

PhTimes

Keep Singapore Clean official newsletter



#Issue 4 (April – June 2021)



Editor's Note

Gloria Tan
Covering Executive Director

It has been an exciting three months.

In June, we bade farewell to some of our longest-serving council members. On behalf of PHC, I would like to convey our appreciation to them for their valuable contributions over the years. And on another note, we had the pleasure to welcome and continue our journey with the new members of the Public Hygiene Council 6th term.

As PHC celebrates a decade of promoting good hygiene and cleanliness in Singapore, we designated 25 April 2021 as our inaugural SG Clean Day. This was to show how much litter there will be if there are no cleaners to sweep it away. This would not have been successful without the strong support from our 17 Town Councils. Through SG Clean Day, PHC hoped to galvanise community efforts and shore up public support for a truly clean Singapore.

National Environment Agency (NEA) also announced that from Sep 2021, it will be mandatory for hawker centre diners to clear their own tables after meals. Hawker centres will deploy more tray return infrastructure to allow patrons to do so. Those who do not comply will face a warning or fine. The PHC has long been advocating a persuade-and-penalise approach to make keeping Singapore clean a way of life. We welcome this move to complement our educational efforts.

It is only through concerted efforts that we are able to bring about positive changes.

Together, we are better without litter. Let's change Singapore from being a cleaned city to a clean city again.



The Quarter's Top Scoop

Public Hygiene Council (PHC) debuts their new pop and upbeat music video on public cleanliness

The PHC launched their "Together, We're Better Without Litter" campaign on 25 April 2021 and aims to encourage Singaporeans to take personal responsibility, ownership and pride in keeping Singapore clean. This year's campaign also unveiled a series of on-ground activities, campaign videos, print ad, banners and social posts.

Each of us plays a critical role in fortifying our nation's defence against public health threats. Because when we clean together, we win together.

Music is a universal language across all age groups and can be highly infectious. A lively and upbeat music video was produced to remind the public that we are all responsible to clean up after ourselves. PHC wanted to rally everyone to move towards the aspiration of zero-litter nation by harnessing the infectious power of collective positivity to influence each of us, to bring out the best in all of us.



The musical theme was also styled in a vibrant colour palette and dance moves were specially choreographed to tell the story of how the protagonist used her influence and positivity to rally her friends and family to help keep Singapore clean.

WHAT YOU MAY HAVE MISSED

16 April |

Dialogue with Shopping Mall Operators

Similar to the dialogues that were held with key stakeholders in previous years, the Public Hygiene Council (PHC) continues with our series of engagement with key industry leads to support the national Keep Singapore Clean Movement. This time, the council met with 15 representatives from the major shopping malls in Singapore such as CDL, SPH Properties, Frasers, Mercatus, CW Services and HK Land to find out how operators were coping amid the evolving COVID-19 situation.



Group photo with participants at the close of the session

In Mr Edward D'Silva's (PHC Chairman) opening remarks, he introduced the Keep Singapore Clean Movement (KCSM) led by the Public Hygiene Council (PHC) and thanked the various mall operators who were present for their active participation. He also express the council's aim to invite more operators in Singapore to collaborate with PHC on cleanliness and anti-littering issues. PHC Chairman shared that in Singapore, we have an army of 59,000 cleaners to pick up after us and it is simply unsustainable.



PHC Chairman Edward D'Silva (left) providing opening remarks.

As the premise owners, the mall operators have significant leverage to nudge their tenants and patrons to practise good public hygiene and cleanliness habits. He suggested that mall operators could consider giving incentives to encourage more of their food court operators to advocate for tray returns.

Being certified with SG Clean Quality Mark is another way for malls to show their commitment in upholding high cleanliness and hygiene standards. Moving into a new normalcy, the future of cleaning will soon need to adopt a change in users behaviour and more automation in cleaning processes.

WHAT YOU MAY HAVE MISSED

24 May |

e-Dialogue with Mall Operator - CapitaLand



The Public Hygiene Council (PHC) met with representatives from CapitaLand's mall operations team on 24 May 2021 to learn more about their initiatives that support the Keep Singapore Clean Movement. PHC Chairman, Mr Edward D'Silva introduced the Keep Singapore Clean Movement (KCSM) led by the Public Hygiene Council (PHC) and thanked CapitaLand for taking time to meet.

In the past six months, PHC reactivated their engagement meetings and met with industry partners such as the foodcourt operators, banks and cleaning operators. The PHC shared upcoming plans that were developed with different partners such as town councils, National Environment Agency (NEA) and Ministry of Education (MOE).

PHC Chairman sought CapitaLand's support as one of the largest mall operator in Singapore. CapitaLand expressed their support to lead by example and drive the KCSM movement within the local retail industry.



Representatives from CapitaLand, PHC Chairman and PHC Secretariat

Given the COVID-19 situation, there is an imperative need for higher cleanliness and hygiene standards. It is timely for CapitaLand to discuss with their food court tenants on how they can encourage more patrons to keep their tables and surroundings clean. CapitaLand shared that as more patrons return their food trays, there might be concerns with certain operating issues such as limited back washing area to cope with the increased load. PHC Chairman suggested that this may present a good opportunity for mall operators and premise owners to redesign their space and processes to accommodate for future needs.

In closing, CapitaLand shared that public education to the end users is important in making sure that the good responsible behaviour is inculcated in all segments of our society. Keeping Singapore clean should not just be the effort of our cleaners alone but must be done by every one of us.

WHAT YOU MAY HAVE MISSED

25 June |

e-Dialogue with UOL Group

 **UOL Group Limited**
华业集团有限公司



UOL Group representatives and PHC secretariat

The Public Hygiene Council (PHC) recently held an e-dialogue on 25 June 2021 with UOL Group CEO, Mr Liam Wee Sin and Chief Investment & Asset Officer, Ms Jesline Goh. The PHC shared the upcoming KeepSGClean initiatives that the both parties could potentially collaborate on. Mr Liam shared his observation when he was in Australia and New York USA, the residents were very disciplined in holding on to their litter and will only dispose it when they come across a trash bin. He hoped that Singapore will also reach a stage where residents displays the same positive behaviour. Good infrastructure design in Copenhagen, such as having big and tactfully designed bins, appeared to have made it easy for users to dispose of their trash. He felt that Singapore is a victim of our own success, where high cleanliness standards maintained by our efficient cleaners have been taken for granted.

