

## **MEDIA RELEASE**

For Immediate Release

# **PUBLIC HYGIENE COUNCIL (PHC)'S KEEP SINGAPORE CLEAN CAMPAIGN SCALES UP FOLLOWING 15 YEARS OF IMPACT**

*PHC partners CapitaLand Investment to amplify cleanliness efforts at 16 shopping malls across Singapore*

**SINGAPORE, 19 April 2026** – The Public Hygiene Council (PHC) today launched its Keep Singapore Clean (KSC) 2026 campaign, marking 15 years of championing public hygiene and cleanliness in Singapore. With the theme: 'Keep Singapore Clean – We All Have A Hand In It!', this year's campaign reflects on PHC's journey over the years, and reinforces the message that keeping our shared spaces clean is the collective responsibility of everyone. Scheduled in conjunction with SG Clean Day, the campaign launch event held at Geneo, Singapore Science Park, was graced by Mr Chan Chun Sing, Coordinating Minister for Public Services and Minister for Defence.

### **Celebrating 15 Years of Growth and Impact**

2 The launch of KSC 2026 commemorates PHC's 15-year journey towards cleaner public spaces and shared responsibility, carrying forward the visionary legacy of Singapore's Founding Prime Minister Mr Lee Kuan Yew, who launched the first KSC campaign back in 1968. Since 2011, PHC has achieved significant milestones and impactful outcomes, forging lasting partnerships to aid its mission. Looking ahead, PHC will deepen its commitment to upholding this legacy through enhanced community engagement, fostering a culture of collective responsibility to promote high public hygiene and cleanliness standards. This includes: not littering and properly disposing of rubbish; returning trays and keeping tables clean for the next diner; keeping public toilets clean; responsibly managing refuse; and properly disposing of pet waste – foundational behaviours that underpin PHC's continued mission to create a cleaner and more hygienic environment for all Singapore residents to enjoy.

### **Driving Impact Through Programmes and Networks**

3 PHC's programmes and partner networks drive direct engagement and foster collaboration to sustain impact. Key initiatives include PHC's: 26 CleanPods located islandwide to facilitate convenient and sustainable clean-up activities; Train-the-Trainers programme launched last year that has developed over 100 cleanliness champions to-date; and Neighbourhood Toilets Community Group (NTCG) programme designed to drive public toilet cleanliness in collaboration with premises operators. PHC's Corporate Action Network (CAN), launched in 2024, has now grown to a strength of over 160 members today, and provides businesses with a platform to advance the KSC movement. Its R.I.S.E (Reach Inspire Synergise Empower) Champions Network brings together volunteer groups to collectively amplify clean-up efforts across Singapore. In addition, PHC's CleanHood programme

engages residents, students and local businesses, as cleanliness advocates in their neighbourhoods.

### **Evidence-Driven Action Shapes KSC 2026**

4 The impact of PHC's initiatives is reflected in its latest survey involving 411 residents living in Singapore, conducted in March 2026. 74 per cent of respondents aged 30 years and above (390 respondents) shared that Singapore's public spaces are cleaner today compared to 15 years ago. While most respondents acknowledged the Government (37 per cent) and cleaners (39 per cent) as the main driving forces for achieving Singapore's past successes in cleanliness, over 99 per cent now acknowledge the importance of collective and cumulative efforts – including individual contributions – for the sustained cleanliness of our shared spaces.

5 Guided by these insights, PHC will continue to encourage Singapore residents during their daily lifestyle activities, particularly at public venues with high footfall. PHC is collaborating with key partners to share simple, practical cleanliness habits that locals can exercise at malls – when out shopping, dining, or enjoying entertainment. Everyday actions can achieve real impact when practised collectively and proactively.

### **Strategic Partnership Amplifies Reach**

6 PHC has strengthened its collaboration with CapitaLand Investment (CLI) under a significant one-year Memorandum of Understanding (MOU), recognising that shopping malls are critical touchpoints where millions of Singapore residents can practise good public hygiene and cleanliness habits during their regular visits. Building on CLI's longstanding role as PHC's CAN member and SG Clean Day partner, this expanded partnership leverages 16 malls and multiple workspace properties across Singapore, to deliver targeted, behaviour-based public cleanliness messaging that will address PHC's survey findings on individual responsibility and help drive collective action. This is aligned with the Government's direction towards a 'We First' society.

7 Mr. Ervin Yeo, Group Chief Strategy Officer & Chief Executive Officer, Commercial Management, CLI, said: "CapitaLand Investment is proud to partner the Public Hygiene Council to advance the Keep Singapore Clean movement across our network. As spaces that welcome thousands of visitors daily, we recognise our role in shaping positive social norms and behaviours. Through this collaboration, we aim to encourage simple yet impactful habits, so that together, we can create a more pleasant and hygienic environment for all. We remain committed to upholding high standards of cleanliness across our properties, while delivering a holistic shopping experience through thoughtfully designed amenities and operational excellence."

