

LOVE OUR 'HOOD YOUTH CHALLENGE 2023

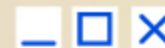


Registration closes on
24 Sep 2023



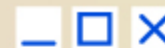
CHALLENGE STATEMENTS

& WHAT HAVE BEEN DONE



Introduction

Together with our partner, the National Youth Council (NYC), Municipal Services Office (MSO) would like to encourage youths (between the age of 15-35 years old) take up the challenge of resolving municipal issues under Love Our 'Hood Youth Challenge. We hope to mentor and fund youths (up to \$10,000) to apply their knowledge to carry out Behavioural Insights (BI) studies/projects, or roll out public education campaigns that will address municipal issues. Youths are encouraged to conduct deep investigation to develop more robust ideas. They can consider scaling up or replicating successful prototypes/projects that were earlier deployed and proven to be effective.



To guide youth teams in coming up with solutions to tackle the challenge, we have come up with a brief guide below.

1. Conduct **ground research** to analyse the issue. If requested and available, MSO maybe provide additional resources/information (e.g., data) to supplement teams' research.
2. **Identify messages** to be included in your proposed solution. For alignment, teams may refer to public education content developed by MSO and other government agencies (e.g., on [MSO's online resource page](#)) to identify the key messages.
3. **Ideate solution(s)**. Decide on the form the solution(s) will take i.e., physical or virtual/online. Physical solutions include public education kits/collaterals such as storybooks, posters, stickers etc. and public outreach events or engagement with residents. Examples of virtual/online solutions are videos/short films and social media campaigns.
4. Obtain MSO's and agencies' **clearance** (through MSO) on content and logo usage in the solution(s).
5. **Produce or develop the solutions**. For physical solutions (e.g., storybooks, posters, stickers), to extend 100 copies to MSO.
6. **Plan the implementation** of solution(s) e.g., determine who is the target audience, how teams intend to reach out to the target audience, what mediums to use to best reach out to target audience. For physical solution(s), MSO may assist to link teams up with respective agencies or Town Councils if requested. For virtual/online solutions, MSO may assist to cross-share content on our social media platforms.
7. **Evaluate effectiveness** of solution(s) through surveys or ground checks.

Teams are NOT required to come up with a solution before attending our workshops!



CHALLENGE STATEMENTS



Cluttered Corridors



Community Cats in our Neighbourhood



Littering



Marketing of OneService Channels



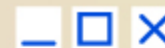
Noise from Neighbours



Recycle Right



Responsible Pet Ownership



CHALLENGE STATEMENT 1

Cluttered Corridors

We often see residents placing their belongings such as plants, clothes drying rack or even furniture in the common areas and corridors. Not only will this pose an inconvenience to their neighbours, they are safety concerns during emergencies. According to SCDF's regulations, residents are required to maintain a minimum 1.2 metres clearance along corridor.

How might we discourage such inconsiderate actions and encourage residents to keep their common areas and corridors free of clutter?

Cluttered Corridors

SCOPE

- 1) Analyse the issue(s) of corridor clutter, i.e., Reasons for corridor clutter, extent of corridor clutter, other related inconsiderate behaviors.
- 2) Investigate what could be a socially acceptable level of clutter and based on these findings come up with solutions to mitigate the issue in the community.
- 3) Propose a plan, design solution(s), deploy to test the designed solution(s) to minimise or prevent inconsiderate behavior of corridor cluttering.
- 4) Measure and assess the effectiveness of the solution(s). To consider Phase 2 of the project to affirm the results or outcome of the pilot test.

Cluttered Corridors

SOME POSSIBLE DELIVERABLES/SOLUTIONS

Youth/students can submit either or a combination of the following deliverables or solutions:

- a. Engagement;** e.g. engagement sessions, social media contests, behavioural insights (BI) studies to nudge residents' behaviour to minimise clutter;
- b. Outreach;** e.g. digital content such as videos, physical collaterals; public education campaigns such as installing floor stickers with reminders on keeping corridor clutter-free, etc.