On that same note, Ms Goh also shared that UOL tried to nudge mall users to hold on to their trash by reducing the number of litter bins in their malls, but the trial did not turn out well. Shoppers turned to littering or threw their trash into the nearest bins even when they are full. She also shared that there are pressure as they are the landlord and is expected to make sure that the mall is clean and bins are cleared promptly.

In the same session, the PHC also shared the SG Clean Day initiative and outreach campaign that aimed to educate the public on the importance of taking personal responsibility for the cleanliness of our public spaces. Mr Liam mentioned that sometimes a bit of 'messiness' in our community can be helpful to nudge users in cleaning up their act and to bin their own trash. Nonetheless, he is happy to support PHC's initiatives to promote good hygiene and good user etiquette in UOL Group malls.

PHC thanked both attendees for their support and look forward to working out the details of the collaboration.

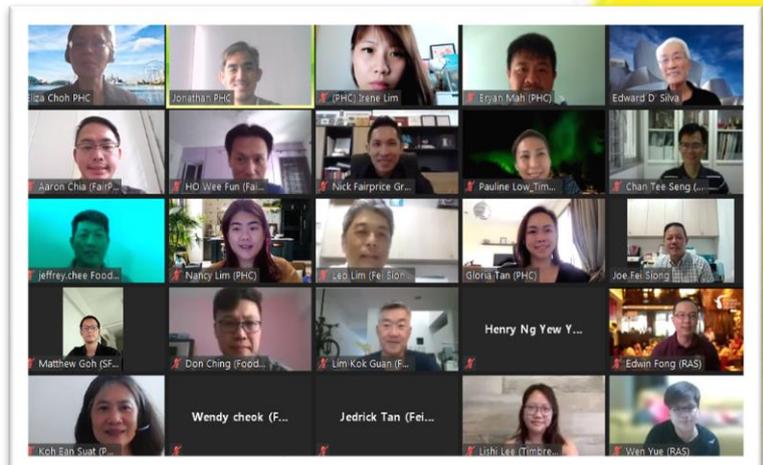
WHAT YOU MAY HAVE MISSED

20 May | e-Dialogue with Food Court Operators

On 20 May 2021, the Public Hygiene Council (PHC) collaborated with Singapore Food Agency (SFA) to hold a virtual dialogue with representatives from the major Food Court operators in Singapore such as Fairprice Group, Koufu, Timbre Group, Fei Siong Group and BreadTalk Group. This is to better understand how operators were coping amidst the evolving COVID-19 situation and what their business plans were.

PHC Chairman, Mr Edward D'Silva highlighted that the importance of safety, health and hygiene of their patrons. Businesses might be badly affected if public health is compromised and keeping clean and good hygiene practices could in turn translate into more business for the operators. Thus, there is strong impetus at the national level for Singapore residents to clean up after ourselves, keep our F&B establishments clean and hygienic.

Our presenter from Singapore Food Agency (SFA) shared the latest developments for the Clean Tables Campaign. We should aspire to reach true first world status where our streets and food courts are clean through our own efforts rather than relying on cleaners. This is already a societal norm in many countries. In view of the impending enforcement of table litter in hawker centres, food court operators shared some concerns in having a large enough backroom area that could accommodate the likely increase in food trays being returned by patrons in future. Chairman suggested for the operators to take this opportune time to work with their planners, architects and contractors, to rethink the way they design and build their food courts. There could be more consideration for functional infrastructure.



PHC Chairman Edward D'Silva (top right) providing opening remarks



WHAT YOU MAY HAVE MISSED

THERAPEUTIC GARDEN

Make Our Estate A Better Home

Photo Credit: NParks

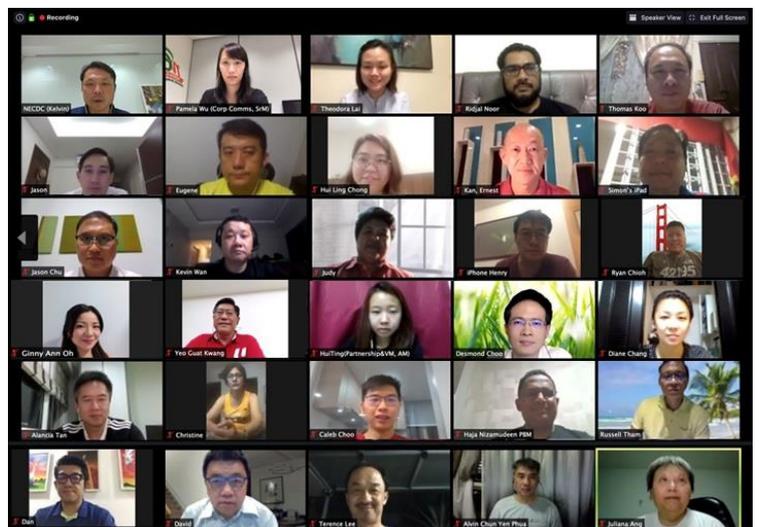
Stronger Partnership with North East CDC

The Public Hygiene Council (PHC) continues its engagement with North East CDC (NECDC) to build a strong partnership in environmental sustainability efforts. Keeping Singapore truly clean is an uphill task and we are working with the divisions in North East district to raise environmental awareness and strengthen ownership to keep public spaces clean.

We are in an exploratory stage with Adviser Yeo Wan Ling and Victor Lye who have expressed interest to partner PHC in engaging residents and business operators in Punggol Shore division and Aljunied GRC.



Supported by: Adviser Yeo Wan Ling and Adviser Victor Lye



NECDC members and PHC secretariat

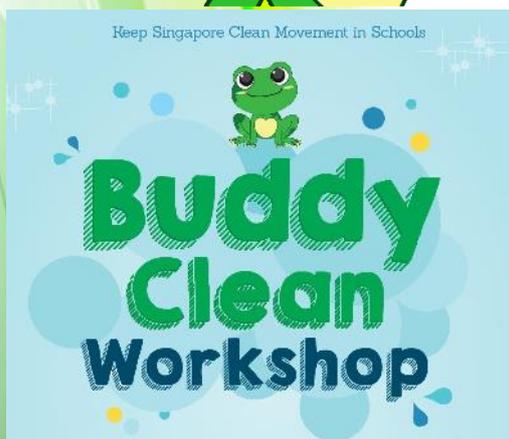
WHAT YOU MAY HAVE MISSED



School engagement and outreach

Keep Singapore Clean Movement in Schools

Visit to River Valley Primary School



Students cleaned up classroom and common corridor as part of the Buddy Clean Workshop



Group photo of River Valley Primary School and PHC staff



Students cleaned up the classrooms and common corridor as part of the Buddy Clean Workshop



As part of the Public Hygiene Council's (PHC) ongoing engagement with the schools to inculcate good cleanliness habits and hygiene practices from young, Mr Edward D'Silva (PHC Chairman) reactivated visits to primary schools who are participating in the Buddy Clean Workshop this year.

