

Editor's Note



Gloria Tan
Executive Director

I had the honour of being invited to Clean-Enviro Summit Singapore (CESG) Catalyst 2021 as a moderator for one of the plenary discussions on how cities could build resilience against public health threats. This cannot come at a more pertinent time as we continue to battle the ongoing pandemic which has heightened our awareness on the need for high standards of public cleanliness and hygiene which is our first line of defence against COVID-19. The esteemed panellists, Professor Teo Yik Ying, Dean of National University of Singapore Saw Swee Hock School of Public Health, Mr Chew Ming Fai, Deputy Chief Executive Officer and Director-General of Public Health at National Environment Agency (NEA), Mr Tony Chooi, President of Environmental Management Association of Singapore (EMAS), Mr Joseph Nazareth, Global Head of Health for Safety, Environment and Quality (HSEQ) at ISS and Ms Lauren Micallef, Oceania Manager at International Sanitary Supply Association (ISSA) shared many insightful perspectives and experiences. One of the emphasis was the fundamental need for behavioural and mindset changes so that we are well-equipped to prevent and deal with future pandemics. Prevention is better than cure. The importance of good ongoing environmental sanitation and public health practices are also crucial. This was one of the drivers for PHC to embark on an expansion of its mandate by taking over the management of SG Clean quality mark from various agencies gradually from September onwards. Through rallying premises owners to

take ownership in maintaining high standards of environmental hygiene, assurance on the heightened measures taken to maintain these standards at publicly accessible premises were provided to the community. It could also drive adoption of best practices to safeguard public health in the long run.

The Quarter's Top Scoop Our Singapore, Our Home, Our Responsibility

The month of August has a special place in the hearts of many Singaporeans. It was the month when we celebrated our National Day. But is National Day just about singing patriotic songs and donning red and white?

Throwback to 1965, where Singapore, a new and struggling nation, faced challenges such as high unemployment, economic uncertainty, poor sanitation, polluted waterways, and rubbish strewn streets. It was due to the foresight of our founding fathers, and the hard work of our pioneer generation, that today, we all proudly acknowledge that Singapore is amongst the most developed and cleanest cities in the world.

However, it was reported early this year that the National Environment Agency (NEA) has taken more than 1,000 enforcement actions against high rise littering in 2020, a 50 per cent jump from the previous year. We also recently saw the implementation of mandatory tray return at all hawker centres in June.

So, what happened? Are we still a clean city?

Armed with an army of over 59,000 cleaners, a relatively high cleaners-to-residents ratio in comparison with other cities of similar scale, we may have fallen into the trap of being overly reliant on cleaners to clean up after us. With so many cleaners around, it is inevitable that some Singaporeans came to regard cleaning up as someone else's job.

When we are not inherently clean, no amount of cleaners can help keep us clean. A badly littered and dirty environment will attract pests, and this in turn, could present us with public health threats. A clean and hygienic environment is essential to healthy living. The situation has been made even more pressing as we transit from the Covid-19 pandemic to a state of endemic. Not only do cleaners have to do more cleaning now, they also have more critical job functions such as disinfecting high-touch surfaces regularly.

We can make a difference by picking up after ourselves and returning our trays whenever we dine in at hawker centres, food courts and coffeshops.

We beamed with pride whenever our foreign friends commend us for being a clean and green city. Being clean has become part of our national identity and a source of our national pride. To ensure that we continue live up to our reputation as one of the cleanest cities in the world, it is time for us to get our act together. Singapore is our home and keeping our home clean is our shared responsibility. Simple acts like binning our trash and returning our crockery after meals would suffice.

Let's continue to show our love for Singapore by keeping her clean.

Cheryl Lin (2 Feb 2021). More than 1,000 enforcement actions taken against high-rise litterbugs last year. CNA <https://www.channelnewsasia.com/news/singapore/high-rise-littering-enforcement-actions-fines-complaints-14094002>





WHAT YOU MAY HAVE MISSED

1 July | Dialogue with Cinema Operators



Group photo with PHC Council Members, staff and cinema operators.

Following up from our previous two meetings with the Cinema Operators (COs) in November 2020 and January 2021, the Public Hygiene Council (PHC) continued its engagement with the COs to update them on PHC's latest Cinema Etiquette Video (CEV). The CEV is now being screened at all major cinemas and was adapted from PHC's campaign film which was launched at Keep Clean, Singapore! 2021 launch event on 25 April 2021.

