



MEDIA RELEASE

For Immediate Release

ENCOURAGING ACTIVE CITIZENTRY TO COMBAT RISING HIGH-RISE LITTER

PHC and Grassroots Leaders reached out to residents.

- 1. Singapore, 17 January 2023** - The recent introduction of the high-rise littering presumption clause and the increase in high-rise litter complaints over the last four years prompted the Public Hygiene Council (PHC) and Grassroots Leaders in three constituencies to engage residents to deter and discourage this inconsiderate habit which concerns public safety.
- In a recent Parliamentary session, the Minister for Sustainability and the Environment, Ms Grace Fu, said that the National Environment Agency (NEA) had seen a spike in high-rise littering complaints from about 16,000 per year prior to 2019, to 22,000, 35,000 and 32,000 complaints in 2019, 2020 and 2021, respectively. This upward trend in 2020 and 2021 could be due to the COVID-19 measures where the public were confined to their homes. About 15% of the offenders between 2019 and 2021 were not identified.
- The PHC, together with the Advisers and the Grassroots Organisations (GROs) of the Tampines North, Mountbatten and Kolam Ayer, visited the residential heartlands to greet the residents on the 11, 13 and 17 January, ahead of the Lunar New Year. During the engagements with residents, the impact of high-rise litter on public safety and on the environment was raised. Discussions centred on what could be done to proactively deter and prevent high-rise littering from happening. Generally, many residents welcome the introduction of the presumption clause to tackle the issue of high-rise littering.
- Specially designed PHC red packets that feature the Supermons — Trayremon, Trashemon, and Toilemon, each representing the PHC's three focus areas of tray return, proper binning of trash and good toilet etiquette, were also given to the

residents. The set of eight red packets each contained messages on the three abovementioned focus areas and high-rise littering, and well wishes for the Lunar New Year.

5. Mr Baey Yam Keng, Senior Parliamentary Secretary, Ministry of Sustainability and the Environment, and Ministry of Transport, and Adviser to Tampines GROs, visited Tampines North on 11 January 2023. He stated: *“While the Government takes a harder stance against high-rise littering offenders, we still believe that prevention is the best cure. I am glad that many residents also share this point of view and were receptive to the introduction of the high-rise littering presumption clause.”*
6. Said Adviser to Mountbatten GROs, Mr Lim Biow Chuan, who visited his residents on 13 January 2023: *“High-rise littering not only poses a danger to residents, it also dirties our neighbourhood. We need to stem out high-rise littering and this can only be possible if all of us play our part!”*
7. *“High-rise littering can have serious consequences. Through the outreach with the PHC, I hope that we can work together effectively as a community to nip this problem in the bud,”* said Dr Wan Rizal, Adviser to Jalan Besar GRC GROs, who visited his residents on 17 January 2023.
8. Mr Said Bin Abdul Wahid, a resident in Mountbatten commented: *“High-rise littering can cause inconvenience and in some cases, pose danger to others. I believe that having a presumption clause can be a good deterrent. The communities should remind each other and work together to make Singapore a safer and cleaner place for everyone.”*
9. Mr Edward D’Silva, Chairman of the PHC, said: *“The PHC takes the increase in high-rise littering complaints very seriously. We are supportive of the new Bill that presumes that a flat owner of a unit proven to be the source of a high-rise littering act to be guilty of the act unless he or she can prove otherwise. High-rise litter can cause injuries or death. We hope that as a society, we can become more civic-minded. The onus is on us not to litter and to prevent others from littering.”*

##End##

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About Public Hygiene Council:



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

Annex

Schedule of visit

Date/Day	Time	Constituency	Grassroots Advisor
11 January 2023, Wednesday	7.30pm-9.30pm	Tampines North	Mr Baey Yam Keng
13 January 2023, Friday	7.30pm-9.30pm	Mountbatten	Mr Lim Biow Chuan
17 January 2023, Tuesday	7.45pm-9.30pm	Kolam Ayer	Dr Wan Rizal Bin Wan Zakariah

PHC Supermon Red Packet 2023 Design and Messaging

High-Rise Litter	
Design	Messaging
 <p>The design is a pink envelope-style red packet. At the top, it features the PHC logo and 'SG CLEAN' branding. The central illustration shows a window with a red frame, through which a green Supermon character and a blue Trashemon character are looking out. The background is decorated with traditional Chinese patterns. Text on the left side reads: 'Stop high-rise littering. Let's keep our estates clean. 美化居住环境，停止高楼抛物 一干二净，黄金满屋'. On the right side, vertical text says '新年快乐' (Happy New Year). At the bottom, it says 'Supermons 超级怪兽'.</p>	<p>Stop high-rise littering! Let's keep our estates clean.</p> <p>美化居住环境， 停止高楼抛物 一干二净， 黄金满屋</p>
Trashemon	
Design	Messaging
 <p>The design is a green envelope-style red packet. At the top, it features the PHC logo and 'SG CLEAN' branding. The central illustration shows a green Trashemon character with a large eye and a wide grin, surrounded by various trash items like bottles and cans. The background is decorated with traditional Chinese patterns. Text on the left side reads: 'Bin our trash properly. Together, we are better without litter! 妥善处理废物与垃圾 齐力零垃圾，生活更美好'. On the right side, vertical text says '心想事成' (Wishes come true). At the bottom, it says 'Trashemon 垃圾怪兽'.</p>	<p>Bin our trash properly. Together, we are better without litter!</p> <p>妥善处理废物与垃圾 齐力零垃圾， 生活更美好</p>

Trayremon

Design



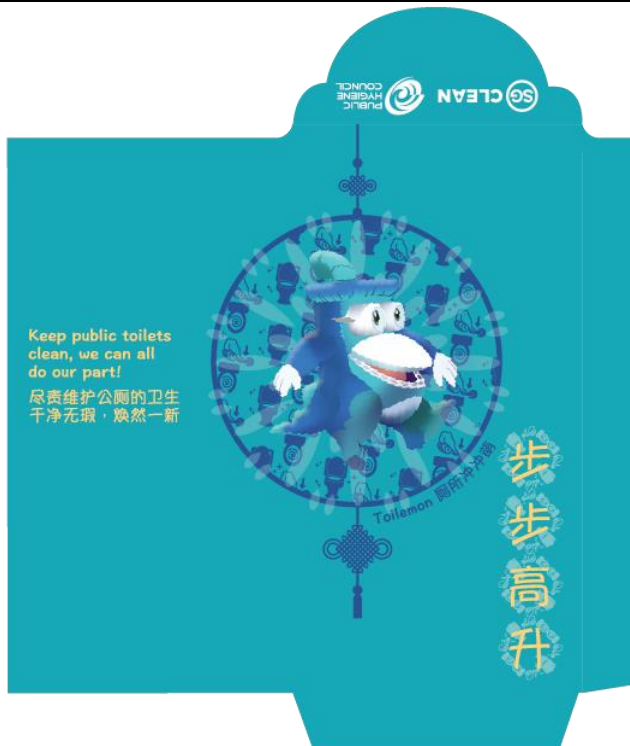
Messaging

Return our trays and keep tables clean for the next user.

用餐后请归还托盘
围桌真整洁，阖家庆团圆

Toilemon

Design



Messaging

Keep public toilets clean, we can all do our part!

尽责维护公厕的卫生
干净无瑕，焕然一新

Generic

Design



Messaging

Thank you for keeping Singapore clean!

感谢您保持新加坡清洁
除旧迎新，春回大地