8 A 30-second social etiquette video, specially produced by PHC, will be broadcast across participating CLI retail and workspace properties from April to December 2026. The video focuses on proper and responsible disposal of food and drink packaging<sup>1</sup>, and will

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<sup>1</sup> In PHC's survey, improperly discarded food and drink packaging was cited as the secondmost common public cleanliness issue.

remind and encourage shoppers, tenants, and the wider community, to play an active role in keeping Singapore clean during their visits to shopping malls. PHC's roving Keep Singapore Clean 2026 exhibition will also be located at three selected CLI malls in June 2026, and will feature interactive stations to showcase PHC's 15-year cleanliness journey [*refer to Annex A: Keep Singapore Clean Exhibition for more information*]. On 28 June 2026, coinciding with SG Clean Day, all participating CLI malls will simultaneously broadcast an upbeat PHC jingle, delivering a coordinated moment of social awareness and a call to action.

### **Strengthening the KSC Movement Through Key Partnerships**

9 PHC is deepening community engagement and action through enhanced strategic collaboration. In celebration of its 15th anniversary, PHC launched its Cleanliness Champions Relay at today's event, with CLI staff and PHC volunteers participating in a mass clean-up at Kent Ridge Park. Over the month-long KSC 2026 campaign activation period, 20 key partners at 15 locations will rotate as symbolic baton holders, organising clean-up activities and amplifying public cleanliness messaging islandwide, to signify collective responsibility and sustained action [*refer to Annex B: PHC15 Cleanliness Champions Relay for participating organisations*].

### **Marking SG Clean Day and Recognising Community Leadership**

10 In support of KSC 2026 and to mark SG Clean Day, clean-up activities took place at residential estates, parks and community spaces across Singapore this morning, reinforcing the growing momentum of ground-up, community-driven cleanliness initiatives. Clean-up efforts by partners will be intensified during the month-long activation period, and will continue throughout the year in celebration of PHC's 15<sup>th</sup> anniversary.

11 PHC also honoured award recipients from amongst its R.I.S.E Champions Network, CAN and CleanHood partners at the event, celebrating partners who have strongly demonstrated sustained commitment to improving and advocating the cleanliness of their neighbourhoods and shared spaces. [*refer to Annex C: KeepSGClean Awards 2026 Recipients for more information*]

### **Embodying Collective Responsibility**

12 Together, these initiatives embody the essence of KSC 2026, reinforcing the campaign theme: 'Keep Singapore Clean – We All Have A Hand In It!'. This tagline highlights that public cleanliness is shaped by everyday habits and a shared sense of responsibility, in addition to collective action from all segments of society.

13 Reflecting on the call for collective commitment to public cleanliness, Mr Andrew Khng, Chairman of PHC, said: “As we celebrate our significant achievements over the past 15 years, the Public Hygiene Council is shifting its focus from creating broad public awareness to driving more targeted, data-led action. Our strengthened collaboration with CLI, along with partnerships and community-led initiatives, will help to positively influence and shape the everyday habits of people at our common spaces. By combining corporate leadership, community ownership and digital tools, we are reinforcing a simple but powerful message: in building a cleaner and more hygienic Singapore, we all truly have a hand in it!”

14 The month-long KSC 2026 campaign runs from 19 April to 14 May 2026. For more information, please visit <https://www.publichygienecouncil.sg>.

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### **About The Public Hygiene Council (PHC)**

The Public Hygiene Council (PHC) was formed in 2011 to help raise standards of public hygiene and cleanliness in Singapore. The Council, comprising representatives from the public and private sectors, galvanises and leads ground-up community and industry initiatives to help keep Singapore clean. PHC also complements the Government's education and enforcement efforts to maintain high standards of public hygiene and cleanliness.

**Keep Singapore Clean Exhibition**

The Keep Singapore Clean 2026 roving exhibition will make its way around Singapore from 19 April 2026. The exhibition traces Singapore's public cleanliness journey over the past 15 years, and features interactive stations that spotlight PHC initiatives such as its R.I.S.E Champions Network, Corporate Action Network, and CleanHood programme.

S/N	Date	Location
1	19 April - 10 May	Geneo
2	1-7 June	Sengkang Grand Mall
3	8-14 June	Tampines Mall
4	15-21 June	LotOne

### PHC15 Cleanliness Champions Relay

In celebration of its 15<sup>th</sup> anniversary, PHC launched its PHC15 Cleanliness Champions Relay, where 20 key partners at 15 locations will take turns as symbolic baton holders to organise clean-up activities and amplify public cleanliness messaging islandwide.

The relay will take place over the month-long KSC campaign activation period, and will signify collective responsibility and sustained action by PHC and its partners in keeping Singapore's public spaces clean.