Cluttered Corridors

WHAT HAVE BEEN DONE

Floor Stickers and Wall Posters

A group of TP students applied Behavioural Insights and piloted 2 designs - their "Regulations" design educates on SCDF's guidelines on the proper use of HDB common corridors, and their "Services" design promotes corridor-related services by the Town Council, such as their bulky items removal services. Insights gleaned included material types and messages that are effective in encouraging residents to keep their corridors clear.



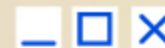
Cluttered Corridors

WHAT HAVE BEEN DONE

'Obstacle Course' Community Activity

The team of youths set up a booth at the Community Resilience Day @ Changi Simei, held on 10 Sep 2022. The team constructed an obstacle course and cluttered the pathway with items. Booth participants were asked to navigate their way through the cluttered pathway with a wheelchair, showing the challenges faced by wheelchair users and to remind the residents to keep their corridors and lift lobbies clear of items.





CHALLENGE STATEMENT 2

Community Cats in our Neighbourhood

Community cats are stray cats that roam and live in our neighbourhood. Some are wary of people while others are used to human interaction through the efforts of caregiving. Despite efforts to foster responsible caregiving, there are residents who are less tolerant of these community cats due to the disamenities exacerbated by irresponsible caregivers. Some ways where the community cat caregivers can provide better care for the community cats are as follows:

- Be responsible in feeding. Irresponsible feeding results in environmental issues such as littering of cat food, dirtying of floors, and attracting pests if leftover food is not cleared away
- Sterilise for health benefits and population management
- Microchip and register the cats for traceability
- Ensure the community cats' overall health and well-being

How might we encourage and ensure that community cat caregivers care for their community cats responsibly, and have community cats live amongst us harmoniously in our neighbourhoods?

Community Cats in our Neighbourhood

SCOPE

- 1) Analyse the issue of irresponsible feeding of community cats and other related dis-amenuities that may arise in the community from such habits.
- 2) Propose a plan, design solution(s), deploy to test the designed solution(s) to address the issue of irresponsible feeding of community cats and encourage caregivers to feed community cats responsibly.
- 3) Measure and assess the effectiveness of the solution(s).

Community Cats in our Neighbourhood

SOME POSSIBLE DELIVERABLES/SOLUTIONS

Youth/students can submit either or a combination of the following deliverables or solutions:

- a. Engagement;** e.g. engagement sessions, social media, behavioural insights (BI) studies;
- b. Outreach;** e.g. digital content such as videos, digital collaterals; public education campaigns, etc.
- c. Prototype development:** e.g., designated cat-feeding/-caregiving corner.

Community Cats in our Neighbourhood

WHAT HAVE BEEN DONE

Catfe at Boon Lay

As part of Youth Challenge 2018, a team of NUS students developed a designated cat feeding corner in Boon Lay to encourage responsible feeding of community cats on the ground floor (instead of feeding at the upper floors). The team also carried out educational outreach on responsible cat feeding, cat sterilisation, and kept a log of unsterilised cats in the area for other volunteers to ensure that the population was kept in check.



Community Cats in our Neighbourhood

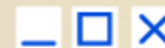
WHAT HAVE BEEN DONE

'Just Let us Live, Lah'

A former student from Lasalle College of the Arts, Evan Tan, created 'Just Let Us Live Lah', which was a series of three installations that showcased the three most basic daily habits of stray cats - eating, resting and curiosity. Installed at void deck of HDB flats in eastern and western Singapore in April 2021, the installations were aimed to correct misconceptions of stray cats and build empathy among residents to promote peaceful co-existence between stray cats and humans.



Photo credit: Evan Tan and [Lasalle College of the Arts](#).



CHALLENGE STATEMENT 3

Curbing Littering Habits at Town and Neighbourhood Centres

As a “cleaned city”, Singapore is still facing issues such as littering despite public education efforts by the Government and clean-up efforts by volunteer groups and our army of cleaners.

Beyond monetary penalties and placing more bins everywhere, how might we discourage this inconsiderate behaviour and encourage residents to keep their environment clean?

Curbing Littering Habits at Town and Neighbourhood Centres

SCOPE

- 1) Analyse the issue of littering habits practices and other related dis-amenuities that may arise in the community from such irresponsible practices.
- 2) Propose a plan, design solution(s), deploy to test the designed solution(s) to address the issue of littering and encourage residents to bin litter considerately.
- 3) Measure and assess the effectiveness of the solution(s).