The PHC first visited River Valley Primary School (RVPS) in April and met up with Mdm Wong Li Peng, Principal of RVPS. She shared that the school rolled out "Keep Clean" modules and to reinforce what was taught, the Primary 4 students would mentor and impart hygiene habits to the younger Primary 1 students. We are hopeful that the students would also bring the message home and help to 'educate' their parents too. Mdm Wong also shared the Values-In-Action (VIA) programme on tray-return awareness. In view of the COVID-19 situation, the Primary 5 students were unable to conduct any outreach activities at the hawker centres. They are exploring digital platforms to continue the outreach this year.

The PHC team were pleased to observe that through the Buddy Clean Workshop that was conducted at RVPS, students showed enthusiasm and understanding on how important it is to keep our environment clean. They also learnt to appreciate cleaners by picking up after themselves.

WHAT YOU MAY HAVE MISSED

Keep Clean, Singapore! 2021

Together, We're Better Without Litter



Launch of Keep Clean, Singapore! 2021
From left to right: Ms Gloria Tan (Covering Executive Director, PHC), Mr Edward D'Silva (PHC Chairman), Ms Grace Fu (Minister for Sustainability and the Environment of Singapore), Mr Lim Biow Chuan (PAP TC Coordinating Chairman), Mr Luke Goh (NEA CEO), Mr Albert Chua (Permanent Secretary for MSE)



25 April 2021



Speech by Minister for Sustainability and the Environment of Singapore, Ms. Grace Fu



Speech by The PHC Chairman, Mr. Edward D'Silva



Show Emcees Luo Jiaming and Liu Ling Ling



Speech by The PHC Covering Executive Director, Ms. Gloria Tan

The Keep Clean, Singapore! 2021 (KCS 2021) launch event was held on 25 April 2021 at ITE College Central, to celebrate the collective efforts of keeping Singapore Clean and reaffirm our commitment to achieve a clean, green, and sustainable environment for all to live, work and play.

This year, more than 80 participants joined us for the KCS 2021 launch event at ITE College Central. Many more tuned in from home via PHC's Facebook LIVE event page and Zoom Webinar.

The key focus of KCS 2021 is the value of taking personal responsibility while encouraging a positive attitude towards keeping shared public spaces clean. This was done through a positive and upbeat communications campaign 'Together We're Better Without Litter' which serves as a positive reinforcement to how society and the environment would be better if everyone collectively work together to keep Singapore clean. To put our thoughts into action, the PHC also partnered 17 Town Councils in Singapore to launch the inaugural SG Clean Day. This was a day when sweeping in open areas and ground level of housing estates were ceased to highlight the problem of littering in Singapore.

This year's KCS 2021 launch event also featured an original theme song and a musical performance to remind Singaporeans not to litter.

Graced by Minister for Sustainability and the Environment, Ms Grace Fu, the Event Launch kick-started the Keep Clean, Singapore! month of May, which is an annual month dedicated to encouraging Singapore residents to take ownership of the cleanliness of our shared spaces and to keep our environment clean.

WHAT YOU MAY HAVE MISSED

SG CLEAN DAY - 25 April 2021



Tokens of Appreciation were presented to all the town councils



The inaugural SG Clean Day was launched on Sunday, 25 April 2021, with support from 17 town councils to cease sweeping at open areas and ground levels of housing estates. This initiative aimed to show how much litter there was and what it would be like if there were no one to sweep it away. Residents were encouraged to volunteer picking up litter around their neighbourhoods, in small groups of eight.

PHC is in talks with the Town Councils to progress this initiative to “SG Clean Days”. The council is proposing to hold it once every quarter this year and, eventually, once every month by 2022.

The strong support and collective efforts to keep neighbourhood clean were demonstrated by litter picking activities across Singapore on 25 April. Grassroots Advisers, community leaders and residents actively participated in the clean-ups. Some divisions even took the opportunity to appreciate their cleaners for their hard work. Sayang Sembawang is one of them who created videos on YouTube in recognition of their estate cleaners.



To show PHC's appreciation to the 17 town councils, Minister Grace Fu presented tokens of appreciation to the representatives from the town councils, at the Keep Clean, Singapore! launch event.



In support of SG Clean Day, town councils ceased sweeping at open areas and ground level of housing estates on Sunday, 25 April 2021

2021

Keep Clean Singapore 2021

Together, We're Better Without Litter

The Result



81 pieces of coverage garnered

\$1.5m estimated PR value

2,741 online media mentions

2,275 online shares

54 online platforms

47 online coverage

16 broadcast coverage



SG Clean Day set to become more frequent to highlight issue of public hygiene

More will be done to get Singaporeans to clean up public spaces, with plans to expand a nationwide initiative to encourage residents to pick up litter themselves. The SG Clean Day initiative is currently observed once a year. Town councils cause public sweeping at such areas and general levels of cleanliness are to be maintained.

Speaking at the launch, Minister for Sustainability and the Environment Grace Fu said everyone plays a critical role in fortifying Singapore's defence against public health threats.

"As we have learnt from this Covid-19 pandemic, the first line of defence is cleanliness and hygiene of our public spaces. This is so essential for each and every one of us to take up this responsibility because we have to also keep our cleaners safe."



SG Clean Day set to become more frequent to highlight issue of public hygiene

SG Clean Day set to become more frequent to highlight issue of public hygiene

SG Clean Day set to become more frequent to highlight issue of public hygiene

Plans to raise frequency of nationwide cleanliness initiative

Annual SG Clean Day to be monthly after five-year period to highlight issue of public hygiene



'Banyaknya' sampah...



