



# PH Times

IT'S NOT A JOB, IT'S OUR HOME

## Editor's Note



*Gloria Tan*  
Executive Director,  
Public Hygiene Council

Dear Readers,

The first few months of 2023 have been incredibly productive for the Public Hygiene Council (PHC)! We have been hard at work conducting community outreach programmes to raise awareness on the dangers of high-rise littering. We believe that this is another step in the right direction towards achieving our vision of a truly clean Singapore.

We also held our first quarterly SG Clean Day of the year and expanded the initiative to include the cessation of sweeping at all public transport nodes on SG Clean Day. In collaboration with the transport operators, a SG Clean Day Travel Quest was also organised for Singapore residents to learn more about the importance of taking personal responsibility to keep our public spaces clean. The response from the public was overwhelming, and we are grateful for everyone's participation and support.

Hope that you have been enjoying our e-newsletters, and finding it useful to keep abreast of what we have done at the Public Hygiene Council (PHC). There are many exciting news coming up in our next issue! Watch this space!



Singapore has long been known as one of the cleanest cities in the world. We have come a long way since the early days of our nation, where we faced environmental challenges such as litter strewn streets, polluted waterways and poor public sanitation.

Today, we enjoy clean air, pristine waterways that run through our little island, and spotlessly clean streets.

However, if we take a closer look, we know that we are not truly clean after all. It is not difficult to spot errant litter hiding under the bushes, badly littered neighbourhoods in the wee hours of the morning, and dirty public toilets.

With more than 59,000 cleaners cleaning up after us, it is easy to deduce that we have started to delegate the responsibility in keeping Singapore clean to the cleaners. We have lost the sense of responsibility in keeping public spaces clean.

We need to recognise that Singapore is our home. We do not litter at home, and neither do we leave our toilets at home in poorly maintained conditions. It is time we recognise that our home goes beyond the four walls we wake up to every morning.

Our home extends beyond our four walls. Our home is where we meet our friends for a hearty meal; it is the park where we enjoy a lovely evening stroll; it is the bus-stop where we catch the bus to work; it is the neighbourhood gym where we visit for a good workout.

All these places make up the special place we call home. It is our responsibility to keep Singapore, our home, clean.



Lunar New Year house visits

# Community Outreach on High-Rise Littering

Together with Grassroots Advisers of Mountbatten, Mr Lim Biow Chuan, Tampines North, Mr Baey Yam Keng and Kolam Ayer, Dr Wan Rizal, the PHC conducted house visits in January 2023 to educate and spread awareness about the dangers of high-rise littering.

The community outreach was part of the ongoing efforts to reduce high rise littering. The Environmental Public Health (Amendment) Bill was passed on 6 February 2023 to tackle high-rise littering.

Through these visits, the PHC hopes to encourage more people to join in acting against this problem as a community, so that there would be more positive changes for the environment.



17 Jan 2023, Blk 53 Sims Drive, S380053



Stop high-rise littering. Let's keep our estates clean.  
停止高樓拋物，保持屋苑清潔

PHC red packet design 2023 with high-rise littering message

# - SG Clean Day -

LET'S GO PLACES.  
LET'S CLEAN SPACES!

# Travel Quest

SUNDAY  
12 FEB / OUTSIDE  
TAMPINES  
MRT STATION



MEET  
MEDIACORP  
DJ's!

Mediacorp 987FM DJ:  
Zhu Ze Liang, 朱志亮

Mediacorp 987FM DJ:  
Gomell Koh

Mediacorp 987FM DJ:  
Joan Darker

Mediacorp 987FM DJ:  
Avery Alyssia

Mediacorp 987FM DJ:  
Chen Ning, 陈宁



Organised by:



Sponsor:



Partners:



Group photo of GOH Mr Baey Yam Keng, the Public Transport Operators (PTOs), and participants at the event flag-off



Participants even came dressed up as their favourite Superman Characters!