Curbing Littering Habits at Town and Neighbourhood Centres

SOME POSSIBLE DELIVERABLES/SOLUTIONS

Youth/students can submit either or a combination of the following deliverables or solutions:

- a. Engagement;** e.g. engagement sessions, social media competition or campaign, behavioural insights (BI) studies;
- b. Outreach;** e.g. digital content such as videos, digital collaterals, public education materials such as storybooks etc.

Curbing Littering Habits at Town and Neighbourhood Centres

WHAT HAVE BEEN DONE

Social Media Campaign

Team sMEMEking (Youth Challenge 2019) organised a meme competition where members of the public were invited to develop creative memes containing messages on binning litter properly. Netizens could then vote for their favourite meme. The winning meme would be developed into other suitable format (e.g., standees) for further public education.



Curbing Littering Habits at Town and Neighbourhood Centres

WHAT HAVE BEEN DONE

Preschool Storybook on Littering

A group of youths called “Taman Jurong C2E Cert Youths” worked with an illustrator to co-develop a storybook for pre-schoolers. This storybook highlighted important educational messages on the impact of littering and the need to minimise corridor clutter. Hard copies of storybook were produced and distributed to preschools in Taman Jurong.





CHALLENGE STATEMENT 4

Marketing of OneService Channels

The OneService (OS) channels such as OS Chatbot and OneService@LifeSG offer a one-stop platform for residents to report and track their feedback on municipal issues, without having to know which agency is in charge.

How might we:

1. Raise awareness of these channels among residents?
2. Encourage residents to download and use these channels?

Marketing of OneService Channels

SCOPE

- 1) Analyse the issue(s) of low awareness and / or usage of the mentioned OS channels.
- 2) Propose a plan, design solution(s), deploy to test the designed solution(s) to address the issue of low awareness and / or usage of OS channels and encourage more residents to adopt the usage of OS channels.
- 3) Measure and assess the effectiveness of the solution(s).

Marketing of OneService Channels

SOME POSSIBLE DELIVERABLES/SOLUTIONS

1) Youth/Students can help promote the branding of MSO's Kaki by developing **designs for collaterals** incorporating

- (a) Kaki:



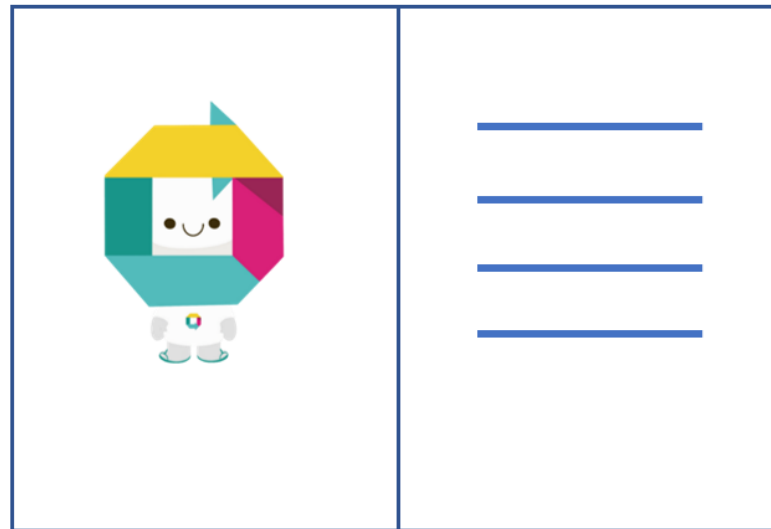
- (b) public education messages e.g. on keeping noise levels low.

Examples of collaterals include umbrellas, stickers, non-woven tote bags, plush toys.

Marketing of OneService Channels

SOME POSSIBLE DELIVERABLES/SOLUTIONS

2) Youth/students can design and produce a **pre-school story book**, starring 'Kaki' as a character to promote good social norms. Youths may refer to [MSO's online resource page for messages and content on good social norms.](#)



Marketing of OneService Channels

WHAT HAVE BEEN DONE

Wet Wipes with Messages on Minimising Corridor Clutter

A group of residents in Bukit Gombak developed stickers which they pasted onto wet wipes. These stickers contained messages to encourage residents to minimise corridor clutter. The team distributed the packs to several households in the estate.



