgrade their skills
- Provide the right equipment for the cleaner
- Take care of cleaners' welfare
- Dedicated cleaner with good customer service as perceived by the user & operator

Individuals nominated for the awards should have fulfilled some or all of the following criteria:

- Initiatives or projects in line with restroom cleanliness & maintenance
- Participation in RAS programmes or activities
- Provision of valuable feedback that contributed to the enhancement of restrooms

Submission of Nomination

Nominations can be submitted as follows:

1. [Online](#) OR
2. Download our form at <http://www.toilet.org.sg/docs/nomination.doc> and submit the completed form via

e-mail to: admin@toilet.org.sg

OR fax to: +65 6297 9825, Attn: LOO Awards Nominations

OR by post to: LOO Awards Nominations

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