The objective of the new CEV is to nudge people towards making a collective effort to do their part to keep our environment and shared spaces clean. In the conceptualization of PHC's new CEV, the council took the COs' previous suggestion to condense the three main civic messages (no littering, no texting and no talking) into one short and concise video. COs observed that this year's CEV theme marked a slight departure from the previous two editions which used humor to get the message across. With this new creative approach, the council hope that it would be more effective at nudging patrons to do the right thing and to be more responsible when in the cinema halls.

Summing up the day's discussions, Chairman reiterated that the overarching message that PHC wanted to communicate to the public is for people to take collective ownership and action for the environment and our cleanliness. People tends to litter when they think no one is looking and cinemas might be one possible places for littering. Adding on to the discussion, Council Members Kee Lay Cheng and Karun S'Baram who were also present for the meeting shared similar sentiments that there are many areas which PHC and COs could collaborate on and that PHC's Cinema Etiquette Video is just a starting point for further collaborations down the road.



2 July | SG Clean Quality Mark – Briefing



Representatives from the National Environment Agency (NEA) briefed the Public Hygiene Council (PHC) on SG Clean quality mark SG Clean quality mark briefing to the Public Hygiene Council (PHC).



The SG Clean quality mark is a premises-based sanitation and hygiene indicator which requires organisations to commit to sector-specific sanitation and hygiene checklists, to safeguard public health in Singapore.

To strengthen the Keep Singapore Clean Movement and better coordinate multi-stakeholder efforts in promoting public hygiene and cleanliness, PHC is excited to work with the National Environment Agency (NEA) to expand its

mandate by managing the SG Clean quality mark.

This session on 2 July 2021 prepared PHC for the gradual takeover of the SG Clean quality mark. PHC would start by managing the premises certified by NEA, before eventually taking over the rest of the premises managed by SFA, ESG and STB by 2022/23. NEA representatives Mr Halmie H Mattar and Ms Coral Yeo briefed PHC members on the current operational processes and workflow.



19 Aug |

Group photo of PHC Chairman Edward D'Silva (2nd from right) together with staff from PHC and Primech A&P.

Introductory meeting with Primech A&P

PHC met up with Primech A&P, a cleaning services provider, on 19 August 2021. PHC Chairman shared with the Primech team that he was impressed with Primech's wide range of cleaning services in schools and higher learning institutions that were recently featured in a Straits Times article. Primech's services generally fall under 3 main segments (i) MOE schools and pre-schools (ii) Institutes of Higher Learning i.e. Temasek Polytechnic, and (iii) corporate clients that require regular office cleaning. The company utilises robotics and automated cleaning machines like mechanised sweepers and mopping equipment that operate autonomously. These help to overcome common challenges within the cleaning industry such as the demand of cleaning manpower, as well as the generally mature age of their cleaning workforce.

During the meeting, PHC also learnt that majority of smart cleaning solutions deployed by Primech were developed in-house or through partnerships with overseas companies. On top of providing cleaning services, Primech also does R&D to develop new cleaning solutions/ drones.

26 Aug | Reconnecting with Habitat for Humanity Singapore



Group photo of PHC Chairman Edward D'Silva (2nd from right) together with PHC and Habitat for Humanity Singapore staff.

PHC reconnected with Shila and Joyce from the Habitat for Humanity (HFH) Singapore office for a long overdue catchup since the last LitterRally which was held in 2019. PHC Chairman Edward D'Silva shared with the HFH team that he was heartened by the longstanding support that Habitat Singapore has extended to the PHC under the Keep Singapore Clean Movement and recounted the previous litter picking activities like LitterRally 2019 and the upcoming Block Walk 2021 at the end of the year as good collaboration points between the two organisations.

The HFH team also updated PHC on the various clean-up initiatives that they had been conducting with their volunteers, such as the regular small-scale Block Walks done by residents and grassroots volunteers. They also shared that a larger scale Block Walk which was initially planned for May had to be postponed to end-August. Unfortunately, given the current uptick in community COVID-19 cases, the large-scale clean-up event had to be further pushed back, with current plans being made for the event to be held at the end of the year instead.

WHAT YOU MAY HAVE MISSED

23 Aug | Meeting with Plastic-Lite Singapore



Group photo of Plastic-Lite Singapore founder Aarti Giri, together with PHC Chairman Edward D'Silva and attendees for the Zoom call.