S/N	Date	Location	Group	Partners
1	19 April	Kent Ridge	R.I.S.E Champions Network + CAN	CapitaLand Investment The Society of Buddhist Meditation Retreat (BMR)
2	23 April	Yio Chu Kang	CleanHood@Schools	Yio Chu Kang Secondary School
3	25 April	Yishun	CleanHood@Schools	PCF Sparkletots (Chong Pang, Nee Soon Central and Nee Soon South)
4	27 April	Woodlands	CAN	Lih Ming Pte Ltd
5	28 April	Chua Chu Kang	CleanHood + CleanHood@Schools	Chua Chu Kang Constituency Teck Whye Primary School Jurong Pioneer Junior College Chua Chu Kang Secondary School Anglo-Chinese School (Academy)
6	2 May	West Coast Park	R.I.S.E Champions Network	Kindred Community Procter & Gamble Singapore
7	3 May	Bukit Batok	R.I.S.E Champions Network	ASEZ WAO
8	3 May	Boon Lay	CleanHood	Boon Lay Zone D Residents' Network
9	4 May	Newton	CAN	Ministry of Sustainability and the Environment (MSE) Family (MSE, NEA, PUB, SFA)
10	8 May	Buona Vista	CAN	Procter & Gamble Singapore
11	8 May	Sentosa	CAN	Sentosa Development Corporation
12	9 May	East Coast Park	R.I.S.E Champions Network	Lions Club of Singapore Mandarin

13	10 May	Bedok	CleanHood	Bedok Bougainvillea Residents' Network
14	13 May	Sengkang	CleanHood@Schools	CHIJ St. Joseph's Convent
15	14 May	Little India	CAN	SBS Transit Ltd



## KeepSGClean Awards 2026 Recipients

### **1 R.I.S.E Champions Network**

PHC's R.I.S.E Champions Network is a coalition of organisations committed to advancing the Keep Singapore Clean movement. Members share a vision of a society where cleanliness is a deeply held value. Members carry out the following actions:

- Reach out to communities to raise awareness
- Inspire through advocacy and action
- Synergise by collaborating and sharing knowledge, and
- Empower stakeholders with opportunities and support structures to enable greater participation and amplify impact across Singapore.

#### R.I.S.E Champions Network Award 2026 Recipients

1. ASEZ WAO
2. Blossom World Society
3. The Society of Buddhist Meditation Retreat (BMR)
4. J.O.E Eco Alliance
5. Kindred Community
6. Lions Club of Singapore Mandarin
7. One Planet
8. Sailor Sweeps
9. SG Beach Warriors
10. Zero Waste SG

### **2 Corporate Action Network**

PHC's Corporate Action Network (CAN) is a platform for businesses to support the Keep Singapore Clean movement. CAN started in 2024 with 52 founding members, and has since grown to over 160 members, reflecting strong corporate commitment. Members collaborate through PHC-led meetings, share best practices, and receive support to implement and track impactful ground-up initiatives promoting public cleanliness and a healthier environment.

#### CAN Award 2026 Recipients

1. CapitaLand Investment
2. China International Capital Corporation (Singapore) Pte. Limited
3. Eng Lam Contractors Co (Pte) Ltd
4. Frasers Property Singapore
5. HP Inc.
6. Leap integrated Pte Ltd

7. Lendlease Retail Pte Ltd (PLQ mall)
8. Lih Ming Pte Ltd
9. NCS
10. SBS Transit Ltd
11. Sentosa Development Corporation
12. Shimizu Corporation
13. Sim Lian Construction Co. (Pte.) Ltd.
14. Singapore Oceanarium
15. Young Nautilus

### 3 CleanHood Programme

PHC's CleanHood programme aims to cultivate ownership amongst residents to upkeep the cleanliness of their neighbourhoods and strengthen community bonds, by bringing together residents, students and local businesses, as cleanliness advocates. A community-driven initiative, participating estates will spearhead and coordinate activities, uniting these stakeholders in fostering wider awareness of public cleanliness issues and promoting collective responsibility.

#### CleanHood Award 2026 Recipients

<b>CleanHood Award 2026 Recipients</b>		
<b>Gold (n=15)</b>	<b>Silver (n=14)</b>	<b>Bronze (n=3)</b>
Bedok Constituency	Ai Tong School	E-Bridge Preschool @ Bukit Panjang Plaza
Bishan East-Sin Ming Constituency	Bukit Batok Constituency	Harmoni Preskool @ Yishun
Boon Lay Constituency	Changi Simei Constituency	Toa Payoh East Constituency
Bukit Panjang Constituency	Dakota Breeze Residents' Network	
CHIJ St. Joseph's Convent	Damai Primary School	
Gongshang Primary School	Fern Green Primary School	

Jalan Kayu Constituency	M.Y World @ Punggol Point Woods	
Moulmein-Cairnhill Constituency	North Spring Primary School	
PCF Sparkletots @ Bukit Batok (Blk 205)	PCF Sparkletots @ Nee Soon Central (Blk 737)	
Potong Pasir Constituency	PCF Sparkletots @ Nee Soon South (Blk 781, Blk 875, Blk 852 and Blk 879)	
Riverside Primary School	PCF Sparkletots @ Chong Pang Branch	
Springfield Secondary School	St. Stephen's School	
Tampines West Constituency	Tanjong Katong Girls' School	
Yio Chu Kang Secondary School	Yew Tee Constituency	
Zhenghua Constituency		