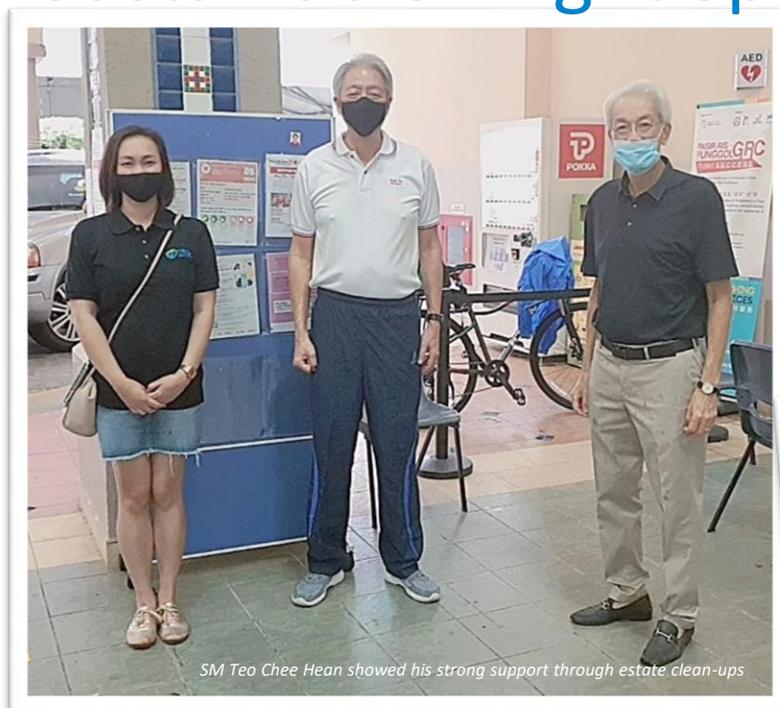
WHAT YOU MAY HAVE MISSED

Sustainable Bright Spot



24 April |

Earth Day @ Pasir Ris



SM Teo Chee Hean showed his strong support through estate clean-ups



Estate clean-up by residents from Coastar RC

A big Thank You to the Grassroots Advisers from Pasir Ris GROs, residents and volunteers who brought along their umbrellas and pressed on with the planned Mangrove walk, Estate Clean-up and Recycling Day despite the heavy downpour. Close to 200kg of trash were collected from the estates just within the morning. Residents also brought down recyclables to give them a second lease of life.

The residents of Pasir Ris are taking steps towards Sustainability,
HOW ABOUT YOU?

Ms Mathilda, founder of Ocean Purpose Project gave a sharing on environmental eco-system such as ocean plastic crisis and the need to change behaviour and lifestyle in order to build a sustainable Singapore. She also shared with the residents some tips on how to organise clean-ups and introduced the CleanPod at Pasir Ris Park Area 4, where residents could borrow litter-picking tools for their clean-ups.



The PHC had the opportunity to share our strategic engagement and key initiatives with Woodgrove CCC on 1 June. We are heartened to learn that Woodgrove Constituency has developed a Green Plan that maps out all the key environmental initiatives and Woodgrove Zone 5 RC has been leading litter picking activities.

We are excited to explore possible collaboration with Woodgrove's Green Taskforce. Watch this space for more updates!

Sustainability of Cleaning Workforce

COVID-19 travel restrictions have limited the foreign workers coming to Singapore and showed us the impact it could have on the cleaning industry which is also largely dependent on these low-skilled migrant workers. It is a perfect wake-up call on how we have become victims of our economic success. Our over-reliance on our army of 59,000 cleaners with an average age of 60 years old would retire in time to come as they are too aged to take on the back-breaking cleaning work. Cleaning companies are facing manpower shortage coupled with additional workload that cleaners had to take on during the pandemic. The Public Hygiene Council (PHC) has reiterated countless times that the supply of these workers cannot be sustained forever.

So, what could be the longer-term solution for Singapore? No single intervention can achieve this. A comprehensive and sustained multi-faceted approach is required to make this a nation-wide endeavour.

Key industry stakeholders such as premise and business operators, cleaning services providers, governing authorities and the community in Singapore are engaged to work in unison to effect change. Premise and business operators would redesign their physical space and work processes in ways that make it easy for patrons to return their trays or bin their trash. Cleaning companies could uplift the cleaners' image, upgrade the level of professionalism by upskilling and increase efficiency and productivity through use of technology. Strong enforcement could complement efforts in communication, education and persuasion. The force of law must be seen and felt, and eventually be translated into societal norms. The authorities could also provide incentives and positive inducement to bring about change.

It is imperative that we also restore the mindset of civic mindedness in every one of us. Because if each one of us, individually, throw our litter into the bin, return our tray, or flush the toilet, we can make a collective difference.

PHC believes that with this comprehensive multi-faceted approach, it is the only way we could address the issue of public hygiene and cleanliness in the years ahead, in a sustainable way.



KEEP SINGAPORE CLEAN

Persuade-and-penalise approach to fight against table littering

From Sep 2021, it will be mandatory for hawker centre diners to clear their own tables after meals. Hawker centres will deploy more tray return infrastructure to allow patrons to do so. Those who do not comply will face a warning or fine.

So, are fines really the only way to educate Singaporean?

There have been several tray-return campaigns in the past. Education and persuasion efforts to get diners to return their trays started way back in 2003. The Government has also been ramping up public initiatives and outreach efforts in the community and schools to promote this culture of civic mindedness.

Despite such concerted efforts for the longest time, communication materials that have been plastered all over our hawker centres, reminding diners to return their trays have made little progress.

The Government has also worked with partners to improve the tray return infrastructure in hawker centres. This included increase of the availability and accessibility of tray return facilities, or even incentivising diners to return their trays by requiring them to pay a deposit of S\$1 or 50 cents. Timbre+ is example of a hawker centre that trialled the deposit idea. However, this did not seem to have worked well so far.

This begs the question: Why do people not return their used trays and crockery after their meals? Hawker centre tables are still littered with dirty plates and messy leftovers. Diners still expects the cleaners to clean up after them. They also believe that the cleaners will lose their jobs if they do so. This is not true because cleaners will still be required to maintain and upkeep the general cleanliness of dining places, including wiping and sanitising tables, and clearing and sorting dirty crockery at designated tray return points. In fact, cleaning up after our meals will help cleaners to ease their workload.

Whose job should it be?

Singapore is a cleaned city. The credit goes to the hard work of the army of 59,000 cleaners.

The Patrons often wonder why they should return the trays because there are cleaners and these cleaners are paid to do the job.