Staged Physical Exhibits

To create higher awareness of the OneService App and Kaki by drawing residents' attention to the potential uses of the app, a group of Temasek Polytechnic students decided on using 2 different staged physical installations of damaged facilities (e.g., cracked tiles) and rubbish on floor within Kampong Chai Chee. In their 'cracked tiles' exhibit, they incorporated the Kaki visual for greater awareness.





CHALLENGE STATEMENT 5

Noise from Neighbours

How might we encourage residents to be considerate towards one another and keep their noise level down?

Noise from Neighbours

SCOPE

- 1) Youths/Students may explore conducting an experiment to analyse either of the following:
 - a. Measure the decibel level of various types of inter-floor noise and how interventions can help to reduce decibel level;
 - b. How various types of congregation noise such as children playing in playgrounds or gatherings at coffeeshops or void deck are transmitted to nearby HDB blocks and impact residents staying nearby.
- 2) Youths may choose to specifically design a project to address pets-related noise issues (for e.g. pet birds or dogs)
- 3) Plan BI or PE campaign to encourage residents to adopt considerate behaviour to reduce specific noise types such as noisy activities, and DIY renovation.
- 4) Measure and assess the effectiveness of the solution(s).

Noise from Neighbours

SOME POSSIBLE DELIVERABLES/SOLUTIONS

- 1) Youth/students can develop **short films/videos** to raise awareness on the following:
 - a. Different decibel levels for different noise types within the neighbourhood e.g. furniture dragging, and how interventions, such as furniture sock or carpet can help achieve a decibel reduction
 - b. Promote Quiet hours
- 2) **For teams tackling noise issues (for e.g. pets-related noise)**, to develop short films/videos to raise awareness

Noise from Neighbours

WHAT HAVE BEEN DONE

Noise Standees

A group of Dunman High School students developed a series of life-sized standees with messages to encourage residents to keep noise levels low in Jalan Batu. They targeted both noise among neighbours and congregation noise in the estate. The life-sized standees were designed with bright colours and striking visuals to attract attention and placed in areas of high foot traffic.



Short Film - Game Show on Noise

Students from Ngee Ann Polytechnic produced a short film of a game show on neighbourhood noise. Contestants had to provide correct answers to the quiz questions. The videos took on a light-hearted, comedic approach yet contained educational messages on noise.



Noise from Neighbours

WHAT HAVE BEEN DONE

Public Education Kit

A public education kit developed by MSO was given to residents in June 2021. The kit contains a pamphlet on steps to minimise noise in units and a link to download a template note that residents can fill and offer to their neighbours to pre-empt them of scheduled noise occurrences.



Dear Neighbour,

We're sorry!

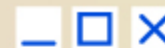
We will try our best to keep the volume down, and we seek your understanding on the occasional noise that you might experience.

Please let us know if there are specific days or timeslots that we should take note of, e.g. if you having an important meeting or interview during that time, and we will try our best to keep the volume as low as possible during that time.

Thank you!

From your neighbour.





CHALLENGE STATEMENT 6

Recycle Right

The domestic/household recycling rate over the past 3 years had shown a decline from 22% in 2018 to 13% in 2020. The latest modest recycling rate of 12% shows that more can be done for households to recycle more. In addition, about 40% of the items deposited in the blue bins/chutes are contaminants, which may attract pests.

In view of the above findings, how might we drive residents in households to: i) recycle more and ii) to recycle right e.g. prevent residents from contaminating the recycle bins?

Recycle Right

SCOPE

- 1) Analyse the issue of improper recycling habits and other related dis-amenuities that may arise in the community from such habits.
- 2) Propose a plan, design solution(s), deploy to test the designed solution(s) to address the issue of improper recycling and encourage residents to recycle right.
- 3) Measure and assess the effectiveness of the solution(s).

