



MEDIA RELEASE

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Conversation with Youths to Tackle Singapore’s Cleanliness Issues *Public Hygiene Council looks to work with youths to implement community projects for a truly clean Singapore*

Singapore, 17 June 2023 – The “*Clean It Forward Conversation with Youths*” was held this morning. Organised by the Public Hygiene Council (PHC), this dialogue brought a series of activities and initiatives under the PHC’s Keep Clean, Singapore! 2023 (KCS) annual campaign which was launched on 13 May 2023 to a close. Almost 100 youths from youth organisations and institutes of higher learning came together for a meaningful discussion on public cleanliness issues and the roles that youths could play towards making Singapore a cleaner home for all.

2 At the Keep Clean, Singapore! 2023 launch event on 13 May, Minister Chan Chun Sing reminded us to remember the larger mission we have. Cultivating younger minds to act towards a truly clean Singapore is not just about having a better quality of life. The larger mission for all of us is to be good stewards, and work with the youths so that we can leave behind a better Singapore for them and the generations to come.

3 Today’s dialogue was led by a dynamic and diverse group of panellists which comprised youths who are passionate and active advocates of creating a cleaner and more environmentally sustainable Singapore. We were privileged to have Ms Kong Man Jing (Co-founder of the science and environment social media channel *Just Keep Thinking*); Mr Yasser Amin (member of the PHC’s Youth Action Group (YAG) and the PHC R.I.S.E, and Chief Stridy Officer, Stridy) and Ms Samantha Thian (Co-Chairman, Public Hygiene Council (PHC) Youth Action Group (YAG), member of the Public Hygiene Council (PHC), and Founder and CEO, Seastainable Co.), who moderated the event. The panellists were also joined by **Guest of Honour, Dr Amy Khor, Senior**

Minister of State, Ministry of Sustainability and the Environment & Ministry of Transport, and new Chairman of the Public Hygiene Council, Mr Andrew Khng.

4 “We all have a part to play in keeping our beloved country clean, and this is a shared responsibility for all. There needs to be a greater ownership towards public spaces and its cleanliness so that in the years ahead, our future generation can also enjoy a clean city, and not just a cleaned one. Meanwhile, the PHC look forward to hearing from youths to share their thoughts on cleanliness issues and propose solutions in making Singapore a cleaner home for all.” said Mr Andrew Khng, who recently took over as Chairman of the PHC on 1 June 2023.

5 The topics discussed during the dialogue aim to explore how youths can develop impactful solutions and sustainable initiatives to elevate the standard of Singapore’s public cleanliness and to keep public spaces clean and litter-free. In an interactive discussion between the panellists and youth participants, key topics included problem statements identified by the YAG were covered during the dialogue were:

- a. Our youths’ take on the current conditions of Singapore’s cleanliness, and the issues and gaps that need to be addressed.
- b. The role that education can play towards cultivating greater civic mindedness among young Singaporeans, and how it will contribute towards a cleaner Singapore.
- c. Ways to assist businesses to take on the challenges that they face towards maintaining cleanliness.
- d. How business premises can be encouraged to have even higher cleaning and sanitation standards.
- e. What we can do as a community to lessen our reliance on cleaners yet still improve our standard of cleanliness.
- f. Changes which youths hope to see in the cleaning industry and workforce in the next five years.
- g. Youths’ expectations for Singapore’s public cleanliness in 10 years’ time.

6 Through this discussion, the PHC and the YAG aim to encourage more youths to share their thoughts on cleanliness issues and propose solutions in making Singapore a cleaner home for all. The PHC and National Youth Council (NYC) are currently accepting application for the Young ChangeMakers (YCM) Grant to help youths to realise ideas that will benefit the Singapore community and society. The programme aims to provide seed funding for youths to implement youth-led ground-up initiatives and solutions that will contribute to greater understanding and awareness of Singapore's public cleanliness standard. It will see youth curators being able to claim up to 80% of total claimable costs (capped at S\$5,000) and prompt more youths to take action to improve our community and society. For more information on YCM grant, please refer to Public Hygiene Council's R.I.S.E website - <https://rise-network.sg>

7 For more information on the PHC and the KCS campaign, please visit the PHC's official website at <https://www.publichygienecouncil.sg>.

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About Public Hygiene Council:

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

About Public Hygiene Council's Youth Action Group (YAG):

The Youth Action Group (YAG) was formed in September 2022 to encourage youth groups, chapters and members to step forward and foster a culture of cleanliness and sustainable practices among the youths of Singapore. The YAG works with relevant stakeholders to deliberate and focus on identifying issue(s) to be resolved which will help to achieve a cleaner Singapore; learn from industry and government agencies on new and existing initiatives that contribute to a cleaner Singapore and organise activities/programmes/projects that will help attain a cleaner Singapore.