Look at our neighbours. Japan, South Korea and Taiwan who kept their countries clean not because of their cleaners, but because of their culture in civic mindedness.

The Public Hygiene Council (PHC) Chairman, Mr Edward D'Silva said that past campaigns have not taken off and that given Singaporean's penchant for abiding by rules and fines, this may be what is needed for a mindset change.

When asked by Ms Navene Elangovan, TODAY online reporter if the PHC Chairman has a change of heart along the way from advocating campaigns to switching to fines, Mr D'Silva reiterated that PHC has long been advocating the carrot-and-stick approach and cited the masking wearing regulation imposed during the COVID-19 pandemic as an example. He added that Singaporeans would do what is required when it is made mandatory.

Ms Nanvene went on to ask if it was disappointing that the authority have to eventually resort to fines to keep public spaces clean, Mr D'Silva said he was. PHC conducted years of public education, engagements and communication that focused on empathy and appeal to the emotion of audiences across the main sectors of society, this lack of civic mindedness in Singapore remains. Singapore residents always take pride and claim to be a first world country, yet they displayed third world civic behaviour and responsibility.

Mr D'Silva emphasized that enforcement is a step forward because all other efforts have made insignificant progress so far and is the situation will reach its worst in five years' time.

The sustainability of our cleaners' workforce would be another challenge that we need to face in future. If this continues, there would be a manpower shortage in the cleaning industry. While we may have sufficient cleaners now, most of them are senior citizens aged 65 and above who will be 75 or 80 in 5 to 10 years' time. Mr D'Silva added that the younger generations would not want to be cleaners because they are more literate and financially better off.

We need to employ persuade-and-penalise efforts to make keeping Singapore clean a way of life. Making it mandatory for diners to clear their table and return their trays will help to catalyse this transformation that we have been striving for.

Appreciating Our Cleaner



Article contributed by

Islam Jahidul, 29, has been a conservancy supervisor with Sembawang Town Council for the past nine years. To him, waking up at 7 am every morning is a norm, and he will begin his day with checking on his cleaners and their work, ensuring that the estate is safe and clean for the residents here in Sembawang.

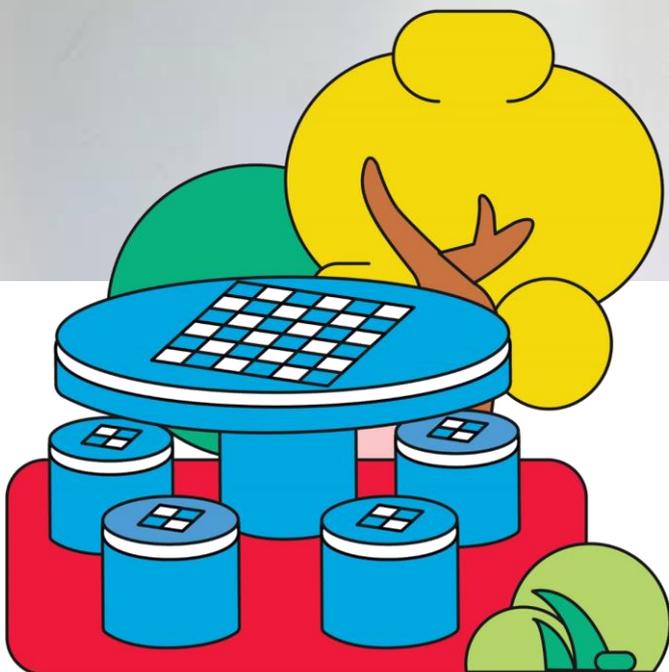
Beyond his scope of daily site supervising, Islam is a familiar face to many in Admiralty. His diligence has gained the recognition of many of his residents over the years. In one incident, Islam had received a letter of compliment from resident Ms Fern Wong, a property agent who happened to be in our neighbourhood one afternoon. She expressed her gratitude and help during a panicky situation as she misplaced her iPad while helping her client dispose their unwanted items in a carton at the rubbish area at Block 689E Woodlands Street 65. It was only when she reached home that she realised she had misplaced her iPad.

“I quickly went back and gave a call to the Town Council. He was nice and told me he will check with his staff, Islam, and call me back in a few minutes time. Within minutes, he returned the call and said that Islam had found the iPad in the carton, safe kept it and would make an arrangement to return the misplaced iPad to me. Islam managed to return the iPad to me within 10 minutes. Thank you so much for his kindness.”

Islam’s vigilance and passion in this incident is an inspiration for us to extend our kindness to others in times of distress, and we are proud to have him to serve our residents in Sembawang Town Council.



Learn more of Islam Jahidul’s story here:



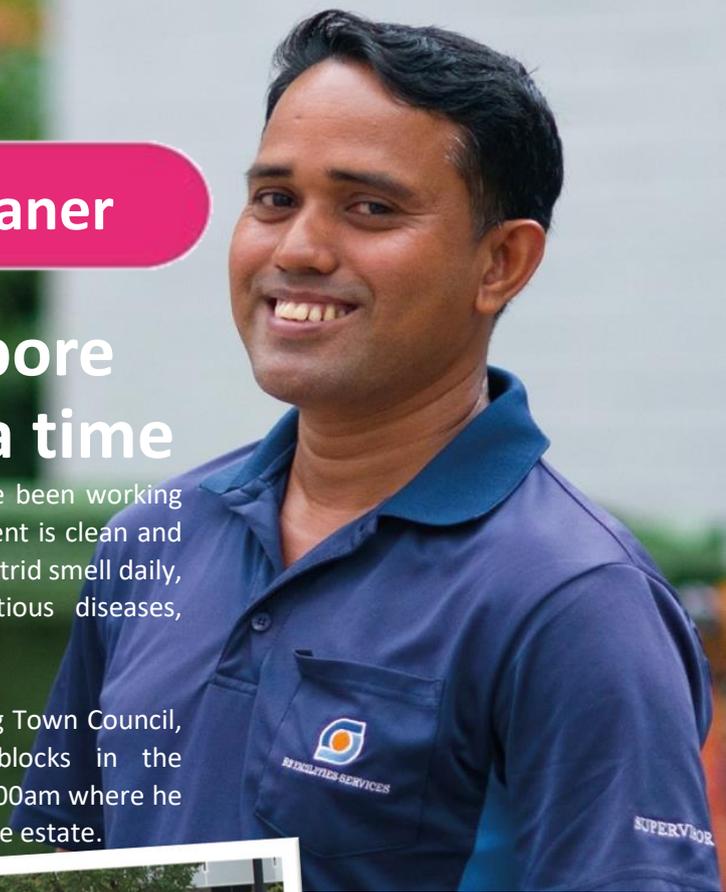
KEEP SINGAPORE CLEAN

Appreciating Our Cleaner

Cleaning up Singapore one bin at a time

Since the advent of Covid-19, our cleaners have been working tirelessly to make sure that our living environment is clean and safe. Not only do they have to put up with the putrid smell daily, they also run the risk of contracting infectious diseases, including Covid-19.

