



MEDIA RELEASE

ANNEX C

Rallying the Community

In the Year of Public Hygiene, NEA worked closely with various partners to rally the community and empower citizens to upkeep good hygiene practices and keep public spaces clean. We have strengthened partnerships with various stakeholders and will continue to carry out programmes to ensure that high levels of public health continue to be our way of life. Examples of such programmes are as follows:

- a) The Chinese Development Assistance Council (CDAC), in partnership with NEA and 7 Town Councils, successfully launched a three-month campaign titled "Clean Districts, Amazing Communities" from Jun to Sep 2024 which saw over 622 zero-waste activities completed.
 - I. Supported by susGain, the campaign kicked off on 22 June with a community cleanup, engaging around 350 participants—including children, youth, and volunteers across 7 neighbourhoods, collectively picking up 222.14 kg of litter.
 - II. With the conclusion of the campaign, CDAC continued its partnership with NEA to champion a cleaner, more hygienic environment beyond the Year of Public Hygiene, with the aim of inspiring its beneficiaries and volunteers to embrace zero-waste living as a lasting lifestyle.
- b) The Boon Lay Zone D Residents' Network (RN) initiated the "Boon Lay Clean-Up Project" in Aug 2024 and have brought together two other RNs and partners such as Stridy to foster community involvement and ownership to enhance the public cleanliness and hygiene of our neighbourhoods.
 - I. Besides organising monthly litter-picking activities, they also produced litter-free signages to further amplify cleanliness messages and supported NEA's Clean and Green Singapore Day 2024 with a large-scale community clean-up.
 - II. They have since attracted a healthy pool of volunteers and plan to set up CleanPod to make organising community clean-ups easier and more sustainable.
- c) Clean and Green Day, an event initiated by Admiralty Zone 7 Residents' Network (RN), began in January 2024. It encourages RN members and residents to collectively maintain the neighbourhood's cleanliness, and not rely only on the Town Council or NEA.
 - I. It has evolved into a quarterly programme, and includes not only litter-picking, but also broader environmental messages such as recycling right.
 - II. Its success is rooted in active resident participation and collaboration with other community partners like Woodlands Ring Primary School – the students not only participated in the clean-ups, but also set up an environmental booth to share about their school's green initiatives.
- d) Other examples of how NEA has worked with our partners include:
 - I. Monthly kayak litter-picking sessions at Sentosa, conducted by Ola Beach Club;
 - II. Ongoing school outreach programme developed by Reckitt that promotes the inculcation of good public hygiene habits amongst the young;

- III. Community clean-up initiative helping vulnerable seniors with both their homes and surrounding environment, rolled out by TOUCH Community Services;
- IV. Clean-up activities at parks, beaches and residential neighbourhoods by a range of corporates, such as ANZ Bank Singapore, PSA Corporation Limited and Mitsubishi Heavy Industries Asia Pacific Pte Ltd;
- V. Ongoing series of clean-up activities initiated and run by NEA's volunteers;
- VI. Graphic novel e-booklet "The Green Guardians of Singapore", published in partnership with Associate Director Chua Yina from NUS Cities, to inspire young readers to contribute to a cleaner, greener and more resilient Singapore.