



MEDIA FACTSHEET

R.I.S.E CHAMPIONS NETWORK

Concept of the R.I.S.E Champions Network

1 Launched by the Public Hygiene Council (PHC) in April 2019, the **R.I.S.E Champions Network** is a **network of volunteers committed to driving the Keep Singapore Clean (KSC) movement**. These volunteers share the vision of creating a Singapore where everyone has a deeply held value of keeping our country clean.

About the Network

2 The R.I.S.E Champions Network embodies **four key principles** that guide its mission to transform Singapore's public cleanliness culture:

Reach:	They reach higher in the quest to keep Singapore clean and sustainable. They reach out to various stakeholders in the community to create awareness, urgency, and action.
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Inspire:	They inspire by their passion, actions and advocacy. Their desire is to demonstrate that deep change in societal values, attitudes and behaviour is needed if we are to preserve the environment for the generations that follow.
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Synergise:	They synergise , support each other and collaborate, bringing their knowledge, experiences and energy together, to progress the Keep Singapore Clean movement. By aligning their focus, strategies and actions, they amplify and magnify the impact.
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Empower:	They empower , creating the opportunities, providing the impetus, and building support structures, to enable greater participation and effectiveness.
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Composition of the Network

3 Since its launch in 2019, the R.I.S.E Champions Network has grown significantly and now comprises over **50 member volunteer organisations across five key sectors**. This

diverse range of partners contribute unique strengths and resources, enabling a comprehensive approach to environmental stewardship:

Environmental Groups

- Leading sustainability organisations focused on waste reduction and environmental protection
- Driving environmental education and waste management initiatives

Educational Institutions

- Environmental councils and interest groups from polytechnics and universities
- Fostering environmental stewardship through campus-wide initiatives

Community Organisations

- Ground-up initiatives and volunteer groups driving local environmental action
- Grassroots organisations promoting community participation in green initiatives

Nature Conservation Groups

- Specialised organisations leading technical conservation efforts
- Expert groups focusing on marine conservation and biodiversity preservation

Youth Organisations

- Youth-focused groups championing environmental causes
- Student-led environmental clubs and advocacy groups

Signature Programmes and Achievements

4 The R.I.S.E Champions Network actively drives various initiatives throughout the year to promote public cleanliness and environmental consciousness in Singapore:

Community Clean-ups

- Regular clean-up activities at beaches, parks, and public spaces
- Large-scale coordinated events involving multiple partner networks
- Environmental data collection to guide future interventions
- Educational outreach on proper waste disposal

Mass Event Engagement

- Partnerships with major sporting and entertainment events
- Volunteer deployment for public cleanliness promotion
- Strategic public messaging at high-footfall events
- Implementation of effective waste management systems

Environmental Education

- Outreach programmes at educational institutions
- Public awareness campaigns on public cleanliness and hygiene
- Workshops on sustainable waste management
- Knowledge sharing among network members

Event/ Programme Collaborations

- Managing game booths that promote the Keep Singapore Clean message
- Neighbourhood Toilets Community Group (NTCG) volunteer group
- Train-the-Trainers sessions for CAN members

Joining the Network

5 To join the R.I.S.E Champions Network, please visit: <https://rise-network.sg/contact/>

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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.