



# **FREQUENTLY ASKED QUESTIONS**

## **About Know Your Naturehood**

### **1. What is Know Your Naturehood?**

Know Your Naturehood is an urban biodiversity campaign by Sime Darby Property that encourages residents to discover, appreciate and share the diverse wildlife and natural environments within Sime Darby Property townships. Through on-ground activities, digital experiences and community participation, this campaign aims to inspire everyone to discover, appreciate and care for nature in their own neighbourhoods.

### **2. Why is Sime Darby Property running this campaign**

Sime Darby Property believes thriving communities go hand in hand with thriving ecosystems. The campaign aims to raise awareness of urban biodiversity while encouraging residents to explore, learn and contribute to nature conservation within their communities.

### **3. What is urban biodiversity?**

Urban biodiversity is more than just about flora and fauna. It is about the health of our environment and what that means to all forms of life. A healthy and balanced environment serves a multitude of functions and benefits for us. If nature is in balance, so will we. When the air and water are clean, and our climate is well regulated, our cities will stand resilient to all extremities.

### **4. Which townships are participating?**

Know Your Naturehood is happening across selected Sime Darby Property townships. Please refer to the campaign website for the latest list of participating locations and activities.

### **5. Is participation free?**

Yes. Participation in the campaign and its activities are free.

## **6. How long will Know Your Naturehood campaign run?**

The campaign will be running from Now – 31<sup>st</sup> December 2026.

# **Getting Started**

## **7. Do I need to create a profile account?**

Yes. Creating a profile account allows you to participate in the Know Your Naturehood Badge Programme, track your progress and submit discoveries through the campaign website.

## **8. Why do I need to register?**

Your registered account allows you to:

- Track the progress of your activities
- Earn and unlock badges
- Submit your discoveries
- View your participation history
- Redeem your campaign reward

## **9. What information is required during registration?**

You will be asked to provide:

- Name
- Email address
- Contact number
- Social media handle (to be used for your submissions)

## **10. Can I participate without creating an account?**

Yes, but only in a limited capacity.

You may still share your discoveries on social media using the official campaign hashtag #KnowYourNaturehood and may be featured in the Naturehood Gallery. However, submissions made without a registered account will not qualify for badge progression or rewards.

### **11. Can I update my profile after registering?**

Yes. You may update your profile information through your account dashboard.

### **12. I forgot my pin. What should I do?**

Use the "Reset Pin" function on the login page to reset your credentials.

## **Naturehood Events**

### **13. What activities are available?**

Activities may include guided nature walks, biodiversity discovery sessions, workshops, talks, family-friendly activities and other community events. The full schedule will be available on the campaign website and updated regularly.

### **14. Do I need to RSVP?**

RSVP is encouraged as it helps us manage attendance. However, walk-in participants are also welcome where capacity permits.

### **15. Can I attend more than one event?**

Absolutely. Participants are encouraged to attend as many activities as they wish throughout the campaign period even if they do not wish to participate in the Know Your Naturehood badge programme.

### **16. How do I check in during an event?**

Just scan the unique QR code displayed at the event venue using your mobile device. It will open the campaign website. If you have already registered an account, your attendance will automatically be recorded in your campaign profile. If you have not registered, you will be prompted to do so on the spot.

### **17. What happens if I forget to scan the QR code?**

Only verified QR code check-ins will count towards your event badge progression. Please remember to scan the QR code before joining or leaving the event.

## **18. What should I bring during the event(s)?**

We recommend bringing:

- A fully charged mobile phone
- Comfortable clothing and footwear
- Drinking water
- Sun protection or rain gear where appropriate

## **19. Can children participate?**

Many activities are family-friendly. Please refer to individual event details for age recommendations.

## **20. Will photos and videos be taken during events?**

Yes. Photos and videos may be taken during campaign activities for documentation and promotional purposes.

# **Spot & Share Your Naturehood**

## **21. What can I submit?**

You may submit sightings of biodiversity within participating Sime Darby Property townships, including:

- Birds
- Insects
- Plants
- Trees
- Flowers
- Mushrooms and fungi
- Reptiles
- Mammals
- Other wildlife

## **22. Can I submit discoveries from outside Sime Darby Property townships?**

No. Only discoveries made within participating Sime Darby Property townships are eligible.

## **23. What is Animate Your Naturehood?**

Animate Your Naturehood allows participants to upload a photo of their discovery together with a short description. Our AI generator will transform your photo into a short animated video after successful review.

## **24. What is Share Your Naturehood?**

Share Your Naturehood allows participants to upload photos or videos together with a short write-up to showcase their biodiversity discoveries.

## **25. Do both submission options count towards badge progression?**

Yes. Both Animate Your Naturehood and Share Your Naturehood contribute equally towards earning submission badges.

## **26. Can I submit more than once?**

Yes. Participants are encouraged to continue exploring and sharing new discoveries throughout the campaign.

## **27. Can I submit the same discovery multiple times?**

Each submission should feature a unique biodiversity discovery.

## **28. What happens after I submit?**

Your submission will be subject to review for up to 24 hours, after which you will be notified via email upon approval of your submission. Your submission will then be updated and visible in your profile account.