Our first quarterly SG Clean Day of 2023 was held on Sunday, 12 February and it was organised in conjunction with the inaugural Travel Quest – Let's Go Places, Let's Clean Spaces. It was an event with public cleanliness-themed challenges held at various public transport nodes around the island supported by Singapore's four public transport operators. SG Clean Day Travel Quest was supported by the Land Transport Authority and all public transport operators in Singapore.

The event aimed to inspire participants to take ownership in keeping public spaces in Singapore, such as our public transport nodes, clean and litter free, and nudge Singapore residents to take active steps to keep public spaces, toilets and community and transport nodes clean.

The event was flagged off by Guest-of-Honour Senior Parliamentary Secretary for Sustainability and the Environment, Mr Baey Yam Keng outside Tampines MRT Station. Participants then travelled to Pasir Ris Bus Interchange, Paya Lebar MRT Station, Serangoon MRT Station, Bishan Bus Interchange, Woodlands Integrated Hub and Jurong East Bus Interchange to take on the various Public Cleanliness challenges that were posed to participants. These included booth activities that emphasized on binning our trash, keeping public toilets clean, returning food trays and also appreciating our public cleaners. Alongside the booth activities, participants were treated to entertainment and performances by guest DJs from 987FM and YES 933 on this fun-filled Sunday morning as they travelled around Singapore on public transport to test their knowledge and put into practice good public cleanliness habits.



A group photo of GOH Mr Baey Yam Keng with the PTOs. A handwritten Thank You message for the cleaners by Mr Baey.



- SG Clean Day -  
LET'S GO PLACES.  
LET'S CLEAN SPACES!  
Travel Quest  
12 FEB

Thank you cleaners!  
We will do our part too! B-YK



Group photo of SPS Baey Yam Keng and participants at PHC's quarterly SG Clean Day Travel Quest – Let's Go Places, Let's Clean Spaces.

## WHAT YOU MAY HAVE MISSED

Following the quarterly SG Clean Day on 12 February 2023, the Public Hygiene Council (PHC) was invited by the local radio stations to share more on SG Clean Day initiative and the biggest challenges in keeping Singapore clean.



14 February 2023 – Ms Gloria Tan, Executive Director of the PHC, was invited by Mediacorp CNA938 to share more on Travel Quest – Let’s Go Places, Let’s Clean Spaces. This was an event organised by the PHC with public cleanliness-themed challenge and held at several public transport nodes around the island. The event was supported by four public transport operators.(PTOs)

21 February 2023 – Ms Gloria Tan, Executive Director of the PHC, together with our partner, Mr Bernard Goh, VP (Special Grade) Bus Customer Experience & Operations, SBS Transit Ltd, were invited by Mediacorp Capital 958 to share more on how everyone can collectively come together to keep Singapore clean.

13 March 2023 – Morning live interview with Mediacorp YES 933 on SG Clean Day with both Mr Baey Yam Keng, Senior Parliamentary Secretary for Sustainability and the Environment, and Dr Foo Suan Fong, PHC Member, engaging in a lively conversation on SG Clean Day’s initiative and its aim to raise awareness, and encourage the public to participate in litter-picking activities as a show of their commitment to take personal responsibility to keep Singapore clean. At the same time, an act of recognition to the contribution of our cleaners.

14 March 2023 – Senior Parliamentary Secretary for Sustainability and the Environment, Mr Baey Yam Keng, and PHC Deputy Chairman, Mr Andrew Khng, were invited to join DJs Sonia and Joakim on their morning programme, the Shock Circuit show as they dive in on the topic of keeping Singapore clean.



Head over to 987FM Instagram and check out the SG Clean Day Edition Charades! Watch how DJs Sonia and Joakim try their best to decipher words acted out by both Senior Parliamentary Secretary for Sustainability and Environment, Mr Baey Yam Keng and Deputy Chairman of PHC, Mr Andrew Khng, in a heated game of charades!

