



MEDIA RELEASE

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The Public Hygiene Council Celebrates SG60: Building a Bold and Resilient Clean Future Together

Launching a new chapter in our public cleanliness story, with a record-breaking mass plogging activity and new community initiatives

SINGAPORE, 13 April 2025 – The Public Hygiene Council (PHC) launched its Keep Singapore Clean (KSC) 2025 campaign this morning at Sentosa, graced by Ms Grace Fu, Minister for Sustainability and the Environment & Minister-in-charge of Trade Relations. The event marked the start of a month-long nationwide clean-up effort, which will include community engagement activities and educational programmes across Singapore. This important campaign in our milestone SG60 year reflects our bold and resilient spirit in transforming Singapore’s public cleanliness and hygiene standards over the past six decades, and our strengthened shared commitment to maintaining this excellence into the future.

A Legacy of Public Cleanliness

2 Singapore has been bold in driving transformation and building a resilient nation, maintaining high cleanliness standards and ensuring good public health for our people. Last year, in support of the Year of Public Hygiene, as designated by the Ministry of Sustainability and the Environment, PHC intensified its communications and engagement efforts to champion the ‘Keep Singapore Clean’ message and inspire the public to take greater ownership of the cleanliness of shared spaces. PHC rallied the community to organise nearly 2,500 clean-up activities; supported close to 1,500 KSC initiatives; and engaged more than 76,000 participants and volunteers nationwide. PHC also strengthened its corporate outreach with the launch of its Corporate Action Network (C.A.N), expanding its number of partner organisations from 30 to 100 in just one year, and signing Memorandums of Understanding (MOUs) with key partners: OCBC and SBS Transit.

Keep Singapore Clean 2025

3 PHC’s KSC 2025 campaign theme: ‘Keep Singapore Clean – Our Shared Mission’ underscores its unwavering commitment to co-creating a clean, hygienic, and resilient Singapore with all stakeholders. At the heart of the campaign is a compelling film, starring homegrown Mediacorp Artiste Pierre Png, which employs innovative visual storytelling to chronicle Singapore’s cleanliness journey and transformation across six decades. It showcases how our nation evolved from establishing basic cleanliness standards to today celebrating our collective resilience and advocating a broader vision of community responsibility – one that goes beyond individual actions to embracing shared ownership of our environment.

4 Aligned with the SG60 spirit and Forward SG exercise, this important KSC movement aims to inspire Singapore residents nationwide. The significance of this year's campaign is heightened as Singapore celebrates its SG60 milestone and achievements over the decades, and reinforces our shared commitment and responsibility to upholding high public cleanliness and hygiene standards for a safer, healthier and more liveable environment.

Marking SG Clean Day

5 In support of KSC 2025 and to mark SG Clean Day, many clean-up activities were conducted islandwide by stakeholders this morning, across residential areas, parks and community spaces. This coordinated effort demonstrates the growing momentum of ground-up, community-driven cleanliness initiatives, and reflects our increasing sense of collective responsibility in caring for our environment.

6 Sentosa Development Corporation (SDC) – a PHC Corporate Action Network (C.A.N) partner – demonstrated exceptional commitment by organising this morning's record-breaking event, 'Ridge to Reef: The Great Sentosa Plog'. Supported by PHC and Mount Faber Leisure Group, SDC and partners set a new record in the Singapore Book Of Records for the "Largest Mass Plogging" activity, with over 1,000 participants. Plogging, which combines jogging with litter picking, exemplifies the campaign's dual focus on community wellness and environmental cleanliness. The event was flagged off by Minister Grace Fu from Wings of Time Fireworks Symphony on Sentosa, with participants led by SDC staff plogging around Sentosa Island.

