



MEDIA RELEASE

For Immediate Release

ASEAN Communities Unite for a Cleaner Singapore

Public Hygiene Council's ASEAN U.N.I.T.E initiative draws over 600 participants to strengthen cross-cultural environmental stewardship

Singapore, 31 August 2025 - The Public Hygiene Council (PHC) marked a significant milestone today with its first-ever engagement with international communities through ASEAN U.N.I.T.E (yoU aNd I Together Everytime), which was held in conjunction with SG Clean Day at Lawn@The Foothills, Fort Canning. The event united more than 600 participants from ASEAN nations and beyond, fostering cross-cultural exchange and bonding through local cuisine, interactive activities and cultural performances, while emphasising the importance of shared responsibility in maintaining the cleanliness of our shared spaces.

Celebrating Cultural Unity and Environmental Stewardship

2 The community celebration was graced by Ambassadors and representatives from ASEAN member states, including Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Thailand and Vietnam. The event also welcomed guests from Bangladesh, India and Sri Lanka, reflecting Singapore's multi-cultural spirit. This gathering marks a significant milestone in PHC's efforts to foster inclusive environmental stewardship, bringing together diverse communities who call Singapore home.

Empowering International Communities in Singapore's Cleanliness Journey

3 As we celebrate SG60, Singapore's reputation as one of the world's cleanest nations stands as a testament to our collective efforts over the past six decades. This achievement has been made possible through the dedicated contributions of all communities in Singapore, including our international friends who have played an integral role in maintaining our high standards of public cleanliness and hygiene. Looking ahead to the next 60 years, ASEAN U.N.I.T.E represents our commitment to further elevate these standards, by deepening engagement with international communities through education and shared responsibility. The event featured knowledge sharing and practical demonstrations on proper waste management,



including food waste segregation and responsible waste disposal methods, which are particularly crucial during large-scale community events.

4 Mr Andrew Khng, Chairman of the Public Hygiene Council, said: "As Singapore's strongest advocate of public cleanliness, PHC looks to engage people from all walks of life in the Keep Singapore Clean movement. The enthusiastic participation from our ASEAN friends today demonstrates the strong bonds within our international communities, and that maintaining Singapore's cleanliness standards is a shared responsibility that transcends nationalities. As we mark SG60, it's particularly heartening to see different communities coming together, united in their commitment to keep Singapore clean. This shared environmental stewardship not only strengthens our public cleanliness standards, but also deepens our relationships across borders. Our clean and hygienic legacy depends on the collective efforts of each one of us who calls Singapore home, and today's gathering is a wonderful testament to that spirit of unity."

5 His Excellency Mr Medardo G. Macaraig, Ambassador of the Republic of the Philippines to the Republic of Singapore, expressed support for the initiative: "ASEAN U.N.I.T.E is a meaningful demonstration of how good collaborations can strengthen regional partnerships. It is also a fitting event to culminate ASEAN Month this August. I am happy to join our Filipino community in Singapore in today's activity, which reaffirms our shared civic responsibility for maintaining high standards of public cleanliness in our host country, Singapore. I also call on my fellow countrymen to continue playing their part in keeping our shared environment clean."

6 Her Excellency Mrs Ureerat Chareontoh, Ambassador of the Kingdom of Thailand to the Republic of Singapore, echoed this sentiment: "As we celebrate 60 years of good diplomatic relations between Singapore and Thailand, we reflect on the close partnership between our countries in building a cleaner future together. Through our shared commitment and cooperation, we can create cleaner public spaces. In doing so, we contribute not only to a healthier environment, but also to the well-being of our communities. The Thai community in Singapore is proud to be a part of ASEAN U.N.I.T.E and to growing our friendship for many more years to come."



Fostering Regional Environmental Collaboration

7 Through ASEAN U.N.I.T.E, PHC aims to create a positive ripple effect across the region, with participating Ambassadors serving as environmental advocates who can amplify the cleanliness message within their respective communities. This cross-cultural exchange not only strengthens Singapore's environmental initiatives, but also promotes regional cooperation in maintaining high public cleanliness and hygiene standards.

Building on Community Success

8 The success of ASEAN U.N.I.T.E reflects PHC's ongoing commitment to fostering a cleaner Singapore through cross-cultural collaborations and friendships. Through strengthened partnerships with our ASEAN neighbours and international communities, PHC remains committed to upholding high environmental public health standards for generations to come.

9 For more information about PHC's community initiatives and upcoming events, please visit <https://www.publichygienecouncil.sg>.

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