



## **MEDIA NOTE**

For immediate release

# **Pledge to *Clean It Forward* this quarterly SG Clean Day**

## **The PHC welcomed new quarterly SG Clean Day and Sustainable Bright Spot (SBS) partner**

**Sunday, 30 July 2023** - The Public Hygiene Council (PHC) has launched an initiative “**Pledge to *Clean It Forward***” from now till 30 April 2024. It aims to encourage Singapore residents to make a commitment towards keeping Singapore truly clean by tracking the impact they are making when clearing litter off the streets. This initiative is part of a series of activities under the PHC’s Keep Clean, Singapore! annual campaign which was launched in May 2023.

### ***Clean It Forward* with the PHC**

2 Everyone can make a difference. Singapore residents may make their pledge by joining the *CleanItForward* team in the Stridy app (a mobile application operated by a non-profit organisation to facilitate community litter-picking). Once activated, the Stridy app will measure the total distance that participants had covered, and the quantity and types of trash collected. This will enable participants to keep track of their contribution in making Singapore cleaner.

### **New quarterly SG Clean Day partner – Sport Singapore**

3 The PHC welcomed new quarterly SG Clean Day partner, Sport Singapore (SportSG) who will join the other partners to cease sweeping at public spaces at all ActiveSG sports centres from 6am to 12 midnight. By partnering with SportSG, the PHC aims to reach out to the sports community to inspire them to have a healthier lifestyle through sport while creating a positive change for the environment.

### **Plogging**

4 Plogging is a new sport which sees many picking up litter while walking or jogging. Unlike sports which only have a positive effect on health, plogging allows ploggers to get healthy while contributing towards the healthy state of our environment. What’s more, this is a sport that can be done anytime at one’s convenience.

5 In conjunction with the quarterly SG Clean Day and to cultivate the spirit of *Clean It Forward*, the PHC's Youth Action Group (YAG) led a team of 50 environment-conscious youths and students from Chung Cheng High School (Main) and the Baeden Club as they set off plogging this morning. Mr Lim Biow Chuan, Adviser to Mountbatten Grassroots Organisation also joined this meaningful activity together with close to 20 residents from Dakota Breeze.

6 The participants cleaned up their walking and running paths in their estate while burning off calories. This meaningful activity inculcated social responsibility, particularly among the young families and youths. Their plogging routes passed through several estates with many small shops, supermarkets, multi-storey carpark, park connector and a MRT station within Mountbatten Constituency.

7 Through low-intensity eco-friendly activities like plogging, the PHC hopes to raise awareness on the need for environmental cleanliness, and at the same time, enabling Singapore residents to see the magnitude of their collective efforts in making Singapore a truly clean city.

### **New Sustainable Bright Spot (SBS) partner – Mountbatten Constituency**

8 The PHC is pleased to welcome Mountbatten Constituency as its new *Sustainable Bright Spot* (SBS) partner today. The SBS is a programme that empowers residents to be advocates within their community, and to participate actively in regular activities and awareness programmes that promote the value of keeping shared spaces clean. An Estate CleanPod (a litter-picking tool sharing platform) was also launched in Dakota Breeze to provide residents with easy access to sustainable litter-picking tools and encourage residents to take up personal ownership for the cleanliness of their neighbourhood.

9 "Singapore is our home and it is our collective responsibility to keep our environment clean. We hope that as an SBS partner, we will imbue in residents, the value and culture of keeping our neighbourhood and community spaces clean." said Mr Lim Biow Chuan, Adviser to Mountbatten Grassroots Organisations.

10 Mr Andrew Khng, Chairman of the PHC said: "Many Singaporeans feel that it is the cleaner's responsibility to keep Singapore clean. The PHC looks to change this mindset by integrating the value of keeping Singapore clean into our everyday lives through activities such as plogging, and to facilitate it with the available Estate CleanPods. Ultimately, we hope to

cultivate a *Clean It Forward* culture so that we can create a cleaner and more beautiful home together.”

11 For more information on the Quarterly SG Clean Day and the *Clean It Forward* pledge, visit the PHC’s official website at <https://www.publichygienecouncil.sg>.

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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. For more information, visit [www.publichygienecouncil.sg](http://www.publichygienecouncil.sg).