# PUBLIC CLEANLINESS CONVERSATIONS 2023



Panelists at the Forward SG: Public Cleanliness Conversations dialogue. (From L-R: Moderator, Mr Steven Chia; SMS Dr Amy Khor, Ms Faith Wong; Dr Mathew Mathews; and Dr Suen Chun Hui)

## Public Cleanliness Conversations

Organised by the National Environment Agency (NEA), the recent Forward SG: Public Cleanliness Conversations shed light on how different stakeholders can work together to keep shared spaced clean.



Mandarin-speaking panelists at the Forward SG: Public Cleanliness Conversations dialogue. (From L-R: Moderator, DJ Hong Jing Yun; SPS Mr Baey Yam Keng, Ms Tan Wei Ying; Dr Foo Suan Fong; and Ms Susan Tan)

The opening session featured Senior Minister of State for Sustainability and the Environment Dr Amy Khor; Ms Faith Wong from global facility services company ISS Facility Services; Dr Mathew Mathews, Principal Research Fellow at the Institute of Policy Studies, National University of Singapore and Head of its Social Lab; and Dr Suen Chun Hui, Chairman of community action group Kindred Community and an active member of PHC's R.I.S.E. Champions Network.

A separate session was conducted in Mandarin, featuring Senior Parliamentary Secretary for Sustainability and the Environment Mr Baey Yam Keng; Ms Tan Wei Ying from environmental services company LS 2 Holdings; Dr Foo Suan Fong, PHC Member and Executive Director of the Singapore Centre for Chinese Language; and Ms Susan Tan, Environmental Sustainability Manager of Tzu Chi Foundation.

Attended by more than 80 members of the public, the sessions discussed issues like the current state of cleanliness in Singapore, and how the community, businesses and the government could work together towards a cleaner and more beautiful Singapore.



Sharing by the PHC Chairman, Mr Edward D'Silva

## WHAT YOU MAY HAVE MISSED



A group photo with Mayor Fahmi Aliman, the PHC Chairman Mr Edward D'Silva, PHC secretariat team, Kantar Public Team and participants of the workshop.

# Co-solutioning with residents for a Litter-Free Neighbourhood

We partnered Kantar Public, our research consultant who conducted a PHC littering behavioural study in 2019. The objective of the study was to identify and encourage targeted segments of the public to care more about and take greater ownership over shared public spaces by fostering a greater sense of connection, belonging and pride in their community. The study aimed to do this by framing responsible binning behaviour and/or the impact of littering in a way that resonates with the targeted segments.

The study identified population segments with differing knowledge, attitudes, behaviours and demographics, providing evidence that a single policy, communications campaign or 'nudge' is unlikely to work. Therefore, targeted strategies can be developed to reach the different segments.

In a subsequent phase of the study, the PHC organised a half-day Littering Intervention Co-Creation Workshop on Saturday, 4 March 2023. Hosted by Mr Fahmi Aliman, Mayor of South East District, the workshop engaged close to 80 participants comprising residents, town councils partners, community partners and the PHC members. These key stakeholders came together to develop data-driven and people-centred intervention ideas that aim to foster greater care, pride and ownership over our shared public spaces.

The PHC will engage its key stakeholders to further refine the ideas and explore their feasibility before piloting them at South East District. These findings will be shared upon conclusion at a later date.



Mr Edward D'Silva, Chairman of the PHC, presenting a token of appreciation to Mayor Fahmi Aliman, for his support



Group photo of participants from Team 4



Ms Denise Ong, Kantar Public Team and event facilitator, with participants at the workshop



Mr Edward D'Silva, Chairman of the PHC, engaging participants from Team 1



Participants engaged in ideation and building of prototypes

## WHAT YOU MAY HAVE MISSED



# ONE PUNGGOL HAWKER CENTRE

From left: Mr Sharael Taha, Ms Gloria Tan, PHC Executive Director, PHC Deputy Chairman, Mr Andrew Khng, Ms Yeo Wan Ling, Mr Teo Chee Hean, Mr Edward D'Silva, PHC Chairman, Dr Janil Puthcheary and Ms Sun Xueling



Keep SG Clean Trayremon waving to all patrons.