Following up from our previous engagements with the various R.I.S.E. Network partners, PHC continued with the engagements to update them on PHC's latest happenings and initiatives. Since the last R.I.S.E. Network meeting held on 26 June, there have been new developments to our annual communications and outreach campaign. Therefore, the objective of this meeting was to update Plastic-Lite Singapore on our latest programmes. Plastic-Lite SG is a small environmental group that first started in September 2016 from a simple forum letter to the newspaper which advocated for greater awareness against plastic waste. It eventually developed into a regular volunteer group today. Plastic-Lite SG regularly conducted outreach activities in the community, such as schools and corporates outreach to companies.

The focus of Plastic-Lite Singapore was aimed at reducing plastic waste and its wider goal was to encourage a recycling culture for residents of Singapore. One of their initiatives is the Bounce Bag Outreach programme, where the public could contribute excess reusable bags that they had by donating them to the Bounce point for other residents to use for their shopping needs. The programme was ongoing at Heartbeat@Bedok, Our Tampines Hub and Bishan North Shopping Mall.

Additionally, Plastic-Lite SG held regular assembly talks with schools in Singapore, starting from Primary school all the way to Junior College level. The programme encouraged students to adopt a sustainable and plastic lite lifestyle from young and to reject plastic waste. They have engaged roughly 40 schools so far, with a gross reach to around 40,000 students over the years.



PHC Chairman Edward D'Silva (right) with GGS & PHC staff at Girl Guides Singapore office.



26 Aug | Reconnected with Girl Guides Singapore

PHC recently reconnected with the Girl Guides Singapore (GGS) team on 31st August at GGS's office in Bishan. PHC Chairman thanked GGS for the meeting and indicated that PHC would like to continue regular discussions with GGS.

The focus of the meeting was to collaborate across three initiatives: Plogathon initiatives, the GGS Environmentalist Badge and as well as KeepSGClean Ambassadors.

GGS Executive Director Susana Lim shared that the Environmentalist Badge (Girl Guides) and Keep SG Clean Badge (Brownies) were aligned to PHC's objectives and could be explored further. She suggested for PHC to curate a resource pack with suggested activities that the Guides could adopt and carry out. Adding on, GGS updated that the Girl Guides and Brownies needed to obtain individual Principals' approval for activation out of schools, thus the Plogathon activation had to be postponed to next June instead. It would be held in conjunction with their international camp. Nonetheless, GGS agreed that there were ample opportunities for both GGS and the PHC to collaborate meaningfully for environmental projects and added that the coming Clean & Green Singapore month in November would be a good opportunity.



WHAT YOU MAY HAVE MISSED

2 Sept | Dialogue with Coffee Shop Operators

Following engagements with the coffee shops, food courts and eating establishments industries over the past few years, PHC held this year's dialogue with coffeeshop operators on 2 September and welcomed the eight major coffee shop operators and coffee shop associations to the session. The aim of the session was to gather feedback from operators on the NEA's impending rollout of table littering enforcement in coffee shops. PHC Chairman also took the opportunity to remind the industry that the job of keeping Singapore clean is a collective one that requires everyone to pitch in and play their part.

Clarence Chan (SFA), Zenov Yap (NEA) and Tan Jun Yi (NEA) also briefed the respective coffee shop operators on the available government grants and schemes to help operators defray the costs of installing tray return racks and to renovate their coffee shop toilets to meet modern sanitary standards.

By uplifting toilet cleanliness and tray return standards in coffee shops, we would move one step closer towards achieving a clean-living environment in Singapore. Additionally, it is increasingly harder to recruit and retain cleaners in Singapore, not helped by an ageing cleaning workforce. The onus to keep Singapore clean would eventually fall on patrons to proactively clean up their act, clear their own tables and trays and to keep the area clean. With good and prominent placement of tray return infrastructure on their premises, operators could make the process a simple and seamless experience for patrons to return their own trays after eating.

Dialogue attendees highlighted that the tray return situation had vastly improved compared to before, with noticeably less bird



L-R): PHC Executive Director Ms Gloria Tan, Kheng Keow Coffee Merchants Vice President Mr Kenneth Lee Kiah Foo, President Mr Hong Ban Seng, PHC Chairman Mr Edward D'Silva and Kheng Keow Coffee Merchants Honorary Secretary Ms Wang Bo.

nuisance at the hawker centres. If there were space constraints at smaller coffee shops to install tray return racks, operators could consider using a compact or tall tray return rack system and have sub-divided areas for halal and non-halal cutlery. Summing up the discussion, PHC Chairman shared with the coffee shop operators that they play an important role as premise owners as they set the standard for cleanliness and would be role models to their stall holders within their individual premises. They are important gatekeepers when it comes to implementing measures aimed at enhancing the cleanliness of their respective malls. PHC thanked coffee shop operators for their support in this meaningful journey.

