

Permanent Shoe Waste Collection Ecosystem Launch

“Others see an old shoe. We see the future.”

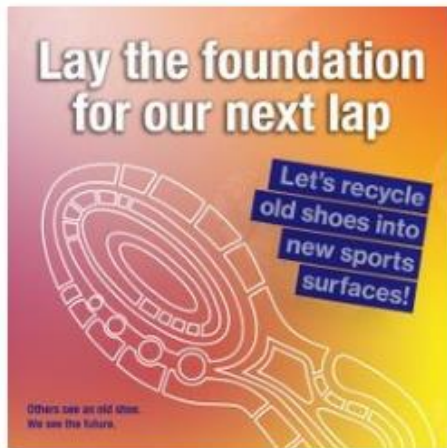
A public-private-partnership on recycling used sports shoes into new sports infrastructures. Launching nationwide from July 5, 2021, towards a sustainable future for Singapore.

PUBLICITY ASSETS & USAGE GUIDE

1. Poster:
Digital version available upon request



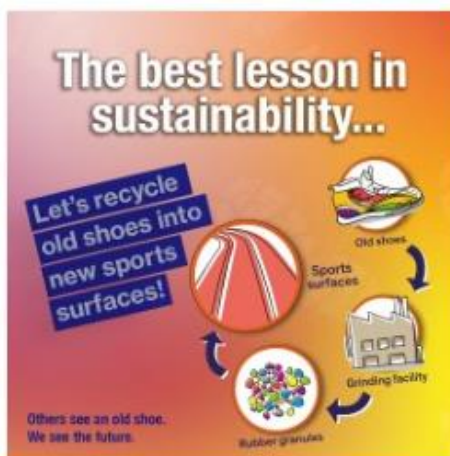
2. Social media visuals:



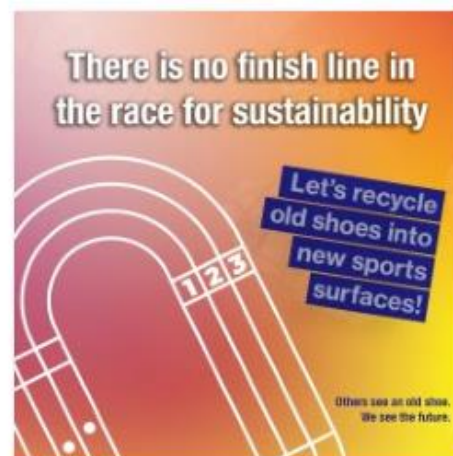
✔ Social media community.jpg



✔ Social media retail.jpg



✔ Social media school.jpg



✔ Social media sports.jpg

- For use on social media platforms, e.g. Instagram, Facebook
- Organizations/ individuals can choose from any of the four options that works best with their target audience
- Alternatively, consider using all four versions as reminder/ coasting strategy over time.

3. Hashtags:

- a. Campaign: #SGshoerecycle
- b. Sport Singapore: #Sportsg
- c. Dow hashtag: #Dow

Please also include your organization's hashtags in your posts.

4. Website:

Access/ link to project details on Sport Singapore's website via:

URL: <http://go.gov.sg/old-shoe-new-future>

QR Code:



5. Press release:

The joint media release between Dow and Sport Singapore will be available from Tuesday, June 22, 4.30pm.

- a. Sport Singapore's website:
<https://www.sportsingapore.gov.sg/Newsroom/Media-Releases>
- b. Dow website:
<https://corporate.dow.com/content/corp/en-us/news>

###