



INFORMATION DECK

The competition is open to school students in Singapore (aged 13 to 17).

PRIZES* to the value of



\$500



\$300



\$200



\$100

*Prizes will be given directly to student winners.



ABOUT THE COMPETITION & ELIGIBILITY

Make the Cut: Keep Singapore Clean Video Production Competition is open to school students in Singapore (aged 13 to 17). Participants may join as an individual or as a team of up to 3 members from the same school. Think you have what it takes to tell a compelling story through film? This is your chance to showcase your creativity and be part of something bigger!

2026 marks a milestone year – the 15th anniversary of the Public Hygiene Council (PHC) and the Keep Singapore Clean (KSC) movement. This year's campaign theme, "Keep Singapore Clean – We All Have A Hand In It!", reflects a simple but powerful truth: clean public spaces are the result of everyday choices made by everyone, not just a few. This spirit echoes the "We First" vision – a call for Singaporeans to move beyond self-interest and embrace collective responsibility for the communities and spaces we share.

Your film is your contribution to that movement. Make it count.

Each participating school is required to have a teacher assigned as the Point of Contact (POC) to liaise with PHC and to ensure proper conduct throughout the competition, for a better participant experience and greater accountability.



COMPETITION KEY MILESTONE /TIMELINE

Video Production Workshop

Date : Friday 24 July 2026

Time : 2.30pm to 5.30pm

Attendance at the workshop is strongly encouraged, though it is not compulsory

Registration Required

Public Voting

Thursday 8 October 2026 to Wednesday 21 October 2026 (tbc).

The Top 10 entries will be published on PHC's [Instagram](#) and [Tik Tok](#) (@KeepSGClean) for public voting

More details will be shared closer to the date

Submission of Entries

Monday 27 July 2026 to Friday 18 September 2026

• Participants are required to submit their entries via FormSG. The submission form will close on Friday 18 September 2026, at 11.59pm. Entries are to be uploaded to Google Drive, with the shared link submitted via FormSG for access and download

Participants are to ensure that the terms and conditions are adhered to

Prize Presentation

Date : Thursday 22 October 2026

Time : 3pm to 5pm (tbc)

Save the date! Invitations will be extended to the competition finalists to attend the prize presentation ceremony

More details will be shared closer to the date





SUBMISSION REQUIREMENTS

To enter the competition, participants are required to submit all of the following:

- **Storyboard** — No fixed format is prescribed; submission may be in written, illustrated, or a combination of both.
- **Final Submitted Video** — 60 seconds in length, in **portrait (vertical)** format with a **9:16** aspect ratio recommended, with at least one AI-assisted element incorporated.
- **Photo(s)** — Images of yourself or your team captured during the filmmaking process.

Please note that the storyboard and final submitted video will be used for judging purposes.

Prior to submission, participants must ensure that all of the following conditions have been met:

- All audio, music, graphics, images, and other materials incorporated in the submitted video are **copyright-free and cleared for use**.
- All individuals appearing in the video have provided their prior **consent** to be filmed and for the footage to be submitted as a competition entry
- The school's designated teacher POC has been consulted and has confirmed that all submission requirements have been fulfilled.
- By submitting an entry, schools and participants grant PHC a non-exclusive, royalty-free right to use, reproduce, and publish the submitted video for non-commercial purposes, including promotional and educational materials.



<https://go.gov.sg/mtckscsub>

Ready to submit your entry? Scan the QR code or access the submission form via the link above.

Please note that the submission form will only be accessible during the official submission period:

Monday 27 July 2026, 12.00am – Friday 18 September 2026, 11.59pm



HOW WILL YOUR ENTRY BE JUDGED?