Keep SG Clean Trayremon Meet & Greet Session

We were invited to attend the official opening of One Punggol Hawker Centre by Timbre Group on Saturday, 25 March 2023. The event was graced by Senior Minister, Mr Teo Chee Hean and he is joined by his Pasir Ris – Punggol GRC members, Dr Janil Puthcheary, Ms Yeo Wan Ling and Mr Sharael Taha. Minister of State, Ms Sun Xueling was in attendance too.

Keep SG Clean Trayremon was invited to attend the event to remind and encourage Punggol residents to follow her lead and return their trays after their meals. Trayremon was well received by young children who took turns to take photos with her at the hawker centre during her walkabout.



Group photo with Keep SG Clean Trayremon



# Residents Come Together For Litter Picking Initiative In Jurong Central

Group photo of Mr Xie Yao Quan, Chairman of Jurong-Clementi Town Council and Member of Parliament for Jurong Central and residents

An article contributed by  Jurong-Clementi Town Council

The PHC has previously announced plans to make SG Clean litter-picking exercises around the island a frequent initiative by making it a monthly activity from an annual affair.

In Jurong Central, however, thanks to strong residents' support and grassroots involvement, litter-picking has already become a monthly activity since February this year. Mr Xie Yao Quan, Chairman of Jurong-Clementi Town Council and Member of Parliament for Jurong Central, who regularly joins the residents and volunteers during these litter-picking programmes, shared that he hopes one day, this exercise will be made redundant because there will be no litter to pick. This will also help the cleaning staff who work diligently to keep the estate clean.

He expressed his appreciation towards the residents – of all ages – who came forward to participate in the event and also encouraged their neighbours to join in. Mr Xie said that items such as cigarette butts, drink bags, plastic wrappers, plastic lids and straws, and now surgical masks, tissue paper and used ART kits are some of the most common litter to found across the island. He added that by practising considerate and socially responsible behaviour, our estates can one day be free of litter.



Residents of Jurong Central coming together to keep their estate clean



Litter-picking is a good family bonding activity for residents of Jurong Central



KEEP SINGAPORE CLEAN



IT'S NOT A JOB,  
IT'S OUR HOME

# Adoption of “Feed My Trashemon” Winning Designs

All 10 winning entries from our “Feed My Trashemon” School Competition 2021 designed by our secondary school students were adopted by our corporate partners and displayed at their premises. Have you seen them around yet? Join us to thank our partners for supporting us in such a meaningful initiative to educate and inspire Singapore residents to take ownership and bin their trash responsibly.



