



Editor's Note

Gloria Tan
Covering Executive Director

Despite all the darkness that 2020 has brought, life went on and we were glad to finally see some light at the end of the tunnel. With the restrictions slowly easing up, more clean-up and litter-picking activities, schools and partner engagement programmes were able to resume.

As we settle into the new norm, there is a further need to safeguard our public health, and to show our graciousness for the next diner by clearing up our tables after meals. It also makes the jobs of cleaners easier by letting them focus on disinfecting and cleaning of tables. A self-service concept, where diners return their own crockery and trays is a more sustainable way forward to keep our public dining places clean and hygienic.

Let's all do our part. Do join us on this journey of keeping Singapore truly clean.

The Quarter's Top Scoop

Stop The Spread, Clear Your Tables

Keeping yourself and your surroundings clean is no longer a matter of preference or being gracious, but the first line of defense against Covid-19 and making dining out more enjoyable for the next diner.

Do you know, common litter such as used tissues or crockery may contain viruses or bacteria? Leftover food remnants also invite our urban wildlife to feed and potentially increase the risk of infectious diseases spreading!

So, do your part with good personal hygiene by cleaning up your own table. It may seem like a small act, but it goes a long way in protecting us and everyone else.



Discover more information/news on our Facebook page!

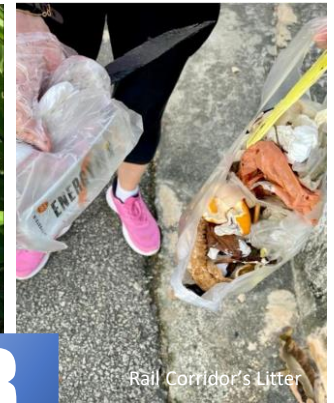
WHAT YOU MAY HAVE MISSED



Volunteers from Mayfair Park Neighbourhood Committee enjoyed a meaningful Sunday morning by doing litter-picking.



Rail Corridor's Litter



Rail Corridor's Litter

3 FEB Bin It Bukit Timah

Since the launch of 'Bin It BT' in September 2020, all the RC/NCs in Bukit Timah Division have been actively participating in the neighbourhood clean-ups held every last Sunday of the month. One of their strong supporters is Mayfair Park NC. The residents come together every last Sunday of the month to scout their surroundings and canals to keep them litter-free. Litter often makes its way to the drains and can cause serious blockage that lead to flooding and mosquito breeding. This regular clean-ups greatly reduce health and safety hazards for their community. Through this meaningful act, residents are also reminded to bin their trash properly.



PHC is pleased to receive strong support from Mayor Alex Yam on collaboration with Northwest CDC

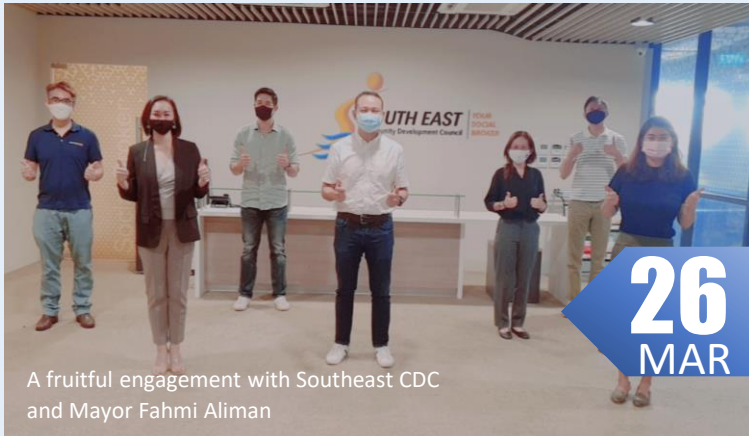
23 FEB

Stronger partnership with the Community Development Councils (CDCs)



A new start to an awesome partnership with Central Singapore and support from Mayor Denise Phua

22 MAR



A fruitful engagement with Southeast CDC and Mayor Fahmi Aliman

26 MAR

PHC continues its engagement with the five CDCs to build strong partnership in environmental sustainability efforts. At grassroots level, the collaboration with the CDCs focuses on Sustainable Bright Spot and CleanPods as we seek to empower residents to take ownership of the cleanliness in their estates.



