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KEEP SINGAPORE CLEAN 2024

The Public Hygiene Council introduces the Corporate Action Network (C.A.N) and a Bi-Monthly SG Clean Day to Enhance Public Cleanliness

SINGAPORE, 28 APRIL 2024 – This morning, the Public Hygiene Council (PHC) was joined by Guest of Honour, Dr Amy Khor, Senior Minister of State for Sustainability and the Environment, at the launch of the annual Keep Singapore Clean (KSC) campaign. This also marked the beginning of a series of month-long litter-picking activities island wide, taking place year in a year designated by the Ministry of Sustainability and the Environment as the Year of Public Hygiene.

Keep Singapore Clean 2024

2 The annual KSC campaign aims to raise wider awareness of public cleanliness and to encourage Singapore residents to uphold high standards of public hygiene and cleanliness. This year, the campaign creatives take a different approach by embracing a more contemplative stance to re-present and reappraise Singapore's cleanliness. To build emotional connection and inspire positive behavioural change, the campaign film captures familiar sights of clean public spaces across the island to convey the true spirit of what's needed to keep Singapore clean - a collective effort by all of us to build a shared and clean future together.

3 Besides TV and out-of-home media, the campaign will include digital marketing, media interviews and features, plus collaborations with content publishers to inspire civic-minded acts among residents. On the ground, there will be both community and corporate activation to encourage and galvanise public action in the form of litter-picking activities, rallying public support and advocacy for a truly clean Singapore.

Corporate Action Network (C.A.N.)

4 Over the past decade, the PHC has worked closely with government bodies, community groups, schools and other stakeholder groups to engage Singaporeans to take on greater ownership of cleanliness in public spaces. For its part, the business community plays an equally important role in shaping mindsets and nurturing good behaviour. To tap into the strengths and

expertise of the private sector, the PHC today announced the launch of a fresh initiative – the Corporate Action Network (C.A.N.) – designed as a dedicated platform to rally businesses and corporations to play active role in driving the Keep Singapore Clean movement, taking action to lead the change towards a clean and healthy environment for all.

Memorandum Of Understanding (MoU) Signing Ceremony

5 This morning, the PHC signed an MoU with one of C.A.N.'s pioneer members, OCBC, to forge the path ahead for collaborations to create a cleaner Singapore. Through this partnership, OCBC will take steps to promote the Keep Singapore Clean message. OCBC staff volunteers will be tapping on the CleanPods to conduct community clean-up activities and involve other charity partners to be part of the Keep Singapore Clean movement.

6 Mr Andrew Khng, Chairman of the PHC, emphasised the importance of corporate partnerships in enhancing public cleanliness and hygiene levels. He said, "We have been deeply heartened by the continuous support of stakeholders in our drive to create a cleaner, healthier, and more vibrant Singapore. Launching the Corporate Action Network will further rally businesses and corporations in our common mission to uphold cleanliness and hygiene standards in Singapore. It also highlights the commitment to foster collaborations, tapping on our partners to drive impactful change across the country."

Bi-Monthly SG Clean Day 2025

7 The KSC campaign launch was held on the latest quarterly SG Clean Day, an initiative started in 2021 to spotlight the problems of littering through the cessation of sweeping for a day among participating premises, encouraging residents to take personal responsibility in the cleanliness of their shared spaces. From working with all 17 Town Councils to cease sweeping at public housing estates at the inaugural SG Clean Day, the quarterly initiative had grown to include public parks, gardens, park connectors, selected dormitories, reservoirs, tourist attractions, shopping malls, transport nodes, and arts and heritage venues.

8 Since its inception, SG Clean Day has enjoyed strong support from participating stakeholders and the community. This morning, close to 70 litter-picking activities organised by different partners at various locations island wide were held in support of SG Clean Day. To grow the initiative further, the PHC will intensify the frequency of SG Clean Day from a quarterly to bi-monthly basis from 2025. SG Clean Day partners such as town councils will step back from their

regular cleaning regime to facilitate the increased frequency. With SG Clean Day held more frequently, the PHC hopes to spur desirable behaviours such as binning trash responsibly, returning trays after meals at public eateries, and keeping public toilets clean, to become the norm in Singapore.

9 For more information on the Keep Singapore Clean campaign, please visit <https://www.publichygienecouncil.sg>