Supported by



Group photo of PHC Chairman Edward D'Silva together with coffee shop operators at the dialogue.



10 Sept | Meeting with Dormitory Association of Singapore Ltd

PHC met up with the Dormitory Association of Singapore Limited (DASL) virtually and was hosted by President Johnathan Cheah and his council members. PHC Chairman thanked him and his team for taking time to meet and shared that he was heartened by the support that DASL has extended to PHC under the Keep Singapore Clean Movement since 2017.

During the meeting, DASL shared their latest industry handbook on cleanliness & maintenance regime within dormitories and invited PHC to provide inputs and advice for future revisions. They also shared that DASL was going through a design-thinking project with Enterprise Singapore to find out the main drivers behind foreign workers living quarters lifestyles and how to nudge them to adopt better and cleaner hygiene habits in their living spaces.

DASL also shared that the pandemic had made dormitory operators reach a turning point where cleanliness issues are more visible to the public eye.



Cleanliness should not just be about the physical state of the premises but should include inculcating norms and habits into residents to make them have a sense of ownership for the cleanliness in their dorms and living areas. DASL expressed support to collaborate and participate in some PHC initiatives in 2022. The meeting generally concurred and felt that cultural norming to make dorm residents embrace cleanliness is important to make them feel that they have a stake and are part of the Singapore family too.



PHC Chairman and Council Members at the Dialogue with Cleaning Operators

WHAT YOU MAY HAVE MISSED

22 Sept |

Dialogue with

Cleaning Operators

After a fruitful Dialogue with Coffee Shop Operators which was held on 2 September 2021, PHC organised the next Dialogue with Cleaning Operators. This further engaged the stakeholders involved in the Keep Singapore Clean eco-system. PHC Chairman Mr Edward D'Silva welcomed the various Cleaning Operators and also thanked fellow Council Member and President of Environmental Management Association of Singapore (EMAS), Mr Tony Chooi, for the strong support in bringing the EMAS members together for this session.



The aim of this session was to gather feedback from operators on the impending rollout of mandatory tray return and table littering enforcement in coffee shop and food court premises from January 2022. PHC and SFA representative Mr Matthew Goh also suggested some ways in which cleaning operators could use to overcome certain challenges. Addressing a query on how enforcement against table littering would result in higher workloads for cleaners as more people return their trays and clog up the tray return stations, SFA advised that operators would need to cope with this increased load by reviewing the processes, such as re-allocating time freed up from having to clean the tables. Operators should pivot their operations and re-allocate manpower that was previously collecting food trays and move them to the washing area instead so that cleaners could focus on dishwashing. In the long run, this mode of operations would be more efficient.

Before, the plates were previously brought in by cleaners, a step that helped to regulate the speed at which the soiled dishes arrived at the washing room. It was also discussed that while cleaners already have designated roles and tasks, the main choke point was at the washing room where cleaners found it challenging to wash the dishes fast enough to keep up with the fast pace at which the soiled plates were returned. As a result, the industry experienced an unusually high attrition of elderly cleaners as the seniors cannot keep up with the pace of washing.

Summing up the discussion, Chairman added that the implementation of enforcement against table litter signalled a much needed change. This would complement a culture shift towards nudging for positive and considerate behaviour in patrons at our public eating establishments.

With the move towards keeping tables clean and litter free, it also signifies a new push and revolution towards cleanliness and how people perceive the littering problem in our hawker centres, coffee shops and food courts



WHAT YOU MAY HAVE MISSED

GREEN LIFE, GOOD LIFE

Happy Kopitiam Facebook Live Show on Tray Return with The PHC



Andrew felt that while there have been much efforts expended to educate the public on tray return over the years, a considerable handful of Singaporeans held on to the mindset that it was not their responsibility to clean up. Such mindsets are difficult to change through education and engagement alone. Old habits die hard.

Gloria added that the COVID-19 pandemic has underscored the need to maintain high public hygiene and cleanliness standards. PHC has always advocated a persuade-and-penalise approach. Enforcement against table-littering would complement their education efforts. Therefore, the Council welcomed the introduction of tougher laws to complement their education efforts. This was needed to move the needle and to protect and safeguard Singaporeans and their loved ones.

It is simply a misconception that by returning our trays after meals, we are depriving cleaners of their jobs. Instead, we are helping the cleaners to become more efficient as they could now focus on other more important aspects of their cleaning work, such as disinfecting and cleaning the tables, clearing trays and crockery at tray return stations in a timely manner and distributing trays and crockery back to the stalls.