Dilbar, a cleaning supervisor with Chua Chu Kang Town Council, is responsible for the cleanliness of 20 blocks in the neighbourhood. A typical day for him starts at 7:00am where he will clean up and sanitise the common areas in the estate.



A few years back, Dilbar and his fellow cleaners spotted a fire at a recycling bin. Thankfully, he managed to put it out before it escalated into something bigger. He recounted, 'I was very happy to have helped solve the problem. If we didn't see the fire, the car beside may have gotten burnt.'



Working in Singapore has been a dream for Dilbar since he was a child. He was inspired by his father who worked here as a cleaner for five years.

To Dilbar, the worst thing about the Covid-19 pandemic is not being able to return home to be with his family in Bangladesh. He misses them and he hopes he can soon reunite with his children, aged 2 and 4, and the rest of his family.

The Covid-19 pandemic has affected everyone's lives.

Let us appreciate our cleaners and be more considerate towards them by binning our trash and keeping our surroundings clean.

KEEP SINGAPORE CLEAN

R.I.S.E. Champions Network

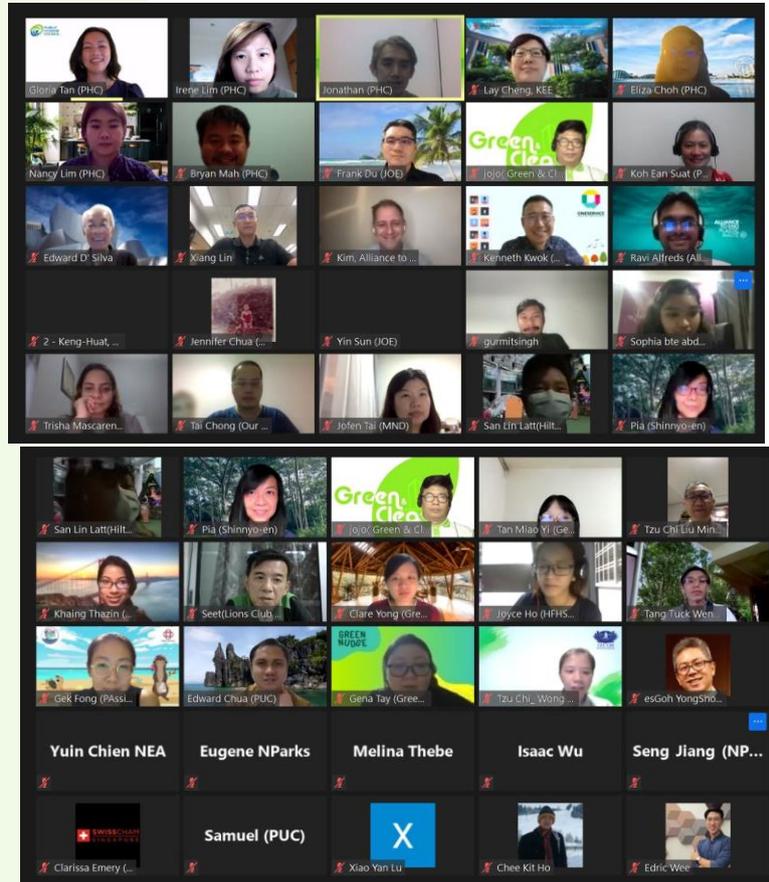


24 June | 7th RISE Network Meeting

The Public Hygiene Council (PHC) organised the 7th RISE Champions Network meeting over Zoom on 24 June 2021. On behalf of the PHC, Covering Executive Director Gloria Tan welcomed Council Members and introduced new members Stridy, Seastainable, and Secondsguru to the meeting.

The theme discussed was promoting adoption of recycling programme in Singapore. During the discussion, RISE partners shared and discussed how they were promoting recycling activities. JOE Eco-Alliance and the Alliance to End Plastic Waste were invited to share their experience during this meeting.

Mr. Lin Xiang from JOE Eco-Alliance shared with the meeting the group's activities in 2019 and 2020. JOE Eco-Alliance is a non-profit organisation that host informative dialogues, facilitates organisations to conduct environmental-related community projects and foster community collaboration and bonding. . Lin Xiang shared how they continue to conduct their engagements despite the stricter safe management measures (SMM) arising from the COVID-19 situation, such as moving these engagements online.



Participants at the 7th RISE Champions Network meeting on 24 June.

The Alliance to End Plastic Waste (AEPW) works closely with policy makers, non-governmental organisations (NGO) and local communities to drive and deliver transformation to end plastic waste. Representative from AEPW, Mr Kim Stengert shared that while they are a relatively new organisation in the recycling sphere, they hope to be a catalyst for change in Singapore, to drive and compel Singaporeans to adopt cleaner and better choices in their lifestyle to reduce plastic waste.

Another representative from AEPW, Mr. Gurmit Singh introduced the Clean4Change initiative by the Alliance to End Plastic Waste. The programme drives for societal behaviour change for more ownership of our environment and its cleanliness as well as adoption of recycling habits which will also contribute to lessen the problem of plastic waste in Singapore .

Summing up the discussion for the evening, PHC Chairman shared that with the contribution of RISE members, PHC's mission can reach far and wide among the community. He thanked all RISE members for their fervent support and partnership with PHC. He also look forward to partnering RISE Network partners for the upcoming KeepSGClean Movement initiatives.



KEEP SINGAPORE CLEAN

R.I.S.E. Champions Network

ALLIANCE
TO END
PLASTIC
WASTE

R.I.S.E.

The **Alliance to End Plastic Waste** is a nonprofit organization that brings together government, companies & community to end plastic waste in the environment. It is a Singapore headquartered, international non-profit organization founded by companies that make, use, sell, process, collect and recycle plastics. It is a unique cross-value chain initiative and provides a framework for companies dedicated to fighting plastic waste in the environment.