7 As part of SDC's ongoing efforts to engage and empower the public on ways by which they can contribute to a cleaner, litter-free environment, SDC is also collaborating with Singapore Polytechnic to conduct bi-monthly beach clean-up sessions led by student leaders, leveraging Sentosa's self-help beach clean-up kiosks known as 'SELF 365' (refer to **ANNEX B** for more information on SELF 365 Kiosks on Sentosa).

8 Ms Thien Kwee Eng, Chief Executive Officer of SDC, said, "As the contingent of over 1,000 jogged through Sentosa this morning, they left more than just footprints – they left a cleaner island behind and a renewed sense of shared responsibility. The strong participation in The Great Sentosa Plog reflects a growing interest among our guests to be able to contribute positively to their surroundings, and as stewards of Sentosa, it is all the more encouraging. We look forward to a strong partnership with the Public Hygiene Council and Singapore Polytechnic to hold more of such clean-up sessions throughout the year, so that everyone can do their part to keep Sentosa clean and pleasant for all and for many years to come."

Enhanced CleanHood Programme

9 Community ownership is vital to keeping our shared spaces clean. This year, PHC has enhanced its 'CleanHood' programme – formerly known as the 'Sustainable Bright Spot' programme – to expand its reach beyond residential areas and forge new partnerships with schools and local community businesses within estates. Students and merchants will be equipped with the right resources to actively keep their common spaces clean. This enhanced long-term initiative will not only cultivate ownership amongst residents to upkeep the cleanliness of their neighbourhoods, but will further create a broader network and strengthen community bonds by bringing together residents, students and merchants, as cleanliness advocates.

10 The introduction of PHC's initiative to schools aims to cultivate good public cleanliness habits amongst our youth. CleanHood will provide wide-ranging resources that educators can tap on to nurture a sense of environmental ownership amongst students. Students will be encouraged to become environmental advocates through hands-on activities, from designing publicity materials to sharing experiences with their peers during school assemblies. With the integration of PHC's CleanHood programme with the Ministry of Education's Values-in-Action (VIA) programme, students can take the lead in KSC initiatives while gaining valuable leadership experience and contributing to their VIA hours.

11 At the community level, CleanHood will focus on developing community champions, who will be equipped with knowledge and skill sets through capacity building workshops to drive environmental initiatives in the community.

12 The introduction of the new PHC CleanHood Award – a recognition framework to honour partners who champion the KSC movement – will also set a new benchmark for environmental stewardship. At the inaugural CleanHood Award ceremony at the KSC 2025 campaign launch this morning, 13 distinguished partners of PHC received the prestigious recognition: 6 gold, 4 silver, and 3 bronze award recipients (refer to **ANNEX A** for more information on PHC CleanHood Award and Award Recipients).

Towards Cleaner Public Toilets

13 Mr Andrew Khng, Chairman of PHC, emphasised the power of collective efforts. He said, "Sustaining high levels of public cleanliness and hygiene requires all of us to do our part. We are grateful for the continuous support of our partners in our drive to create a cleaner and more hygienic Singapore, as demonstrated by the growing passion and involvement of businesses, the community, and more individuals. Through PHC's initiatives such as the enhanced CleanHood programme, expanded Neighbourhood Toilets Community Group, and CleanPods set up islandwide, we are empowering communities to embrace and contribute to environmental efforts. We also need to work together to improve public toilet cleanliness – this requires sustained, collective responsibility and action from many parties. We therefore encourage everyone to join



us in our common mission – to build good habits and ensure a cleaner, more hygienic and safer Singapore for our current and future generations.”

14 For more information on Keep Singapore Clean, 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.

About the CleanHood programme

Formerly, known as 'Sustainable Bright Spot', the CleanHood programme is an enhanced initiative that aims to cultivate ownership amongst residents to upkeep cleanliness of their neighbourhoods and strengthen community bonds by bringing together residents, students and local merchants as cleanliness advocates. A community-driven initiative, participating estates will spearhead and coordinate activities, uniting residents, schools, and businesses, in fostering wider awareness of public cleanliness issues and promoting collective responsibility.