WHAT YOU MAY HAVE MISSED



27
FEB

A community clean-up programme in the neighbourhoods Block Walk



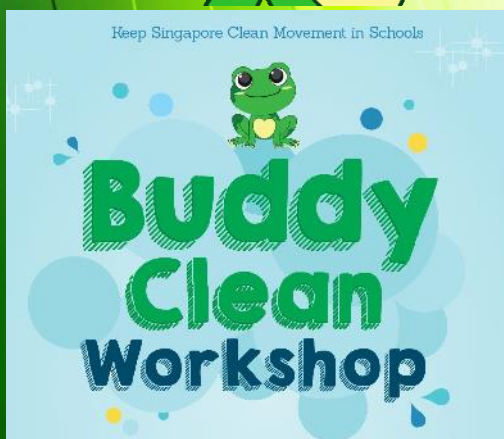
Habitat for Humanity Singapore piloted a Block Walk on 27 Feb with over 100 participants across Singapore. These volunteers were excited to do litter-picking and experience the virtual connect via Zoom.

Other than litter-picking in their own small groups of no more than eight, the volunteers kept each another “virtually accompanied” and shared their observations and reflections. Mr Leong shared that he was baffled by the sight of his neighbourhood. He found litter lying around an empty dustbin. Another participant, Ms Hiroko cited that this was a unique experience that she had in Singapore and hope to join more block walks in the future. Mr Ajay showed a trash bag full of litter that he picked from his neighbourhood park and felt that more could be done to educate the public.



10
MAR

Buddy Clean Workshop



Since the launch of the Keep Singapore Clean Movement in Schools in 2014 and the routinised cleaning in 2017, PHC continues to work closely with MOE to initiate programmes that will instil strong sense of value in our children to keep their environment clean. The Buddy Clean Workshop aims to educate Primary 3 and 4 students on the importance of keeping the school environment clean, as well as to train them in various skills required for the cleaning activities. The workshop was conducted in Park View Primary School, Greenridge Primary School and Queenstown Primary School. With the easing of COVID-19 restrictions in 2021, we look forward to having more schools onboard the programme.

WHAT YOU MAY HAVE MISSED

Cleaning Industry Advisory Committee Meeting with NEA

11
MAR



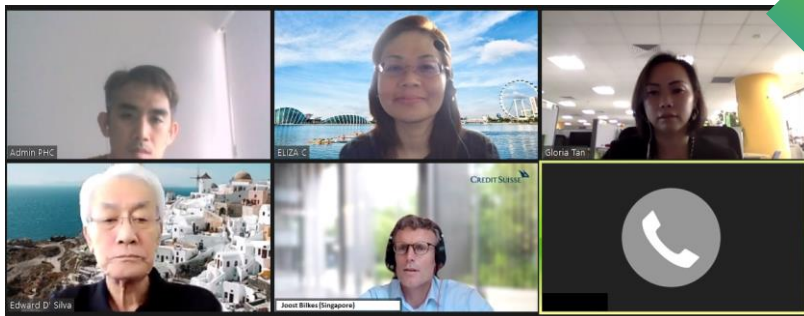
PHC's Cleaning Industry Advisory Committee Members Tony Chooi, Sharon Kee, Yip Keng Soon and Kong Yit San met with representatives from NEA's Hawker Centres Group on 11 March to deliberate on how PHC could better support and make the Clean Tables campaign a success. Apart from promoting good and responsible users' behaviour, the Cleaning Industry Advisory Committee also has the vision to elevate the productivity and professionalism of the cleaning industry in Singapore.

This was a platform that presented the opportunity for NEA to further create more visibility and the reach for the Clean Tables campaign.

PHC Chairman added that it takes a synergised and ecosystem approach in partnership with government, industry and community stakeholders in order to move the needle.