The Alliance has a clear vision: end plastic waste in the environment. The target of its members from across the plastic value chain is to invest USD \$1.5 billion over five years, to develop and accelerate solutions that minimize and manage plastic waste, to catalyze additional investments, and to promote solutions such as reuse, recycling and recovery.



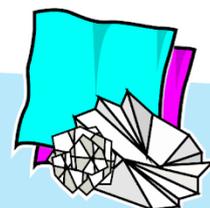
Stridy is a non-profit litter collection app powered by a global community. Stridy gives users the tools to track their environmental impact while making their world a cleaner place. By cataloguing the routes journeyed and litter collected, Stridy visualises the individual effort of each user in creating healthier environments within their communities. By rewarding users with milestones, Stridy creates a sustainable mentality of conservation while tackling the larger problem of trash accumulation one journey at a time.

Join the Stridy community today and discover a cleaner way to move.



Secondsguru is a social enterprise on a mission to promote eco awareness via corporate workshops, outreach programmes to give back to the community and through Secondsguru.com - a one-stop informational source for anyone looking for a greener lifestyle!

With the motto "Green Living. Made Easy.", we focus on solutions that make sustainable living a fun, creative and practical goal for all. Co-founders **Lara Rath** and **Anuja Aggarwal** set up Secondsguru in 2014. Prior to their eco-venture, Anuja and Lara worked in the fields of media and finance across Singapore, Hong Kong and India, and have a combined experience of over 30 years. Via Secondsguru, they have been focusing to create impact via educational initiatives in the community. Head to Secondsguru.com to know more and on FB / Instagram @Secondsguru



KEEP SINGAPORE CLEAN

Virtual Site Visit with Alliance to End Plastic Waste 11 June 2021, Friday 2.30PM



Virtual Site Visit with Secondsguru Monday 14 June, 3:00pm



The Public Hygiene Council (PHC) kicked off their series of Virtual Site Visits with RISE Network members. The first session was held with the Alliance to End Plastic Waste (AEPW).

Ravi Alfreds (Head of Govt Relations & Public Affairs, AEPW) shared that more than 11 million tonnes of plastic waste were leached into our oceans every year and there is urgency for the world to tackle the problem of plastic waste. AEPW focuses on 4 main areas for their outreach work namely, provision of good infrastructure, promoting innovative ideas that can help reduce plastic pollution, educating people on the effects of plastics, and finally promoting communities to get up and to do something for our environment against plastic waste.

The main aim of the initiatives is to reduce our reliance on plastics, and to eliminate them from being polluted into our environment in the first place

A brief introduction to AEPW's ongoing #Clean4Change (C4C) programme was also provided. C4C's target audience for the campaign are focused on parents, families, retirees and pop culture followers (with 12,000 downloads for the Litterati app) - i.e. instilling good habits with today's Gen Z to make recycling and binning their trash a fashionable thing to do. With the clear synergy and common goals of both PHC and AEPW to help reduce litter and address the problem of waste in Singapore, we are certain that the partnership with AEPW will bring many tangible and good outcomes in future.

The Public Hygiene Council (PHC) team recently met up with Anuja Aggarwal and Lara Roth (Co-Founders, Secondsguru) to learn more about the work of environmental social enterprise, Secondsguru. Anuja felt that with more waste generated by consumers now, there is an urgent need for environment groups to help address the problem of pollution, leaching of micro-plastics into our oceans and promoting a sustainable lifestyle in Singapore. The group regularly runs initiatives such as the Zero Waste Bootcamp, as well as Book Swap programmes to spread the message that recycling and reducing our waste footprint is essential to our survival.

In addition, Secondsguru recently held a poster competition (Otterly Eco) under the Zero Waste Bootcamp which lasted 12-16 weeks.

To help educate users about proper segregation of recyclables, the social enterprise runs outreach efforts and regularly posts about convenient, easy-to-locate drop off points where people can deposit recyclables and old clothes in their estate. If everyone made small changes in our lifestyle to use less materials and eliminate waste, our environment and our community would benefit greatly as a whole.

KEEP SINGAPORE CLEAN



Virtual Site Visit with Girl Guides Singapore

Tuesday 29 June, 2.30PM (Zoom)

Since 2018, the Public Hygiene Council (PHC) has been partnering Girl Guides Singapore (GGS). PHC Chairman iterated the importance of the youth uniformed group as a pillar of support for the Keep Singapore Clean Movement and hoped for their continued support for PHC's outreach work.

Notwithstanding the history and mission of GGS which was first founded in Singapore in 1917, Executive Director Susana Lim shared that today, GGS is moving beyond a uniformed group limited to just schools into the concept of 'community guiding' where residents in the community who are not already part of the GGS movement are also welcomed to join as Girl Guides. They can do so through monthly activities conducted with the grassroots community. Susana also shared details about an upcoming Plogathon initiative that encourages their Guides to actively log miles and hours into the Plogathon, where individuals collectively pledge to pick up litter as they go about their exercise routines in parks and community areas.



Group photo with Girl Guides Singapore representatives and PHC staff

PHC also provided a quick update on the KeepSGClean Movement and invited GGS to be part of the KeepSGClean Ambassadors movement in August 2021. Susana responded positively. To help mentor the GGS guides along the way, the Guides would likely be paired with other volunteers such as SG Clean Ambassadors. Details will be discussed on a later date.



J.O.E Eco Alliance

INSPIRING ANECDOTE

What the pandemic has taught us

The global pandemic of COVID-19 took us by surprise in the year 2020. Everything slowed down abruptly and lives were severely impacted by the Circuit Breaker that implemented strict safe management (SMM) measures to curb the spread of the virus within our community.

Demand for non-essential commercial services fell sharply due to restricted movement from the SMM. However, Singaporeans still trashed record amounts of food and plastic waste in 2020. Yet the recycling rate for plastic remained at low levels rather than commensurate in Singapore.

Food and plastic waste continue to account for a large proportion of our total waste generated in 2020, even when our economy was badly affected by the pandemic. Looking around us, it is not too difficult to discover and understand why. Takeaway and delivery of food has been the new norm since the outbreak of COVID-19.

More recently, Phase 2 (Heightened Alert) (2HA) introduced another round of tightened- SMM to curb the spread of a new COVID-19 variant. Schools were closed and work-from-home became the default. Dine-in is no longer permitted and most people choose to take away their meals.