# **Moderation & Community Gallery**

## **29. Why are submissions moderated?**

Moderation helps ensure all published content is appropriate, relevant and aligned with the campaign's objectives.

### **30. How long does moderation take?**

Most submissions are reviewed within approximately 24 hours.

### **31. Why was my submission rejected?**

Submissions may be rejected if they:

- Do not relate to urban biodiversity
- Were not captured within participating Sime Darby Property townships
- Contain inappropriate content
- Do not comply with the campaign guidelines

### **32. Can I edit my submission after submitting?**

No. Please review your submission carefully before submitting, as it cannot be edited afterwards.

### **33. Will I be notified if my submission is rejected?**

Yes. Participants will receive a notification if their submission is not approved.

### **34. What information will be shown in the Naturehood Gallery?**

Approved submissions will display:

- Participant name
- Township
- Submitted content

### **35. Can Sime Darby Property remove published content?**

Yes. Sime Darby Property reserves the right to remove any content that is deemed inappropriate or no longer complies with campaign guidelines.

## Badges & Rewards

### 36. How many badges can I unlock?

There are **8 badges** to unlock as part of the current Know Your Naturehood Badge Programme. Complete different activities on the website, make Naturehood submissions and explore the campaign to build your badge collection.

### 37. How do I unlock badges?

Each badge has a different activity to complete. You can unlock badges by creating your profile, exploring the Know Your Naturehood website, discovering Naturehood Stars, sharing on social media and submitting your own Naturehood discoveries.

You can track your progress and see what you need to complete next through your profile.

### 38. What badges can I unlock?

There are 8 badges to collect:

- **First Footprint** – Create your profile
- **Neighbourhood Nomad** – Read all 6 township stories under Spotlight: Naturehood Stars
- **Spread the Word** – Share your Animate Your Naturehood or Share Your Naturehood submission on social media
- **Nature Spotter** – Submit your first Naturehood discovery on the website
- **Nature Storyteller** – Keep the stories going with another submission
- **Curious Wanderer** – Explore 3 sections of the Know Your Naturehood website for at least 1 minute each
- **Returning Ranger** – Return and explore the Know Your Naturehood website on 5 different days
- **Urban Naturalist** – Automatically unlocked once you've collected the other 7 badges

### 39. Do I need to complete the badges in a specific order?

No. You can complete the activities and unlock badges at your own pace and in any order. The Urban Naturalist badge will be unlocked automatically once you have earned the other 7 badges.

#### **40. What happens when I unlock all 8 badges?**

Once you've unlocked the first 7 badges, you'll automatically receive the Urban Naturalist badge, completing your Know Your Naturehood Badge Programme journey.

You will then be eligible to claim a limited-edition Know Your Naturehood pin, subject to availability.

#### **42. How do I claim the limited-edition pin?**

Once you have unlocked all 8 badges, you can submit your reward claim through your profile. After your claim has been verified, collection details will be provided.

#### **43. Is the limited-edition pin guaranteed?**

No. The limited-edition pin is available on a first-come, first-served basis, while stocks last.

#### **44. Where can I collect my limited-edition pin?**

Pins can be collected from selected Sime Darby Property Sales Galleries. Collection details will be provided once your claim has been successfully verified.

#### **45. Will there be more badges to unlock in the future?**

There may be new badge programmes and activities introduced in the future, giving you more ways to participate in Know Your Naturehood.

Any new badges introduced as part of a future badge programme will be separate from the current programme and will not change the 8 badges you need to complete your current badge journey.

## **Community Participation**

#### **45. Can I share my discoveries on social media instead?**

Yes. We encourage everyone to share their discoveries using the official campaign hashtag.

#### **47. Will my social media post count towards badges?**

No. Only submissions made through the campaign website using a registered account are eligible for badge progression.

#### **48. Can my social media post still appear in the Naturehood Gallery?**

Yes. Selected public posts using the official campaign hashtag may be featured in the Naturehood Gallery even if you are not registered.

## **Technical Support**

#### **49. My upload failed. What should I do?**

Please ensure your internet connection is stable and that your file meets the supported upload requirements before trying again.

#### **50. The QR code isn't working.**

Please speak to an event representative on-site for assistance before leaving the venue.

#### **51. My badge isn't showing in my profile.**

Badge progress may take a short time to update. If the issue persists, please contact the campaign [support team](#).

#### **52. I'm having trouble registering.**

Please ensure all required fields have been completed correctly. If you continue to experience issues, contact the campaign [support team](#).

## Privacy & General Enquiries

### 53. How will my personal information be used?

Your personal information will only be used to administer the campaign, manage your participation and communicate campaign-related updates in accordance with Sime Darby Property's [Privacy Policy](#).

### 51. Who owns the content I submit?

Participants retain ownership of their original content. By submitting content, participants grant Sime Darby Property permission to use, reproduce and feature the content for campaign-related promotional purposes, in accordance with the campaign's [Terms & Conditions](#).

### 52. Where can I read the Terms & Conditions?

The full Terms & Conditions are available on the campaign website [here](#).

### 53. Who can I contact if I have further questions?

If you require further assistance, please contact the campaign [support team](#).

Last Updated: 27 August 2026