He further reiterated his point by calling upon colleagues from the NEA Hawker Centres Group to adopt good functional designs in new Hawker Centres that naturally incorporate the Tray Return stations into the dining areas and make it easy for patrons to return their food trays. Ultimately, a huge shift in public mindset of the role of cleaners in Singapore also has to be made. Redefining cleaners' roles as cleaning and disinfection specialists would enhance their job standing and professionalism, while also signalling to the public that it is not the cleaners' primary job to constantly pick up after us all the time. Public buy-ins and greater personal ownership has to be made by every one of us in Singapore.

26
MAR



Dialogue with Banking Partner 2021

Despite the ongoing COVID-19 pandemic, PHC carried on with our routine engagement with industry partners by organising a dialogue session with Credit Suisse Singapore.

Our dialogue participant shared their experience supporting the Keep Singapore Clean Movement within their respective organisations such as through regular beach clean-up days by staff. Additionally, it was also highlighted that there is a nascent but growing movement within companies in Singapore to do business sustainably and to reduce litter and waste within their workplaces. Chairman, Edward D'Silva greatly appreciated the efforts put in by Credit Suisse Singapore to be green, minimize waste and adopting sustainable business practices within their offices. He encouraged more banks to adopt the good practice by Credit Suisse and hoped that Credit Suisse could become an ardent partner for the Keep Singapore Clean Movement.

KEEPING SINGAPORE CLEAN



Rubbish thrown at a lamp post near a rubbish bin
Photo by Toh Ethan

The Litter Red Dot

TOH ETHAN and RAY LIM find out how Singaporeans can do their part to keep the nation clean and the consequences if nothing is done.

PHC was interviewed by a team of Ngee Ann Poly students on their article The Litter Red Dot. In this article, Ethan Toh and his team examined the littering issue in Singapore. While PHC shared our strategic stakeholders engagement and key programmes, Ex-MP Lee Bee Wah also commented on the littering situation at the housing estates and opined if left unchecked, littering will have serious health and hygiene concern.

Read the full article: <https://s10197938.wixsite.com/newsfea-fa3/thelitterreddot>



Group photo of the 6th RISE Network Meeting

25
FEB

6th RISE Network Meeting

The first physical RISE members meet-up since the Circuit Breaker, the 6th RISE Network Meeting was successfully held on Thursday, 25 February 2021 at Tzu Chi Humanistic Youth Centre.

Hosted by one of our RISE members, Tzu Chi Foundation (Singapore), the meeting was attended by more than 20 representatives from the RISE Champions Network. Several members who were unable to attend the physical event also dialled in to the meeting via Zoom

Besides updating fellow RISE members on KCS 2021, the meeting also featured speakers from Habitat for Humanity and Tzu Chi Foundation (Singapore) who shared their initiatives to engage the public on environmental issues.

The dialogue ended off with a discussion on ways to deepen public engagement while adhering to safe management measures, and explore how RISE members could work together, leveraging off each other's strengths, to amplify the environmental message.

RISE.



Article contributed by



Feeling Concerned? Take the Action!

As a resident who lives in a high-rise housing estate, I used to ignore litters when I saw them at the common areas. Today, the feeling is different.

With so much emphasis on cleanliness during COVID-19, combating issues relating to cleanliness have become a top priority to many of us, including me.

During the pandemic, the Town Council and relevant agencies scaled up their conservancy efforts to ensure that the common areas are kept clean for public hygiene. Public amenities were cleaned and disinfected more frequently. People become more proactive in notifying the relevant authorities on cleanliness issues, and in matter of seconds - the cleanliness bar was raised.

Complacency is the likely reason for Singapore's litter woes. We know that there will be an army of cleaners to pick up after them, and this may be the cause of our laziness or perhaps our "I don't care" attitude in doing the right thing.

Littering is a social issue. We all know that. But don't we want to live in a clean residential environment?

Let's work together as a community to combat this problem. Practice good public hygiene habits such as throwing our rubbish properly into the designated bins - a good social value that keeps the environment clean.

Keeping the environment clean is a concerted effort. Everyone - You and I have a part to play. We become responsible for our actions.

Let's grow to be a gracious society. A small behaviour can seem insignificant but the consequences of it is huge.