What's more, the average age of our cleaners is about 60 years old today. Looking ahead, many of them would retire from their cleaning jobs, with hardly any younger workers willing to take over from them. We needed to start making this behavioural change to make this a sustainable way forward for our cleaning workforce.

Making good hygiene and cleanliness habits a way of life needs to be a nation-wide endeavor. It is important that Singaporeans realize that this requires collective efforts and commitment from each and every one of us.

You may catch the special episode of Happy Kopitiam [here](#).

On 17 July 2021, PHC was invited to Happy Kopitiam, a Facebook Live show organised by the Yew Tee Citizens' Consultative Committee, to share their perspectives on the mandatory tray return policy which will take effect from 1 September 2021.

Hosted by Mr Alex Yam, Mayor, North West Community Development Council, this special episode titled "Green Life, Good Life - Caring for our Environment Together" focused on environmental and sustainability green initiatives, in commemoration of Yew Tee Day 2021.

PHC Executive Director Gloria Tan provided the background on the formation of PHC and how the Council have been doing public education and outreach efforts to encourage diners to return their trays and crockery after meals. Besides public education, PHC also worked closely with key stakeholders like National Environment Agency (NEA), Singapore Food Agency (SFA) and various food establishments to redesign space with tray return in mind, and put up more tray return racks to facilitate this.

Andrew Khng, PHC Deputy Chairman, shared how actual practice on the ground might not match up to individual espoused behaviour. Based on a survey conducted by NEA in March 2021, while more than 75% of the respondents claimed to return their trays most of the time, the actual tray return rate at most hawker centres was only around 30%.

(L-R) Mr Kelvin Soon (Digital Creator of Happy Kopitiam), Ms Gloria Tan (Executive Director, PHC), Mr Andrew Khng (Deputy Chairman, PHC), and Mr Alex Yam (Mayor, NWCDC)

WHAT YOU MAY HAVE MISSED



The Public Hygiene Council surprised individuals with good table cleaning and anti-littering habits as

#SGCleanHero

PHC led a team of volunteers from Lions Club of Singapore (Mandarin), Kindred Community, ASEZ and Green & Clean Volunteers Group to celebrate the spirit of civic-mindedness in the community. The team spotted and celebrated these unsung #SGCleanHeroes for returning their trays, clearing their tables and binning their trash correctly.

This outreach effort was conducted over two weekends on 21, 22, 28 and 29 August as part of the PHC's 10th Anniversary celebrations and Keep Singapore Movement which aims to cultivate positive social values, and encourage good cleanliness and hygiene practices. By celebrating these #SGCleanHeroes ahead of 1 September, when NEA would start taking enforcement actions against those who do not comply with tray return advice in hawker centres, the PHC hopes to motivate them to continue these voluntary good habits and spread these good vibes to their friends and loved ones.

The spotted #SGCleanHero, together with PHC's volunteer from Lions Club of Singapore (Mandarin), PHC Chairman, Mr Edward D'Silva and PHC Council Member, Ms Loh Wee Cheng at Dunman Food Centre.



11 Locations. More than 170 man-hours

Supported by **85 volunteers. 1200** tissue packs distributed.

965 #SGCleanHeroes spotted

WHAT YOU MAY HAVE MISSED

A truly clean city we can be proud of!



Trailblazing into the future
DIALOGUE

18 September 2021



Clean or Cleaned
What needs to be done
Changing Mindsets
Cleaners and Professionalism



KeepSGClean Panel Discussion. (L-R) Ms Diana Ser (Moderator), Ms Farah Sanwari (MSE-NYC Youth Circle Member), Ms Samantha Thian (Founder, Seastainable Co.), Ms Sandra Lim (Managing Director, Kantar Public), Dr Tan Ern Ser (Assoc Prof, NUS Department of Sociology) and Mr Tony Chooi (President, Environmental Management Association of Singapore)

18 Sept | KeepSGClean Panel Discussion

To coincide with the World Cleanup Day and to mark PHC's 10th anniversary, a panel discussion was organised to probe into what was needed to nudge Singaporeans to do more for public cleanliness and raise hygiene standards.

Supported by NEA, Steady Offshore Shipping, Temasek Foundation and Kindred Community, the local chapter of the World Cleanup Day, this panel discussion was part of a series of activities and initiatives under the PHC's six-month long "Keep Clean, Singapore!" annual campaign. The campaign started in April this year.