Criteria:	Weight:	What to Look Out For:
Content Relevance	40%	• Does the video clearly address the 'Keep Singapore Clean' theme? • Is the message accurate and well-researched? • Does the content stay focused without going off-topic? • Is the key message communicated clearly to your target audience?
Storytelling & Creativity	30%	• Is there a clear beginning, middle, and end? • Does the narrative flow logically and keep viewers engaged? • Are characters or subjects relatable and compelling? • Does the video evoke an emotional response or leave a lasting impression?
Production Quality & AI Use	20%	• Is the video well-shot with stable, well-framed footage? • Is the audio clear — minimal background noise, good voice levels? • Is the editing smooth with good pacing and transitions? • Are graphics, titles, or effects (if used) polished and purposeful? • Is AI incorporated in a way that supports the video without overshadowing the team's own creative work?  Note: The use of AI is a minor component of this criteria. Judges will place greater emphasis on the originality and creative vision of the team. AI should be used as a tool to support, not substitute, the participants' own ideas and effort.
Audience Vote	10%	• Does the video have broad appeal and shareability? • Is it engaging enough to hold attention from start to finish? • Does it leave viewers with something memorable — a feeling, idea, or call to action?



TERMS & CONDITIONS:

Eligibility

- The competition is open to school students in Singapore (aged 13 to 17).
- Participants may join as an individual or as a team of up to 3 members from the same school.
- Each participating school must have a teacher Point of Contact (POC) for liaison purposes and to ensure proper conduct, including the use of copyright-free materials and obtaining necessary consent.

Video Submission

- The submitted video must be 60 seconds in length.
- A portrait (vertical) format with a 9:16 aspect ratio is recommended.
- The submitted video must be original and produced solely by the participating individual or team.
- The submitted video must incorporate at least one small AI-generated or AI-assisted element. This may include AI-generated visuals or animations, AI-assisted voiceovers or narration, AI-generated music or sound effects, AI-assisted video editing or colour grading, or AI-generated scripts. Majority of the video should still be the participants' original work.
- The content of the submitted video must relate to the Keep Singapore Clean message.

Copyright and Intellectual Property

- Participants are solely responsible for ensuring that all audio, music, graphics, images, and other materials incorporated in their submitted video are copyright-free and cleared for use.
- By submitting an entry, participants and their school grant PHC a non-exclusive, royalty-free right to use, reproduce, and publish the submitted video for non-commercial purposes, including but not limited to promotional and educational materials.

Consent and Privacy

- All individuals appearing in the submitted video must have provided their prior consent to be filmed and for the footage to be used as a competition entry.
- Schools bear responsible for securing all necessary consent from individuals featured in their entry.
- Submission of an entry constitutes the school's confirmation that all required consent has been duly obtained.

General

- PHC reserves the right to disqualify any entry that fails to meet the competition requirements or is found to be in breach of any of these terms and conditions.
- PHC's decision on all matters relating to the competition, including but not limited to judging outcomes, shall be final and binding.
- PHC further reserves the right to amend the terms and conditions at any time and without prior notice.

Contact Details

For enquiries, contact us at:
ask@publichygienecouncil.sg

VIDEO PRODUCTION WORKSHOP

Kickstart your filmmaking journey with a hands-on workshop designed to equip you with everything you need to bring your story to life. As part of PHC's 15th anniversary, this is a unique opportunity to learn from an acclaimed filmmaker and channel your creativity into a film that speaks to the "We First" spirit – showing how each of us has a hand in keeping Singapore clean.

The full short film production process, from scriptwriting to filming fundamentals

- Core video production theory, including pacing, framing, wide shots, and production basics
- Real-world case studies drawn from actual short films and PHC's micro dramas
- Interactive quizzes and a "Most Voted Best Story" competition to put students learning into practice
- Live Q&A session with the trainer

• **Date : Friday 24 July 2026**

• **Time : 2.30pm to 5.30pm**

(Registration starts at 2.00pm, refreshments will be provided)

• **Venue : Environment Building, MSE Hall (level 25),
40 Scotts Road, S228231**

EXPERT TRAINER: AWARD WINNING FILM DIRECTOR & CREATIVE MENTOR



Mr Cho Jun Ming is a Singapore-based filmmaker known for creating emotionally authentic and socially conscious stories. A Bachelor of Arts (Hons) in Film graduate from Goldsmiths, University of London, his work explores human vulnerability, moral complexity, and contemporary social issues. His notable films include Like There's No Tomorrow and Theatre of Life. He has collaborated with the Public Hygiene Council (PHC) across three seasons of narrative rom-com micro dramas promoting social responsibility, alongside commissioned projects on anti-bullying, mental health, and scam awareness. Beyond filmmaking, he serves as a judge for the National Chinese Short Film Competition for Schools, mentoring young storytellers.