



## **MEDIA RELEASE**

For Immediate Release

### **The Public Hygiene Council Encourages Collective Efforts Towards a Litter-Free Event**

*Dedicated volunteers remind event patrons to do their part for a clean environment*

**SINGAPORE, Monday, 23 September 2024** – Dedicated volunteers from the Public Hygiene Council's (PHC) network were deployed over three days to remind race event attendees at the Marina Bay Street Circuit of the importance of personal responsibility in properly disposing of their trash to keep Singapore clean.

#### **Keeping Mass Events Litter-free**

2 Mass events often generate much litter, and data has shown that people are more likely to improperly dispose of their trash when there is already litter lying around. There is a dependence on cleaners to clean up after events, which is not sustainable in the long-term.

3 PHC has been actively engaging mass event organisers to pledge their commitment towards litter-free events. A "Create Cleaner Events" playbook was launched several years ago, and event organisers such as Singapore GP have adopted some of the recommendations to provide event patrons with a more enjoyable and cleaner environment.

4 PHC's litter-free advisories and messages were included and publicised in the event guides, and via the Singapore GP website, to remind patrons to do their part to keep the environment clean. Prominent visual cues were also put up on the super screens and bins across the Circuit Park, to prompt patrons to bin their trash responsibly and recycle any recyclable items to reduce environmental impact. The event organisers additionally played audio litter-free reminders after the concerts, to remind concertgoers to bring their trash out with them as they exited the concert area.

#### **Volunteer Outreach to Event Patrons**

5 More than 50 volunteers from ASEZ WAO and Kindred Community – members of PHC's R.I.S.E (Reach, Inspire, Synergise, Empower) Champions Network – were deployed over three days at the race event, to engage and remind the crowd to keep the environment clean. This proactive engagement with the race attendees not only helped in nudging patrons to pick up after themselves, but also in driving home the key message of collective responsibility in keeping our public spaces clean.

6 Mr Suen Chun Hui, Chairman of Kindred Community, said, "We are very excited that our volunteers are able to actively engage race patrons to encourage good event etiquette. To do so at such an important and highly visible event makes this even more impactful. We

hope that our small efforts will help to nudge patrons to be more mindful about keeping our shared spaces clean, thus showing consideration towards each other.”

7 Mr Andrew Khng, Chairman of the Public Hygiene Council, added, “Cleaning up the mess left behind after mass events is labour intensive. We should all take personal responsibility and ensure that no trash is left behind after such events. We are truly happy to be working with Singapore GP this year, to remind both local and international event goers to help keep our environment clean. The collaboration between the Public Hygiene Council and Singapore GP reinforces our strong shared commitment and values, and marks a significant step towards promoting and driving a clean and hygienic environment at such large events, especially in the Year of Public Hygiene. We look forward to more partnerships with event organisers, collectively working towards co-creating litter-free events.”

8 For more information on PHC’s litter-free initiatives, please visit <https://www.publichygienecouncil.sg>.

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