City Square Mall - Lift Lobby



Gain City @ Sungei Kadut- Lift Lobby



Gardens By the Bay – Canopy Toilet Area



Gardens By the Bay - Arrival Toilet Area



Palais Renaissance Car Park



Paya Lebar Quarter



Sentosa – Beach Station Bus Bay



Sentosa – Beach Station Bus Bay



Resorts World Sentosa



Riverside Isle – Car Park





# Chingay 2023

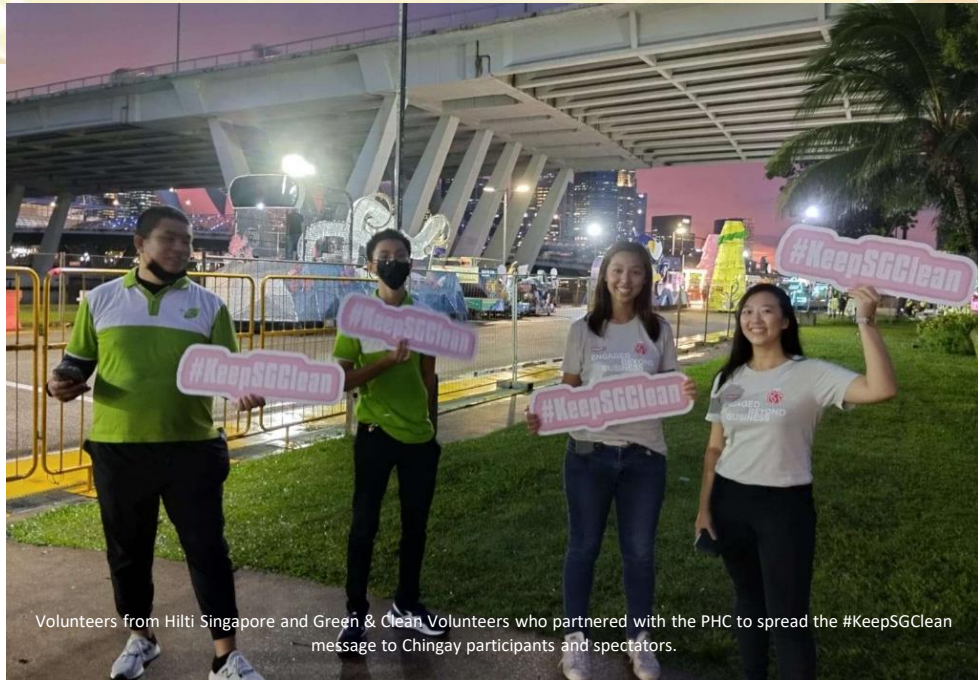
EMBRACE TOMORROW

## Volunteer Outreach

On 3 February 2023, Singapore residents celebrated the annual Chingay event. This year, it was made even more meaningful with an anti-littering volunteer outreach conducted by the Public Hygiene Council (PHC) together with volunteers from Hilti Singapore. The event saw thousands of people from different ethnic backgrounds coming together to celebrate the Chinese New Year, and this year, the organizers of the event took the opportunity to promote environmental awareness.

The anti-littering volunteer outreach program was a collaboration between Chingay's organizing committee and the PHC, which aimed to raise awareness about the importance of keeping our environment clean and free from litter. The program saw volunteers educating members of the public on responsible waste disposal and encouraging performers and spectators alike to keep the place clean.

The Chingay event is one of the biggest cultural events in Singapore, and it attracts a large number of visitors, tourists, and performers from around the world. With the large crowds, it is essential to promote good environmental practices to ensure that litter does not pile up and cause harm to our environment.



Volunteers from Hilti Singapore and Green & Clean Volunteers who partnered with the PHC to spread the #KeepSGClean message to Chingay participants and spectators.

The outreach program complemented the parade's colourful display, and it was heartening to see participants taking the time to bin their trash responsibly. The programme not only promoted environmental awareness but also served to bring the community together and foster a sense of shared responsibility towards the environment.

As a result of the anti-littering volunteer outreach program, the Chingay event managed to inspire not just cultural appreciation, but also environmental concern and action. The event showed that it is possible to celebrate our culture and traditions while also caring for the environment. The successful collaboration between the event organizers and PHC demonstrated that Singapore is committed to creating a sustainable and clean environment for all.



# R.I.S.E. Learning Journey



Group photo with staff from Sembcorp Materials Recovery Facility, PHC Chairman, Edward D'Silva, Deputy Chairman, Andrew Khng and NEA Group Director, Lim Yui Chien.

Have you ever wondered where your recyclable trash goes after you toss it in the recycling bin? Most people do not give it a second thought, but the truth is that our waste must go somewhere. One important destination is the Materials Recovery Facility (MRF), which plays a vital role in reducing landfill waste and promoting sustainability.

The R.I.S.E. members of the Public Hygiene Council's (PHC) visited the Sembcorp MRF on 16 February 2023 and it was an eye-opening experience that shed light on the inner workings of waste management. Upon arrival, we were greeted by the facility staff who gave us an overview of the sorting process. The MRF is a large industrial facility that receives a steady stream of mixed recyclable waste. The first step was to sort the materials, which were dumped onto a conveyor belt where workers separated them by type. This process was done by hand, and it was fascinating to see how quickly the staff could identify and sort through the different items.

Once the materials were sorted, they were then sent to various processing machines that broke them down into smaller components. These materials were then sorted again, with plastics, metals, glass, and paper being separated from each other. After the final sorting, the materials were compacted and sent off to be recycled.

