

WELCOME ADDRESS
BY MR ANDREW KHNG, CHAIRMAN, PUBLIC HYGIENE COUNCIL
KEEP SINGAPORE CLEAN 2025
SUNDAY, 13 APRIL 2025

(Word Count: 604 - approx. 4 minutes 30 seconds)

Minister Grace Fu

PS Stanley Loh

CEO NEA Wong Kang Jet

CEO SDC Thien Kwee Eng

Excellencies,

PHC Council Members,

Distinguished Guests,

Ladies and Gentlemen,

Introduction

Good morning. I warmly welcome you to the launch of Keep Singapore Clean 2025. I am happy to see many familiar faces here today, as well as some new ones. We are all here, united by our common goal to achieve a cleaner and more hygienic Singapore.

Look-back at PHC's achievements

2 It has been 14 years since PHC was formed. Looking back, I am proud to say that we have made significant progress in improving public cleanliness standards and driving social responsibility to keep Singapore clean. Over the years, we have seen many residents volunteer their time and energy to care for the cleanliness of our common spaces. And more organisations - from businesses to community groups - have come forward to actively contribute to keeping Singapore clean.

3 We made commendable progress last year, in the Year of Public Hygiene. Thanks to the unwavering support of our partners - many of whom are here with us today - we carried out close to 2,500 community-led clean-up activities across Singapore last year. This display of community spirit is remarkable, especially as we celebrate SG60 this year and all that we have achieved.

Expansion of PHC's work scope

4 When we think about public cleanliness, many of us will immediately think of litter-free streets and clean waterways. While these are important, public cleanliness is more than just about this. It is about looking forward, and creating a safer, healthier and more liveable environment for everyone.

5 There are many public hygiene issues that can negatively affect our lives. Indeed, we should clear up after ourselves. But there are broader issues such as rat infestation, high-rise littering, and improper disposal of pet waste. PHC will be broadening our work areas to address these challenges more holistically.

Increased SG Clean Day frequency

6 This year, we are increasing the frequency of SG Clean Day from a quarterly to bi-monthly basis. While our cleaners take a break, this will give us more opportunities to reinforce good public hygiene habits and build a culture of collective responsibility. I am grateful that our partners have organised

clean-up activities across different parts of Singapore today in support of SG Clean Day.

Stronger partnerships with businesses

7 I am also encouraged by the enthusiasm shown by our partners from the business community. The Corporate Action Network (or C.A.N) that PHC launched at KSC last year has grown from 30 members to nearly 100 partners today. The commitment of our corporate members is truly admirable, and I look forward to more partners joining our growing network.

8 Two of our key partners have given PHC invaluable support over the years. **SBS Transit** sponsored a CleanPod at Gardens by the Bay last year. They also gave us media space to promote our messages to commuters, and helped us to expand our Neighbourhood Toilets Community Group (or NTCG) programme to public transport nodes.

9 **Sentosa Development Corporation (or SDC)** is one of PHC's earliest partners. They started the Sentosa Embrace Litter-Free (or SELF) programme more than 10 years ago – where staff, visitors, partners and tenants get involved in regular litter-picking activities. Just this morning, they organised The Great Sentosa Plog with over 1,300 registered participants! Thank you, SDC, for hosting us today, and for your strong support.

Conclusion

10 To conclude, let me reiterate that a truly clean Singapore is only possible when everyone takes personal responsibility to keep our public spaces clean. And we need to remind our family and friends to do the same. To build a Singapore that we can be proud of, for our future generations.

Thank you.