

MEDIA RELEASE

For Immediate Release

PUBLIC HYGIENE COUNCIL BRINGS KEEP SINGAPORE CLEAN MOVEMENT TO DAILY COMMUTES

*A tripartite alliance to enhance everyday commuter experience as part of
Keep Singapore Clean 2026 campaign*

SINGAPORE, 14 May 2026 – The Public Hygiene Council (PHC) today marked the close of its Keep Singapore Clean (KSC) 2026 campaign month-long activation with an event at (NE7/DT12) Little India MRT Station, attended by Dr Janil Puthucheary, Senior Minister of State for Ministry of Sustainability and the Environment & Ministry of Education. Following an intense month of nationwide clean-up activities, community rallies, and strengthened community partnerships, the closing event brought the KSC movement to the heart of Singapore’s public transport network, marking a new chapter in PHC’s efforts to further strengthen good public hygiene and cleanliness habits in the daily commutes of Singapore residents. This year’s **KSC 2026 campaign theme: ‘Keep Singapore Clean – We All Have A Hand In It!’** reflects on PHC’s 15-year journey of championing higher public hygiene and cleanliness standards across Singapore, and reinforces the message that keeping shared spaces clean is our collective responsibility.

A Shared Commitment For Cleaner Journeys

2 With KSC 2026, PHC is strengthening its efforts to extend the KSC movement to high-footfall destinations - from bustling shopping malls to busy transport nodes – embedding cleanliness habits and stronger community ownership in every Singapore resident’s daily visits.

3 PHC, SBS Transit (SBST) and Speco Singapore Pte Ltd (SSPL) have formalised a tripartite alliance through a Memorandum of Understanding, to enhance public hygiene and cleanliness standards at (NE7/DT12) Little India and (DT17) Downtown MRT Stations. SBST is a member of PHC’s Corporate Action Network (CAN), and this new collaboration will deepen the transport operator’s commitments to maintaining high public hygiene and cleanliness standards at high-footfall transport nodes through which thousands of commuters pass daily. Commuters can look forward to cleaner, more hygienic, and better-maintained shared spaces.

4 Mr Andrew Khng, Chairman of the Public Hygiene Council, said: “As our KSC 2026 month-long activation draws to a close, the coming together of communities allows us to make a meaningful impact to the daily journeys of Singapore residents. Our public transport system is a core part of everyday life, and through this collaboration with SBS Transit and Speco, we are combining innovation with shared responsibility to keep these spaces clean for everyone.”

5 Mr Benjamin Chua, Founder and CEO of Speco Singapore Pte Ltd (SSPL), shared: “Speco’s smart hygiene technologies provide continuous, science-based protection beyond

conventional cleaning. Through this partnership, we are introducing practical solutions that help create cleaner and more reassuring environments for commuters.”

Cleaner Public Toilets

6 PHC will also expand its Neighbourhood Toilets Community Group (NTCG) programme to (NE7/DT12) Little India MRT Station, as it joins hands with SBST and deploys PHC volunteers to help improve the cleanliness of the station’s public toilets. This builds on PHC’s successful pilot trial at four other SBS Transit transport nodes completed in 2024. Under the NTCG programme, SBST is enhancing its cleaning regime, while community volunteers will help to help monitor conditions of the toilets and report issues when amenities are not in proper working condition [see ANNEX A: NTCG Programme].

7 Coupled with automated audio jingles and visual reminders at station restrooms, these efforts will encourage considerate use of the facilities and encourage good toilet etiquette¹ [see ANNEX B: Keep Public Toilets Clean 2026 Poster].

8 PHC and SBST will also introduce a general cleanliness jingle to the public announcement playlist across (NE7/DT12) Little India and (DT17) Downtown MRT Stations, reminding commuters to care for Singapore’s shared spaces - a light touch but consistent nudge woven into travellers’ daily commutes.

New Community Wall Mural

9 The spirit of collective action at the heart of KSC 2026 is brought to life with a new PHC Community Wall Mural at (NE7/DT12) Little India MRT Station. Shaped after Singapore’s diamond silhouette, the artwork brings together images of PHC’s many community partners who help us drive the KSC movement, to raise public hygiene and cleanliness standards across our island. Our partners have been instrumental in maintaining the clean and beautiful shared spaces that we enjoy today, championing many key programmes and initiatives. The mural is a visual celebration and testament to the greater impact that can be achieved when everyone comes together to do their part - a fitting visual embodiment of ‘Keep Singapore Clean - We All Have A Hand In It!’.

PHC15 Cleanliness Champions Relay Finale

10 Today also marked the grand finale of the PHC15 Cleanliness Champions Relay, which kicked off at the KSC 2026 campaign launch. Over the past month, 20 key partners have organised clean-up activities across 15 locations islandwide, passing a symbolic baton to

¹ Dirty public toilets were ranked as the top cleanliness concern by respondents in PHC’s recent dipstick survey



signify collective responsibility and sustained action. SBST brought the relay to a close, with a mass clean-up at the Little India precinct, involving around 35 staff.

11 PHC's partnerships with our stakeholders and communities are a strong reflection of the "We First" spirit that has always underpinned the KSC movement. Real change happens when communities, businesses, and individuals come together – a shared responsibility for a cleaner Singapore.

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

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About 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 Speco Singapore Pte Ltd (SSPL)

Speco is a Singapore-headquartered environmental technology company focused on clean air, clean buildings, and clean water. The company researches and deploys science-driven solutions that combine chemistry, microbiology, and engineering to improve performance, safety, and sustainability across both built and natural environments.

Operating across eight countries in Asia-Pacific, Speco supports governments, infrastructure operators, and commercial partners in shifting from reactive maintenance to preventive, long-term environmental management. Its technologies are applied across air, water, and material applications—working continuously to improve air quality, control contaminants, and maintain healthier conditions at scale.

With regional manufacturing capabilities and a multidisciplinary team, Speco delivers solutions that reduce chemical reliance, improve operational efficiency, and strengthen long term resilience. A Certified B Corporation, Speco remains committed to advancing science led innovation while delivering measurable impact across the environments it serves.