The panel discussion commenced with opening remarks by Dr Amy Khor, Senior Minister of State, Ministry of Sustainability and the Environment.

Moderated by TV presenter and journalist, Ms Diana Ser, the panel discussion featured youth representatives from civic groups, the cleaning industry, behavioural insights experts and the academia.

"The pandemic has heightened our collective awareness of the need for high standards of public cleanliness and hygiene.

Many Singaporeans expect more from cleaners to ensure our vision of a clean city, and not just a cleaned one. But for high standards of cleanliness to be sustainable in the long run, all of us have to start playing our part," said Mr Edward D'Silva, Chairman of the PHC.

Ms Sandra Lim, a behavioural insights practitioner at Kantar Public emphasized that consistency was important in shaping public behaviour. She cited the example of the trolley system, where the deployment of the same system in the supermarkets had resulted in habitual action. She opined that the same could be applied to our tray return system.

Dr Tan Ern Ser, an Associate Professor at NUS Department of Sociology added that enforcement and a culture where binning of trash properly is our second nature need to complement each other. This could be achieved through giving litterbugs gentle reminders whenever they litter.

Ms Samantha Thian, Founder of Seastainable Co. shared how she had once picked up a piece of litter and asked the person who dropped it if he had forgotten it. She felt that reminders need not be confrontational and as long as it done in a positive tone, people would generally accept it.

Supported by



Ms Farah Sanwari, MSE-NYC Youth Circle Member noted that ultimately, legislation is to steer people towards the right behaviour, what we truly need is for everyone to care enough for our environment and to have that sense of responsibility to keep it clean.



Opening remarks by Dr Amy Khor, Senior Minister of State, Ministry of Sustainability and the Environment. First, premises managers in public and private sectors



Ms Diana Ser
Moderator, TV Presenter & Journalist



Mr Edward D'Silva
Chairman, Public Hygiene Council

Thank you all for being here, virtually.

WHAT YOU MAY HAVE MISSED

World Cleanup Day is the world's largest clean-up activity which gathered people from more than 180 countries to clean up their communities on 18 September 2021. Despite the pandemic, we could still do our part individually by cleaning up our neighbourhood, public spaces, parks, and beaches in small groups as a ground-up initiative. Here are some clean-ups done by various groups in Singapore.



Japan Airlines (JAL) aims to achieve a better and more sustainable future for all in respond to the call by the United Nations. In conjunction with World Clean-up Day 2021, employees from various JAL stations across the world conducted clean-ups to make a difference to the environment and their living space.

JAL's Singapore station invited their colleagues in Asia from Bangkok, Taipei, and Kuala Lumpur to join their clean-up efforts. Despite the distance, a total of 331 volunteers stepped up to conduct clean-up on 18 September 2021 and connected via Zoom at the same timing. Tokyo, Frankfurt, Paris and Madrid stations also conducted clean-up in their time zone at their neighbourhoods, parks, and the airport vicinity.

Participants from JAL's Singapore station overall felt a stronger sense of responsibility while cleaning up the neighbourhood estate that they live in. At the end of the 2-hour activity, almost 3kg of trash was collected. Many were surprised as their estates looked clean at one glance, but litter could be found when they looked closer. Apart from the common litter, even broken bicycle parts, slippers, and even a pair of spectacles were found!

JAL hoped to inspire their employees and public to do their part in creating a better tomorrow by highlighting the importance of environmental cleanliness. JAL's Singapore station aim to organise clean-up regularly to continue their efforts in keeping Singapore clean and green.



WHAT YOU MAY HAVE MISSED



World Cleanup Day 2021

Representatives from the European Union, Netherlands and Estonia Embassies flanked by Kindred Community volunteers, PHC Chairman Mr Edward D'Silva and PHC Executive Director Ms Gloria Tan as well as East Coast Beach Plan founder Ms Samantha Thian at the World Cleanup Day activity at East Coast Park beach.

Despite being a small group run overwhelmingly by volunteers, Kindred never fails to hold their yearly clean-up to commemorate World Cleanup Day every September.

This year, Kindred volunteers teamed up with representatives from the European Union office in Singapore, the Netherlands, and Estonia Embassies to do a clean-up at East Coast Park beach in recognition of World Cleanup Day. Founder of the "East Coast Beach Plan" Ms Samantha Thian even joined in for the clean-up to pitch in and do their part for the environment on this impactful day.



in support World Cleanup Day 2021

The Public Hygiene Council (PHC) conducted a clean-up at Coney Island on Friday 3 September to commemorate World Cleanup Day 2021. Although the weather was hot with the sun blazing down on us, a group of five put in their wholehearted efforts on a Friday morning and collected trash that had washed up onto the shores of Coney Island beach. They consisted of stray bottle caps, wrappers and cigarette butts.