Recycle Right

SOME POSSIBLE DELIVERABLES/SOLUTIONS

Youth/students can submit either or a combination of the following deliverables or solutions:

- a. Engagement;** e.g. engagement sessions, social media, behavioural insights (BI) studies;
- b. Outreach;** e.g. digital content such as videos, digital collaterals; public education campaigns, etc.
- c. Prototype development:** e.g., Recyclables sorter, bottle rinser.

Recycle Right

WHAT HAVE BEEN DONE

Bottle Rinsers

Developed by a team of NUS students in 2020, this device promoted good recycling habits by encouraging people to rinse their beverage bottle/drinks can before recycling.



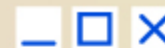
Recycle Right

WHAT HAVE BEEN DONE

Public Education Campaign

Youth Challenge 2020 team, Task Force Green Keat Hong, implemented a recycling campaign to spread messages of recycle right to Keat Hong residents. The team produced short films on recycling and introduced transparent bins as part of their campaign.





CHALLENGE STATEMENT 7

Responsible Pet Ownership

Pet owners should be considerate to others when bringing their pets to shared public spaces. For example, when in public spaces (e.g., void decks) dog owners should clean up after their pets and ensure that the area is kept clean, and keep their dogs leashed at all times. Cat owners should mesh up their windows at home to prevent falling accidents and not allow their cats to roam outside freely.

How might we raise awareness and knowledge of current and future pet owners to address concerns on dis-amenities in the community?

Responsible Pet Ownership

SCOPE

- 1) Analyse the issues of irresponsible pet ownership practices and other related disamenities that may arise in the community from such irresponsible practices.
- 2) Propose a plan, design solution(s), deploy to test the designed solution(s) to address the issue of irresponsible pet ownership and encourage pet owners to adopt more responsible practices.
- 3) Youths may choose to specifically design a project to address pets-related municipal issues.
- 4) Measure and assess the effectiveness of the solution(s).

Responsible Pet Ownership

SOME POSSIBLE DELIVERABLES/SOLUTIONS

1) Youth/students can submit either or a combination of the following deliverables or solutions:

- a. Engagement;** e.g. engagement sessions, social media, behavioural insights (BI) studies;
- b. Outreach;** e.g. digital content such as videos, digital collaterals; public education campaigns, etc.
- c. For teams tackling pet-related municipal issues,** to develop short films/videos to raise awareness on considerate pet ownership, design education programmes for potential and existing pet owners to raise awareness of responsible pet ownership and long-term commitment.

Responsible Pet Ownership

WHAT HAVE BEEN DONE

Social Norming Intervention

A group of youths from the Bukit Timah Youth Network spearheaded the PAWsitive Norms Campaign launched in April 2021. Schools in the vicinity such as Raffles Institution, Hwa Chong Institution and National Junior College were brought into the campaign.

Comprising three phases to be implemented over a year, the campaign aimed to support a community norm-building effort in the Bukit Timah division, by articulating three “unspoken expectations” surrounding the ownership and care of pet dogs within the community. The three principles promoted by PAWsitive Norms were:

- a) Always leash your dog when walking it;
- b) Be considerate and clean up after your dog; and
- c) Dispose dog poo into the designated bins.



Responsible Pet Ownership

WHAT HAVE BEEN DONE

Social Norming Intervention

The three phases were:

1. Development of public education posters and banners to raise awareness of the campaign and the three “unspoken expectations”.
2. Organising a series of events
 - a. Mayfair dog-run opening event to promote bonding between dog owners and increase awareness of campaign.
 - b. *Canines Go Online!* virtual event to announce the expansion of the campaign; education talk by K-9 dog trainer.
3. Expanding outreach to remainder estates in Bukit Timah such as Sunset Way NC, Dunearn NC and all RCs in Clementi estate through door-to-door outreach.

Jingle and Social Media Contest

A team produced a 2-minute video and jingle aimed at educating pet owners and public about responsible pet ownership. This jingle and music video was adapted into a social media contest, held across 3 platforms (Instagram, Facebook and TikTok) to encourage self-reflection among pet owners and general public.





**If you have any further questions,
email us at
oneservice_community@mnd.gov.sg**

**Registration closes on 24 Sep,
register at <https://go.gov.sg/youth-programmes>
now!**