**Colton. N
Contributor Writer**



“ Over the year, Green Nudge has helped out in more than 15 large scale events such as the Sundown Marathon, OCBC Cycle and Standard Chartered Singapore Marathon to achieve a zero waste outcome in their events. ”

Mr Heng Li Seng

Non-Governmental Organisations & Grassroots
Volunteers Category
Founder and CEO, Green Nudge
A member of PHC's R.I.S.E. champions network

INSPIRING ANECDOTE

For this quarter, we feature the spotlight on one of RISE Network's oldest and most established figures - Green Nudge.

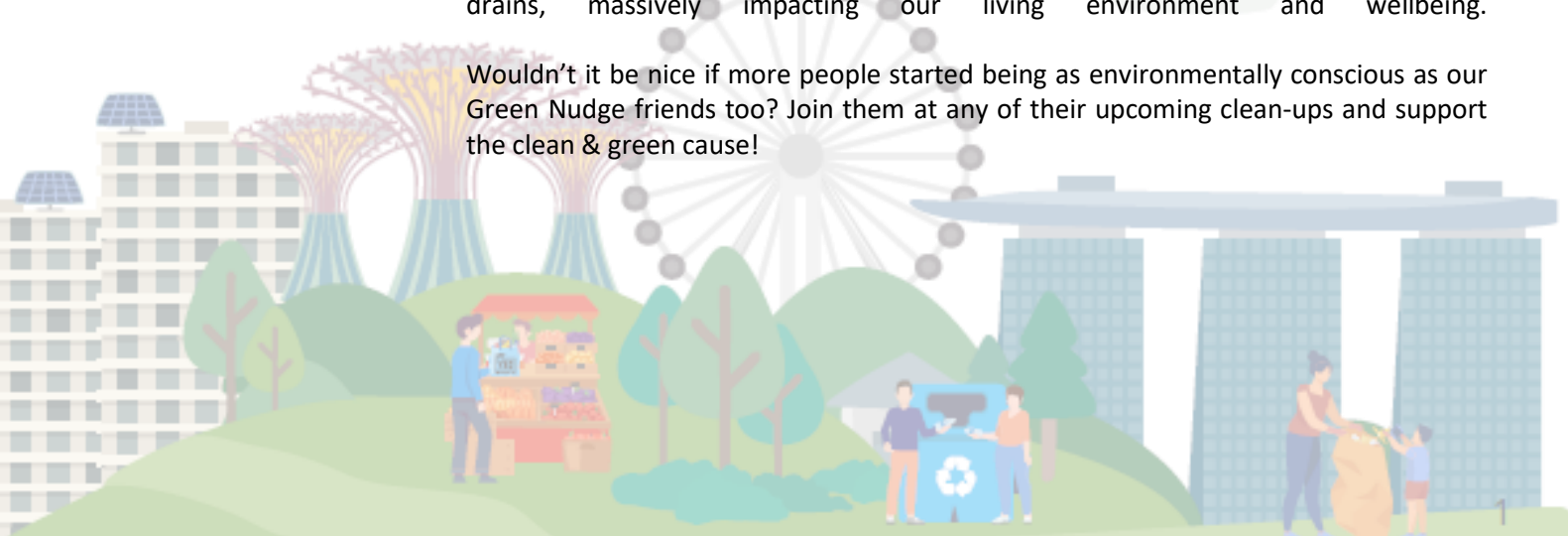
Founded by Mr Heng Li Seng in 2018, Green Nudge was amongst of the founding organisations that first joined the nascent RISE movement in 2019.

As a social enterprise that supports companies and communities to achieve low carbon zero waste outcome through activities, outreach, training and consulting, Green Nudge continues to be a strident advocate and supporter for clean and green causes today. In recognition of his efforts, Li Seng was recently conferred the Eco-Friend Award 2020 by NEA for his outstanding achievements in championing for our environment.