They might not weigh much but the collective environmental impact from these irresponsibly littered bottle caps and cigarette butts have been mitigated with our collective actions.

If we all took a pause in our lives to pledge to reduce each of our waste footprint and diligently bin our trash and never litter, we could inch closer to our long term goal of having a truly clean Singapore that we all live in. In the meantime, let us all do our part.

(L-R): Representatives from the Public Hygiene Council at Coney Island beach clean-up.

WHAT YOU MAY HAVE MISSED



From left to right: Ms Gloria Tan, Mr Philip Chua, Dr William Wan, Mr Edward D'Silva, Mr Kong Yit San, Mr Puvan Ariaratnam)

PHC Appreciation Event

To thank all our retired council members for their contributions and to welcome our 6th Term council members who joined from 1 June, PHC held an Appreciation Event on 21 September. It was a simple but very warm and interactive get together for both past and new members!

Past 5th Term council members Ms Sharon Kee, Ms Yang Mei Ling and Mr Yip Keng Soon were absent with apologies. PHC expressed their heartfelt thanks for their support and contributions during their terms.

We look forward to continue engaging the retired members and working closely with our current members in our future endeavours.



[L-R] Chairman Edward D'Silva with Deputy Chairman Andrew Khng, Council Members Lim Kok Guan, Margaret Heng and Kee Lay Cheng



Council Members Edward Goh and Loh Wee Cheng



A great get-together with Council Members Dr William Wan and Dr Foo Suan Fong



Thumb-up by Council Members David Chua and Kelvin Thong



KEEP SINGAPORE CLEAN

Interview

with Suresh Karanth
RC Chairman of Zone 10

Article taken from *Our Neighbourhood* © 2021
Jurong-Clementi Town Council. Reproduced with permission.



RC Chairman Suresh Karanth
doing litter picking



Litter picking activity

Please tell us about yourself.

I started as a grassroots volunteer under the late Dr Ong Chit Chung, then MP for Bukit Batok in 2005. Before that, I was doing other voluntary work. I have been striving to contribute to the community in my own small way.

Can you tell us more about the Sustainable Bright Spot programme? What is the purpose and intended outcome of this programme?

The Sustainable Bright Spot Programme is an initiative of the Public Hygiene Council (PHC) and National Environment Agency. The idea behind this programme was to encourage residents to take charge of the cleanliness of their own neighbourhood by promoting the anti-litter message – stop littering, bin litter properly and only throw recyclable materials in the recycling bins. This would help our hardworking cleaners who put in so much effort to keep our neighbourhoods clean. I liked the tag line of the PHC – Keep Singapore Clean!

What kind of activities are being led in the programme and how can I participate?

We organised estate walkabouts and litter picking events with our grassroots adviser and MP, Mr. Murali, and residents. We go around picking up litter in small groups. It was great fun and also allowed us to exercise at the same time! We used block WhatsApp chat, posters, flyers, Facebook to convey information about these activities to our residents. Residents also email me. I am really glad to have great support from our residents. Once the Covid-19 restrictions are relaxed, I hope to resume the monthly litter picking activities.

How I can contribute in my own capacity to a zero-litter nation?

You could contribute by taking ownership of your own litter – binning it properly, recycling the recyclables and generally, taking care of your neighbourhood. Encourage your neighbours and friends to also not litter and treat our environment as our home. Each of us doing our bit would result in us achieving the ultimate SG Clean goal – a Zero-Litter Nation.

Meet the Trashemons!

Gobbling up trash in a town near you!



KeepSGClean
by Public Hygiene Council

WHAT'S NEXT?

Feed My Trashemon

The PHC aims to inspire Singaporeans to clean up after themselves and bin their trash properly in a fun and engaging manner through the “Feed My Trashemon” initiative. “Trashemons” are rubbish-eating monster bins that can be found at the heartlands across Singapore from October to December 2021.

In partnership with the Nanyang Academy of Fine Arts (NAFA), PHC is pleased to engage students from the Diploma in Graphic Communication to create attractive Trashemons. The selected designs were transformed into real-life trash bins.

Spot these ‘Trashemons’ in your estate!



Feed My Trashemon Art Competition

Trashemon will be further expanded to an art competition for secondary school.

