

**OPENING ADDRESS BY  
MR ANDREW KHNG, CHAIRMAN, PUBLIC HYGIENE COUNCIL,  
KEEP SINGAPORE CLEAN 2024  
SUNDAY, 28 APRIL 2024**

---

Dr Amy Khor, Senior Minister of State for Sustainability and the Environment

Mr Baey Yam Keng, Senior Parliamentary Secretary for Sustainability and the Environment

Mr Stanley Loh, Permanent Secretary for Sustainability and the Environment

Mr Wong Kang Jet, CEO of the National Environment Agency

Excellencies,

Advisers,

My fellow Council Members,

Distinguished guests

Ladies and gentlemen,

### **Introduction**

1. A very good morning to everyone! Welcome and thank you for joining us to launch this year's Keep Singapore Clean. It is truly encouraging to see such a good turnout today. It speaks volumes about our shared commitment in keeping Singapore clean. We would also like to express our deep gratitude to SMS Dr Amy Khor for gracing our event with her presence.

2. As many of you would know, the Ministry of Sustainability and the Environment has designated 2024 to the Year of Public Hygiene, affirming the critical importance of our work. Indeed, our dedication to fostering a cleaner and more hygienic Singapore has never been stronger. We are intensifying our efforts to instil a sense of personal responsibility and joint ownership over the cleanliness of our shared spaces.

3. Through our various engagement programmes, communications initiatives, and outreach efforts, we will press on in promoting good hygiene habits and a litter-free

environment. And why should each of us strive to keep Singapore clean? It's not just for ourselves and our family. It's also the right thing to do for the wider community and even for generations to come. It's an important act of stewardship, where we create a better home for everyone.

### **Keep Singapore Clean (KSC) 2024 Campaign**

4 In this spirit, the Keep Singapore Clean 2024 campaign video takes a departure from the previous approach, and embraces a more introspective and contemplative stance. Our aim is to re-present and reappraise Singapore's cleanliness through a new lens, offered by our emcee today in fact. Our video signifies more than just another campaign kick-off; it serves as a call to action for each and every one of us to contribute actively to shaping an even cleaner Singapore. In the coming weeks, the PHC will coordinate local litter-picking activities across the island and launch out-of-home, digital, and mainstream media publicity on the need to keep Singapore clean.

### **Quarterly SG Clean Day**

5 Today is also SG Clean Day, which takes place every quarter. On SG Clean Day , participating premises cease sweeping at selected area to spotlight the problem of littering when we go without cleaners. At the same time, the PHC also encourages residents to take personal responsibility by not littering and taking part in litter-picking activities to preserve the overall cleanliness of our shared spaces.

6 Over the years, we appreciate the strong partnerships that we have forged with various organisations and stakeholders. It enabled us to expand SG Clean Day from open areas of housing estate to include the reservoirs, public parks, dormitories, attractions, shopping malls, public transport nodes and sport facilities. This expansion has enabled us to amplify and strengthen the Keep Singapore Clean message.

7 This morning, we are proud to have over 30 partners, including OCBC, SBS Transit, Singapore Poly, the Health Promotion Board, Gardens by the Bay, ISEAS-Yusof Ishak Institute, Morgan Stanley, Singapore Prisons, Tampines Changkat Zone 7 Residents Network, Teban Gardens Resident's Network and many more, conducting litter-picking activities with their communities and residents. Their active participation and support make a significant impact in promoting cleanliness and hygiene across various sectors of society.

### **Collaboration the Way Forward**

8 In addition to rallying the community, the PHC has collaborated with the private sector, with businesses, and corporations to advance the Keep Singapore Clean movement. We have held various dialogues, engagements programmes, and even public competitions. But in my view, there is much more that the cooperate sector in Singapore can do, stepping up to contribute even further to the cause of public cleanliness.

9 Therefore, to broaden our reach, we plan to expand our corporate partnerships with the formation of a new PHC Corporate Action Network, or C.A.N. This will be a dedicated platform designed to rally businesses and corporations to advance the vision of a clean and hygienic Singapore. With them on board, we can leverage the strengths, expertise, and resources of the private sector to influence positive behavioural change. With the establishment of C.A.N., our goal is to tap on the capabilities and commitment of the private sector to drive more corporate-led activities, inspiring greater participation in protecting and safeguarding our clean and hygienic environment.

10 Earlier this morning, we celebrated a significant milestone as we formalised a Memorandum of Understanding with OCBC, signifying our joint commitment to initiatives to harness the collective power of our resources and expertise to drive positive change. Notably, OCBC is the first financial industry leader to join the C.A.N., spearheading the financial

industry's involvement in the Keep Singapore Clean movement. Among other efforts, OCBC will adopt four CleanPods to support ground-up environmental efforts. The collaboration not only expands our reach but also amplifies our voices in the pursuit of a cleaner and more hygienic nation. Let me express my sincere thanks to OCBC for stepping forward.

## **Conclusion**

11 In closing, let us remember that the task of keeping Singapore clean is not the responsibility of a select few, but is a duty we all share. Simple acts like leaving behind a clean table after our meals, ensuring the cleanliness of public toilets, and cleaning up after ourselves play a significant role in creating a better and healthier environment for all. This home of ours, this beautiful city-state, remains a work in progress, and we seek to inspire positive change and to encourage every person to be stewards of cleanliness and hygiene. Let us pledge to do our part, not just for ourselves, but for the future of our nation. Only then can we ensure a truly clean Singapore for all generations to enjoy. Thank you.