With the aim of shifting norms and changing behaviour, Green Nudge started out by shaping sustainable mass sporting events such as marathons and worked with companies and event organisers to reduce their environmental footprint. Over the years, Green Nudge helped out in more than 15 large scale events such as the Sundown Marathon, OCBC Cycle as well as Standard Chartered Singapore Marathon so as to achieve a zero waste outcome in their events.

PHC has also spent the past few years collaborating with Li Seng and his Green Nudge team to streamline operations and reduce single-use plastic waste amongst mass sporting events. A 'less waste' culture not only bodes well for sustainability, but it eventually helps our environment too in the form of much less litter being generated. Littered plastic cups and wrappers can easily find its way into shrubs, bushes and drains, massively impacting our living environment and wellbeing.

Wouldn't it be nice if more people started being as environmentally conscious as our Green Nudge friends too? Join them at any of their upcoming clean-ups and support the clean & green cause!



WHAT'S NEXT?



Upcoming Keep Clean, Singapore! 2021 Launch Event

The Keep Clean, Singapore! 2021 (KCS 2021) campaign is an annual month-long flagship initiative by PHC to raise awareness and encourage everyone to take personal responsibility for the cleanliness of shared public spaces by conducting clean-up activities. PHC aims to rally everyone to move towards a zero-litter nation by keeping Singapore clean – Because when we clean together, we all win together.

This year, KCS 2021 will be launched at 10am on Sunday, 25 April 2021 at ITE Central Auditorium.

This will kickstart the litter-picking activations organised by various PHC partners and communities, and galvanize for a nationwide SG Clean Day movement in collaboration with all 17 Town Councils. Minister for Sustainability and the Environment, Ms Grace Fu is scheduled to be the Guest-of-Honour for this event.

Due to COVID-19 restrictions, we are only able to have a limited small-scale physical launch event for invited guests. To extend the invite to the rest of our valued partners and the public, the launch event will also be broadcasted over Zoom and Facebook LIVE. You can also catch a replay of the launch event online on PHC's YouTube channel after the event date.

Stay tuned for more details!



The PHC will spearhead the National SG Clean Day on Sunday 25 April 2021, in conjunction with the launch of Keep Clean, Singapore! 2021. Originally planned for 2020, SG Clean Day was postponed due to Covid-19 pandemic. SG Clean Day aims to achieve 3 objectives:

- Create a strong visual impact of a littered environment to our residents by not cleaning the public spaces
- Encourage residents to conduct litter picking and raise awareness on binning their own trash properly
- Appreciate our cleaner by giving them a day off

PHC has garnered the support from all the 17 Town Councils and they will cease sweeping at open areas and ground levels of the housing estates on 25 April. Through this, we hope to encourage all residents to take personal responsibility and bin their trash properly.

WHAT'S NEXT?



29
MAY



Join PHC and Habitat for Humanity Singapore to do a “Block Walk” on 29 May 2021, Saturday from 8.30am to 9.30am.

Participants will gather over Zoom to show solidarity and encourage each other in our quest to care for our surroundings. You may be surprised by the amount of hidden trash in your neighbourhood as soon as you actively look for them.

Join us to care for the community spaces beyond the four corners of our homes by picking up litter around your neighbourhood.

Email to ask@publichygienecouncil.sg to register your interest in the “Block Walk”!

RISE

24
JUNE

Upcoming R.I.S.E session

Thursday, 24 June 2021

The next R.I.S.E session will be on Thursday 24 June 2021. For this session, we intend to share some stories of successful collaborations between RISE members. Do stay tuned for more details on this update of how we connect RISE members to make a difference!

UPDATES



Addition to PHC Secretariat – Ms. Irene Lim

In February 2021, Irene joins PHC as Senior Assistant Director, responsible for Integrated Communications. In this role, she will drive all marketing and corporate communications, working closely with our creative, media and PR agencies. With 20 years of career experience, Irene will now help us take PHC’s messaging to greater heights.

Celebrating life at the age of 40, she recently became a mother for the first time to a pair of boy-girl fraternal twins.



#KeepSGClean - Public Hygiene Council 2021

Facebook.com/keepsgclean

Instagram.com/keepsgclean

Youtube.com/publichygienecouncil

ask@publichygienecouncil.sg