Plastic or Styrofoam containers are the most common choice to pack food for takeaway or delivery. Prolonged usage of these containers causes serious health hazards, generates a substantial amount of litter and waste, with far-reaching environmental impacts. These plastic food containers, as well as plastic bags used as carriers, are often used for a very short period only and disposed thereafter, but the damage they pose is far reaching for generations.

The decision of the consumers towards accepting these single use plastic items is more critical than the decision to offer them. I am very confident to say that if there is no demand for these plastic containers, they will soon become obsolete and be replaced with an more environmentally friendly alternative.

Mankind caused most of our environmental problems, suffered from these problems and are now solving them tirelessly to save ourselves and our living space.

A small change in our habit can make a huge difference. For example, by bringing our own food and drink containers for takeaways, one can save at least 2 food containers each day; bringing our own reusable bags for our grocery shopping minimises plastic bags consumption. This will, in turn, creates a positive impact for our immediate surroundings.

The number may seem little to you but collectively and overtime, the impact is immeasurable. Not to mention if we can get our friends and families to do the same.

How about “let’s make the difference, right here, right now”?



(L-R): J.O.E. Eco-Alliance Executive Members Frank Du, Lin Xiang and Chairperson Zhou Haiyan at an outreach event



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Updated as at 1 June 2021



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Mr Zhang Jiaquan
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Mr Edward Goh
Vice President
SembWaste Pte Ltd

Introduction of the Public Hygiene Council (6th Term)

The Public Hygiene Council commenced its 6th term on 1 June 2021 on a 2-year tenure. It comprises of 24 members and includes key representatives from NGOs, academia, media, public agencies, and sectors such as cleaning, hospitality, food and beverage, and healthcare.

PHC welcomes the seven new members who just joined and will serve the 6th term from 1 June 2021 to 31 May 2023.



“The past year has been an enormous challenge for everyone one of us. However, at the same time, kindness has emerged within the chaos of COVID-19. We have made great strides in changing our perceptions and behaviours. We can do more, especially when experts have quoted that this pandemic will remain with humankind and become endemic.

Public hygiene is equally important as personal hygiene, and we need to practise and encourage good public hygiene habits. When we internalise such values, we become a kinder and greater nation where everyone keeps public spaces clean for each other. “

Mr Karun S Baram



“To give more support and opportunity to young Singaporeans to suggest new ideas for the Council, step up and take action, and even lead in aspects of the national effort to keep Singapore clean and sustainable. “

Mr David Chua



“Being in the business of operating and managing food courts in Singapore, I hope to bring my experience and expertise in the food sector to provide input and develop strategies to engage my fellow Singaporeans to practice better hygiene and courtesy. I also hope to bridge the efforts of the Public Hygiene Council to the food industry, creating opportunities and inroads to engaging fellow industry leaders in supporting and implementing the various strategies rolled out.”

Mr Lim Kok Guan



Creating a culture where everyone is expected to clean up after ourselves and dispose trash correctly as acts of graciousness and consideration for others.

Simple, yet compelling, the Public Hygiene Council’s mission statement resonates strongly with me. As educators, we constantly ask ourselves: how can we instil and sustain these lifelong habits of responsibility and sustainability in our students? For the vast majority of children, their parents are their first teachers. As adults, whether as a parent, an aunt, a neighbour or a teacher, let us take the lead to show our children how we can do our part to keep our home and community clean. Only this way will we be able to safekeep a beautiful and liveable home for the next generation.

Ms Loh Wee Cheng



Introduction of Public Hygiene Council (6th Term)



Inspiring Change

“We are now in phases of rapidly evolving transformation in the environmental services industry; and these are exciting times to tap on the opportunities ahead for us. I am privileged to be part of SPMA’s mission to spearhead progressive changes for the betterment of the industry and its stakeholders. I strongly believe we can expend our concerted efforts to explore innovative enhancements to the pest control management sector’s processes, enhancing people management and professionalism in the long term. We should also actively ride on NEA’s Environment Services Industry Transformation Map to further elevate our industry standards through innovation for better productivity and a highly skilled workforce.”

Mr Mohamed Lukman Yusof



“I am excited to join the Public Hygiene Council (PHC) as a representative of NParks and contribute to its good work of keeping Singapore clean. Our parks and nature reserves are frequently visited by Singaporeans for their exercise and recreational needs. NParks looks forward to working closely with PHC and other stakeholders for Singaporeans to take greater ownership of the environment and play their part to keep our public spaces clean”

Mr Tang Tuck Weng



“I am happy and privilege to be part of the PHC family. Although this area of work is relatively new to me, I am excited with the learning opportunities and to work closely with fellow council members, PHC Secretariat and stakeholders to further this important cause. The road ahead might seem daunting when it comes to changing Mindset & Behaviour. However, I am confident that with the collective wisdoms and concerted efforts from all, one small step at a time, we will be able to make that difference in creating a Clean and Safe environment.”

Mr Kelvin Thong

WHAT'S NEXT?

Upcoming RISE Virtual Site Visits – July

Keep up-to-date with us as we take you on a “virtual tour” and share exciting news of some of valued RISE Partners lined up in July. This month’s partners include Kindred and Stridy.



RISE Networking session – 28 October 2021, 7pm.

Join us as we wrap up and summarize RISE’s major initiatives accomplished for the year.

Upcoming Partners Dialogue 2021, July – Aug

Cinema Operators

We find out how our Cinema Operators are coping amidst the evolving COVID-19 situation, and are happy to obtain the support to screen PHC’s newly created video at all major cinemas.

Coffee Shop Operators

We continue with our series of engagement with Coffee Shop Operators to support the national Keep Singapore Clean Movement. Upcoming engagement topics include the Clean Tables Campaign, the Coffeeshop Toilet Improvement Programme as well as some exciting awareness ideas.

Cleaning Operators

We spotlight on the other side of the ecosystem, Cleaning Operators. In this session, we hope to find out how these partners are coping amidst the evolving COVID-19 situation, together with the impending enforcement of table littering, job redesign and cleaning workflow processes.

Banks

We continue engaging with the banking industry and brainstorm with our banking partners on how to gather support for the Keep Clean Singapore Movement.



Save the Date!

Public Hygiene Council Panel Discussion
18 September 2021
10:30am – 12 noon

More details coming your way soon!



#KeepSGClean - Public Hygiene Council 2021

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