



**2 December 2009**

**Media Release**

**LOO AWARDS CEREMONY AND LEARNING PAVILION MAKE ITS DEBUT AT THE  
WORLD TOILET SUMMIT & EXPO (WTSE) 2009**

*Restroom Association (Singapore) or RAS is the local partner of the WTSE 2009*

The 15 recipients (please refer to Annex A) of the inaugural LOO Awards (please refer to Annex B for more details) receive their awards from Guest-of-Honour, Mr Andrew Tan, Chief Executive Officer of the National Environment Agency (NEA), during a networking dinner session at the World Toilet Summit & Expo. Nominations for the awards were opened from 18 June 2009 and closed on 31 October 2009. A total of 24 nominations were received and the recipients were announced at a media conference held in a Koufu's – one of the award recipients – coffeeshop on 19 November 2009, in conjunction with World Toilet Day<sup>1</sup>.

At the WTSE 2009 held on 2-4 December, RAS sets up a mobile exhibition – RAS Learning Pavilion – on Singapore's sanitation to showcase the achievements and future development plans to both local and international visitors. The pavilion is positioned as a platform to showcase the different facets of sanitation development in Singapore since the 1960s. It presents an enriching and educational journey for the visitors to understand the significance of sanitation and its social, cultural and environmental impact on the city of Singapore. It will also trace Singapore's economic development from Third World to First World. The pavilion will reach out to the community at large via roadshows or events next year.

Ms Tan Puay Hoon, President of RAS, said: "The first World Toilet Summit was inaugurated in Singapore in 2001 by the World Toilet Organization (WTO). After eight years, we are pleased to see this annual event, now known as the World Toilet Summit & Expo (WTSE), to return to Singapore this year. As a founding member of the WTO, we are also proud to be

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<sup>1</sup> World Toilet Day is a global day of action to increase awareness for toilet users' rights and to advocate a better toilet environment. Individuals, toilet associations, and other advocacy groups mark this day across the world to bring attention to a cause that truly affects everyone on earth.

the local partner for this signature event to showcase and share our programmes with the delegates and guests. We have been engaging and working closely with the local players and stakeholders to promote best practices in cleanliness, maintenance, design and standards of public toilets. We also initiated the LOO Awards to acknowledge organisations and individuals who have contributed to help Singapore achieve a world recognised standard of toilet cleanliness. We are honoured to host the awards ceremony at the WTSE 2009 and we would like to wish the WTO every success for this event.”

For further enquiries, please contact:

Mr Emerson Hee

Manager, Communications & Standards

Tel: 6297 9824

HP: 9113 6786

Fax: 6297 9825

Email: [emerson@toilet.org.sg](mailto:emerson@toilet.org.sg)

### **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.*

### **Glossary of Chinese Terms (In alphabetical order)**

- |  |                 |
|--|-----------------|
| 1. Restroom Association (Singapore)        | 新加坡卫浴文化协会       |
| 2. President Tan Puay Hoon                 | 会长陈培芬           |
| 3. LOO (Let's Observe Ourselves) Campaign  | LOO “让我们自我监察”活动 |
| 4. LOO Awards                              | 卫浴文化奖           |
| 5. RAS Learning Pavilion                   | 卫浴文化展           |
| 6. Happy Toilet Programme (HTP)            | 康乐公厕计划          |
| 7. Happy Toilet School Education Programme | 快乐公厕校园计划        |
| 8. Certified Eco-Assessors                 | 鉴定环保评估员         |
| 9. Volunteer Eco-Assessors                 | 志愿环保评估员         |
| 10. World Toilet Summit & Expo             | 世界厕所高峰期及博览会     |

**List of LOO Awards recipients**

**Organisation Category**

**Private Sector (In alphabetical order)**

1. Dragages (S) Pte Ltd - Quay Side Residence Project
2. Koufu Pte Ltd
3. Singapore Zoo - Rainforest Kidzworld

**Public Sector (In alphabetical order)**

1. Aljunied Town Council
2. Ang Mo Kio - Yio Chu Kang Town Council

**Educational Institution (In alphabetical order)**

1. Holy Innocents' Primary School
2. Northland Primary School
3. Zhenghua Primary School

**Cleaning Industry Category**

**Contractor**

1. CSP Maintenance Pte Ltd, cleaning contractor of Opera Estate Primary School

**Restroom Cleaner**

1. Mdm Mak Lai Kew, 麦丽娇 Greenridge Primary School

**Individual Category**

**Public Sector (In alphabetical order)**

1. Ms Jasmin Maniam, Teacher, Telok Kurau Primary School
2. Mr Mokhtar Abdul Rahman, Environmental Health Executive, North West Regional Office, National Environment Agency **<Nominated by RAS>**

**Youth & Student Category **<Nominated by RAS>****

1. Ms Lin Zhiyi, student 林智毅

**Star Certified Eco-Assessor **<Nominated by RAS>****

1. Mdm Norwati Binte Rashid

**Star Volunteer **<Nominated by RAS>****

1. Mr Lim Ah Kum 林亞鑫

## LOO Awards 2009

### Background

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 Happy Toilet 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 as follows:

- 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.

Following the successful launch of the LOO Campaign last year, RAS further reinforces 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.

### 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)**

## **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