One of the most impressive aspects of the MRF was the level of technology involved. The machinery used to process the waste was incredibly advanced, with cutting-edge sensors and sorting machines that could quickly identify different materials. The facility also had a sophisticated system for detecting and removing contaminants, such as harmful chemicals and non-recyclable items.

Visiting a materials recovery facility was a great way to learn about the importance of recycling and sustainability. The MRF is an integral part of the waste management system that goes into Singapore's sole remaining landfill on Samakau Island. By visiting the MRF facility, we gained a better understanding of the impact that our waste has on the environment and learn how we can all work together to create a more sustainable future.

The visit to the MRF was an educational and informative experience that provided a unique insight into the world of waste management and recycling and shows us how we can all play a role in reducing our environmental footprint. So, the next time you throw your recyclables into the collection bins, it could end up being sorted and processed one of Singapore's various MRFs, helping to create a cleaner and greener world for us all.

## WHAT YOU MAY HAVE MISSED



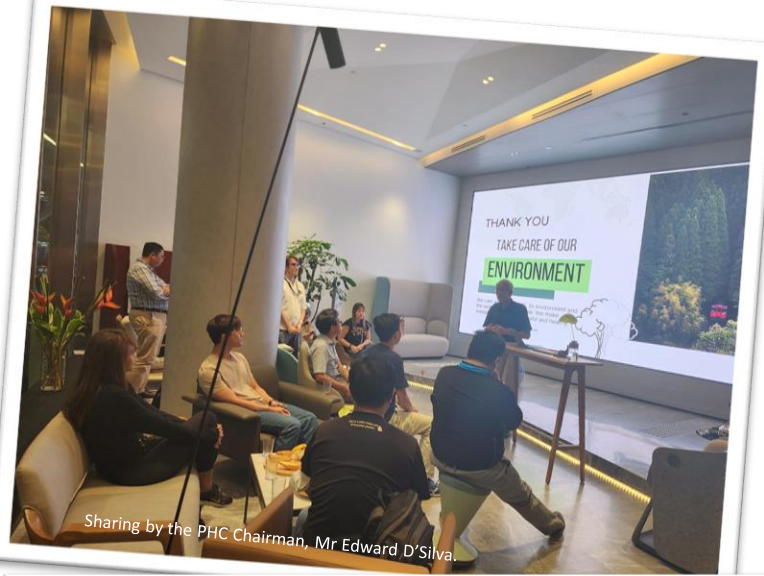
Group photo of RISE Champions Network partners, together with J.O.E Eco Alliance and JOS Furniture Chairman, Mr Ogawa Joe, staff members and PHC Chairman, Edward D'Silva.

The Public Hygiene Council (PHC) resumed our regular engagement with our R.I.S.E Network partners with an evening session held on 16 February 2023 at JOE Eco Alliance's premises along Robinson Road. The theme of the session was recycling and aimed to recap on the lessons learnt from the group's visit to the Sembcorp Materials Recovery Facility held on the same day.

Participants were provided with insights into the importance of recycling and how it can help mitigate the negative effects on the environment. The session began by discussing the fundamentals of recycling, including the different types of materials that can be recycled, such as plastics, metals, glass, and paper. They also discussed the benefits of recycling, including reducing landfill waste, conserving natural resources, and reducing greenhouse gas emissions.

One of the key takeaways from the engagement was the importance of proper waste management. The experts emphasized that proper waste management is essential to ensure that recyclable materials are not contaminated and that they can be effectively processed. This means separating recyclable materials from non-recyclable materials and properly disposing of hazardous waste, such as batteries and electronics. The session also highlighted the role that businesses can play in promoting recycling. Business owners were encouraged to implement recycling programs in their workplaces and to educate their employees on the importance of recycling. This not only promotes a sustainable work environment but can also help businesses save money by reducing waste disposal costs. JOE Eco Alliance shared an initiative where they worked with interior designers and renovation contractors to upgrade and upcycle old office furniture into useful and ergonomic household furniture.

