



MEDIA FACTSHEET

CORPORATE ACTION NETWORK

Concept of the Network

1 The **Corporate Action Network (CAN)** was launched by the Public Hygiene Council (PHC) in April 2024, and is a **dedicated platform designed to rally businesses and corporations to actively drive the Keep Singapore Clean (KSC) movement**. It represents a **coalition of corporate organisations** committed to advancing public cleanliness initiatives and promoting a healthier and more hygienic environment for all Singapore residents.

2 Over the past 14 years, PHC has collaborated closely with government bodies, community groups, schools and other stakeholder groups, to encourage Singapore residents to take greater ownership of the cleanliness of our shared spaces. Recognising the crucial role of the business community in shaping mindsets and nurturing good behaviour, PHC has taken a significant step forward to leverage the strengths and expertise of the private sector.

3 CAN was launched with 52 founding corporate members in April 2024. **As of June 2025, there are 126 members in the network**, demonstrating significant growth and increasing commitment of the corporate sector.

Objectives and Operational Framework of the Network

4 The main goal of CAN is to **promote corporate-led activities in support of the KSC movement**. CAN members share PHC's vision of a Singapore where maintaining high standards of public hygiene and cleanliness is a deeply ingrained value for every Singapore resident.

5 PHC established the network to harness the influence and resources of the business community, to spearhead and drive meaningful change towards a cleaner, healthier and more hygienic environment. CAN serves as a **common platform for businesses to unite their efforts, share their best practices, and drive their initiatives with a common purpose**.

6 Each CAN member would nominate a corporate representative to participate in bi-annual meetings organised by PHC. Such meetings facilitate networking, sharing of best practices, and exploration of collaborative opportunities, to cultivate a culture of collective responsibility in maintaining Singapore's public hygiene and cleanliness standards.

Support for the Network

7 PHC supports CAN members by providing necessary assistance, facilitating ground-up initiatives, and brokering connections between corporations. PHC also empowers CAN members with resources such as the Mobile CleanPod, and invites them to attend Dialogues, Learning Journeys, and Train-the-Trainers sessions. PHC additionally develops systems to track and provide a comprehensive overview of the network's nationwide impact. CAN members are encouraged to actively participate in corporate engagement and PHC's initiatives, further strengthening the network's commitment to public cleanliness.

8 PHC provides regular updates on upcoming initiatives and programmes to CAN members through bimonthly newsletters. PHC publicises the initiatives of CAN members on PHC's various social media channels and platforms, to amplify the KSC message and complement the efforts of other stakeholders in our shared mission.

9 Corporations interested in joining CAN may apply through the official sign-up portal at www.go.gov.sg/joincan.

##End##

About Public Hygiene Council

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