The PHC, in partnership with the Ministry of Education (MOE), organise the competition to encourage students to express themselves through imaginative and creative works of art, and channelling their skill to promote cleaner habits among citizens. They will also have the chance to see their work come to life in public spaces in Singapore!

The competition will be held from 18 October to 30 November 2021.

More details can be found:

<https://www.publichygienecouncil.sg/resources/trashemon-school-competition---resource-information>

WHAT'S NEXT?

Quarterly SG Clean Day 2021

The first SG Clean Day was introduced in conjunction with the Keep Clean, Singapore! Launch Event on Sunday, 25 April 2021. On this day, all the 17 town councils ceased sweeping at open areas and ground-levels of housing estates. PHC was heartened by the good response and suggestions to hold it on a regular basis.

With the aim to inculcate a strong sense of ownership for the environment and reinforce the responsibility of cleaning up after ourselves, PHC would once again partner the 17 town councils to hold a subsequent SG Clean Day on **Sunday, 31 October 2021**. We hope to make it a more regular initiative by organising it quarterly, to serve as a constant reminder to the residents.

We were pleased to confirm our newly extended partnership with NParks to further expand this initiative to the public parks. On this day, with the exception of nature reserves, all the public parks, gardens and park connectors in Singapore would also cease sweeping. Park goers would be encouraged to conduct litter picking activities in small groups, subject to prevailing SMM guidelines.

In addition, PHC would also launch the first *Estate CleanPod* in Singapore on 31 Oct 2021 to strengthen the purpose and meaning behind SG Clean Day. It would be graced by Guest-of-Honour Dr Amy Khor, Senior Minister of State of the Ministry of Sustainability and the Environment (MSE), VIPs Mr Lim Biow Chuan, PAP Town Council Coordinating Chairman, Mr Murali Pillai, Adviser to Bukit Batok SMC Grassroots Organisations and Mr Tang Tuck Weng, Assistant Chief Executive of NParks.

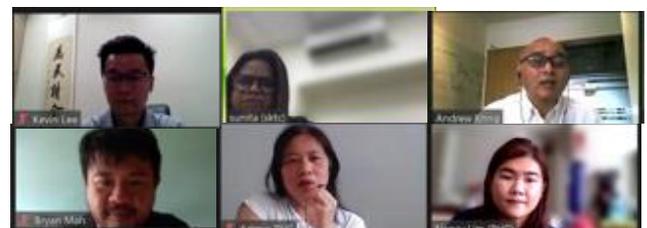
Do look out for more updates in our next issue!



Engagement with Aljunied-Hougang Town Council



Zoom with NParks



Zoom Discussion with Sengkang Town Council

WHAT'S NEXT?

RISE Networking Session – 28 October 2021, 7pm

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



November 2021

KeepSGClean Challenge #SGCleanChallenge

Singapore is often lauded for our clean and liveable environment. While we have progressed to become one of the cleanest cities in the region, our success is due mainly to the efforts and efficiency of our army of 59,000 cleaners. A truly clean Singapore is only possible when everyone takes ownership of the cleanliness of our shared spaces.



In support of Clean & Green Singapore month throughout November, the Public Hygiene Council (PHC) would like to invite environmental groups like yourselves to join the KeepSGClean Challenge and be part of the movement to collectively clean up and transform our littered spaces in Singapore into sparkling and proud spaces that we can all take pride in.

With the KeepSGClean Challenge, we aim to instil pride in our environment, encourage everyone to take up personal ownership to clean up after ourselves. To demonstrate the impact of how littered a place can be before anyone takes the responsibility, time and effort to clean up, we invite groups to take some 'before & after' photos of the clean up spaces and post them on your social media platforms with the hashtag #SgCleanChallenge. This gives us a visual appreciation of the difference resulting from our personal ownership to clean up.

Key Appointment Changes



Appointment Holder/ Current Designation	New Appointment
Tan Pei Cheun, Gloria Covering Executive Director (Public Hygiene Council Secretariat)	Deputy Director (Public Hygiene Promotion and Partnerships Department)
Public Engagement Group	& Executive Director (Public Hygiene Council Secretariat), PHC <Concurrent appointment> Public Engagement Group

We wish Gloria all the best in her new appointment

Welcome new members of the team (PHPPD/PHCS)

- Samiha Farveen, Executive
- Nur Mazlina Binte Kamarudin, Executive



#KeepSGClean - Public Hygiene Council 2021

Facebook.com/keepsgclean

Instagram.com/keepsgclean

Youtube.com/publichygienecouncil

ask@publichygienecouncil.sg