Participants left the R.I.S.E Network session on 16 February 2023 with a better understanding of the importance of recycling and how they can play a role in promoting sustainability. The session emphasized the importance of proper waste management, the benefits of recycling, and the role that businesses and individuals can play in promoting recycling. By attending being more conscious of our lifestyle habits and implementing recycling practices in our daily lives, we can all help create a cleaner and greener world for ourselves and future generations.



Sharing by the PHC Chairman, Mr Edward D'Silva.



Sharing by Mr Frank, R.I.S.E member



# Ways to Keep Singapore Clean

## RISE. INSPIRING ANECDOTE

As Singaporeans, we are lucky to live in a clean and green city-state. However, it is important for us to take active steps to ensure that the environment remains clean and healthy. What more can we do to encourage more of our fellow Singapore residents to keep the environment clean?

Education is key in creating awareness about the importance of environmental conservation, and this must start from an early age. Schools should continue to emphasize environmental education in their curriculum and use hands-on activities to make learning about the environment exciting, engaging and fun for everyone in order for us to have a meaningful stake in keeping our environment clean.

We must all do our part to keep the environment clean & sustainable, and we can start by leading by example. Simple things like properly disposing of our trash, recycling, and using public transportation or cycling instead of driving can inspire others to make similar choices. Not only would you do the environment a favour, your health would be better off too.

Encourage community involvement: Community involvement is crucial in keeping the environment clean. Encourage the community to participate in clean-up events and other environmental activities. These events not only serve to clean up the environment but also bring communities together.

Another possible way to nudge more people to take action is by offering acknowledgement and recognition. It could be as simple as acknowledging and thanking our fellow residents for their efforts to keep our Singapore environment clean.

Lastly, make the act of keeping Singapore clean a fun activity as environmental conservation doesn't have to be a dreadful chore. Make it fun and engaging by organizing eco-friendly events such as tree planting, beach clean ups, and eco contests that promote environmental awareness.

It is important for us all to take action to keep Singapore's environment clean and healthy. By educating, leading by example, encouraging community involvement, providing recognition and making clean-up activities fun, we can all contribute to a cleaner, more beautiful Singapore. Let us all do our part to create a better future for ourselves and generations to come.

# WHAT'S NEXT?



## Saturday, 13 May 2023 Quarterly SG Clean Day

In support of quarterly SG Clean Day on Saturday 13 May 2023, there will be cessation of sweeping at selected open areas at participating partners' premises\*

You may wish to gather in groups to show your commitment to a clean Singapore by cleaning up your estate together.

\*HDB estate open areas, Marina Barrage, reservoir parks, ABC (Active, Beautiful, Clean) Waters sites, public parks, gardens, park connectors, selected major dormitories, tourists attractions, shopping malls, retailers and transport nodes. Nature reserves are excluded



Saturday, 13 May 2023

9:00am – 10:30am

## SG Clean Day Largest Clean-Up @ F1 Pit Building

Join the Public Hygiene Council (PHC) at SG Clean Day Largest Clean-Up on Saturday, 13 May 2023! Be part of this historical moment as we add an entry into the Singapore Book of Records for the most number of people participating in an island-wide clean-up.

Participants can also participate in fringe activities to redeem limited edition gifts as well as meet the Keep SG Clean Supermons.

Admission is free!

Scan this QR code and sign up now! For more information, visit <https://www.keepsqclean.com/sgcleanday>

Sunday, 28 May 2023

12noon – 6pm

Keep Clean, Singapore! 2023 Satellite Event

Bedok Town Square

Saturday, 17 June 2023

10:30am – 12:30pm

Keep Clean, Singapore! 2023 Closing Event – Public Cleanliness Conversation with Youths

Singapore Sustainability Academy @ City Square Mall



#KeepSGClean - Public Hygiene Council  
[Facebook.com/keepsgclean](https://www.facebook.com/keepsgclean)  
[Instagram.com/keepsgclean](https://www.instagram.com/keepsgclean)  
[Youtube.com/publichygienecouncil](https://www.youtube.com/publichygienecouncil)  
[ask@publichygienecouncil.sg](mailto:ask@publichygienecouncil.sg)