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PUBLIC HYGIENE COUNCIL AND RESORTS WORLD SENTOSA JOIN FORCES TO KEEP SINGAPORE CLEAN

From shared land spaces to Singapore's coastal shores – PHC strengthens community cleanliness action islandwide

Singapore, 26 September 2026 – The Public Hygiene Council (PHC) and Resorts World Sentosa (RWS) formalised their new collaboration today, through the signing of a **Memorandum of Understanding (MOU)** at the **cross-sector dialogue – ‘Our Shared Responsibility: Creating a Cleaner Singapore Through Collective Action’**, held at Singapore Oceanarium Research and Learning Centre, Resorts World Sentosa.

2 The new collaboration will extend the **Keep Singapore Clean** movement beyond our shared land spaces to Singapore's coastal shores, reflecting a shared belief that the litter and waste we leave behind on land, streets and shores do not remain there, but find their way into the ocean – with lasting consequences for Singapore's coastal and marine environment. Joint efforts under the new partnership will seek to improve the cleanliness and safety of the waters that nurture and house thousands of marine species, allowing them to thrive for generations to come.

3 The event brought together close to 80 delegates, and placed PHC's public cleanliness messages at the heart of the conversations on marine and coastal health. Delegates heard from PHC, RWS, and Kindred Community, on how the litter and waste we generate impact the health of our oceans. They also had the opportunity to participate in meaningful conversations centred on our everyday cleanliness habits and how each of us can make a difference.

Building Knowledge and Strengthening Capabilities

4 The partnership aims to build knowledge and deepen capabilities. Over the next year, PHC and RWS will work together to equip organisations and individuals with the relevant knowledge and practical skills to reduce litter and waste from entering Singapore's coastal and marine environment. RWS's expertise at the Singapore Oceanarium will help participants understand how everyday habits — from how we dispose of waste, to how we care for our shared spaces — have a direct impact on what ends up in our waters.

5 A key initiative under the MOU is a customised PHC Train-the-Trainers programme focusing on coastal cleanliness, which will equip thousands of partners – including from PHC's R.I.S.E Champions Network and Corporate Action Network (CAN) – with the relevant knowledge and skills to minimise litter at Singapore's coastal and marine environments. The programme will be complemented by educational

learning journeys to the Singapore Oceanarium, where participants can see first-hand how litter and waste affect marine ecosystems and the species that depend on them. Further opportunities to advance environmental stewardship and community participation may be developed.

6 Beyond training, PHC and RWS will explore engagement sessions with schools, as well as corporate, non-governmental and community organisations, to broaden awareness of how public cleanliness connects to the health of our coastal and marine environment. These sessions aim to reach a wide range of audiences — from students learning about responsible waste disposal, to community groups looking to take more active roles in keeping Singapore's shared spaces clean. Opportunities will be created for research and citizen science, enabling members of the public to contribute meaningfully to data collection and monitoring efforts to support a cleaner coastal environment. Today's event marked the first of such forums.

Cleaner Habits, Cleaner Waters — A Shared Responsibility

7 PHC's recent Keep Singapore Clean survey was carried out in March 2026, and engaged more than 400 residents across Singapore. Results showed that over 99 per cent of respondents acknowledge the importance of collective and cumulative efforts — including individual contributions — in sustaining the cleanliness of our shared spaces. The findings affirm that the everyday habits we practise, including how we dispose of waste, have consequences that extend well beyond our immediate surroundings — and that building a cleaner Singapore requires action from every individual, organisation, and community.

Extending PHC's 15-Year Mission To Singapore's Shores

8 As PHC marks its 15th anniversary this year, the new partnership with RWS reflects PHC's continued commitment to deepening its impact beyond traditional public spaces. Since its founding in 2011, PHC has grown its network of corporate, community, and volunteer partners to drive lasting behavioural change around public cleanliness. The MOU with RWS is part of this broader journey — extending PHC's mission to new frontiers, and reinforcing that keeping Singapore clean is a shared responsibility that extends from our streets and common spaces all the way to our shores.

9 Associate Professor Christina Liew, Executive Director of the Public Hygiene Council, shared, “Public cleanliness does not stop at the edge of our shared spaces. The litter we leave behind – on our streets, in our drains, along our shores – can find its way into the ocean, cause lasting harm to our marine biodiversity, and negatively impact public health. Through this meaningful partnership with RWS, PHC hopes to help more organisations and volunteers understand this connection, and encourage ownership of the spaces around us, including our coasts. We are committed to building a Singapore where keeping our shared spaces clean – from our neighbourhoods to our coastlines – is a habit that every individual, organisation, and community takes pride in.”

10 Lena Lee, Executive Vice President, Attractions & Destination Experience at Resorts World Sentosa said, “The health of our ocean begins with the choices we make every day. Every piece of litter prevented from entering our waterways is a step towards protecting marine life and the ecosystems they depend on. Through this partnership with the Public Hygiene Council, we at Resorts World Sentosa and Singapore Oceanarium hope to help more people understand the connection between our actions on land and the wellbeing of our marine environment. By combining education, community engagement and meaningful action, we can inspire greater stewardship of our shared spaces and empower more individuals to contribute towards a cleaner and healthier future for our oceans.”

11 For more information on PHC's initiatives and programmes, please visit the PHC 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 public hygiene and cleanliness in Singapore. The Council, comprising representatives from the public and private sectors, galvanises and leads ground-up community and industry initiatives to help keep Singapore clean. PHC also complements the Government's education and enforcement efforts to maintain high standards of public hygiene and cleanliness.



About Resorts World Sentosa

Resorts World Sentosa (RWS) is an integrated resort on Singapore's Sentosa Island and one of the country's most visited leisure destinations, welcoming more than 17 million visitors a year. Spanning 49 hectares, RWS brings together attractions, hotels, dining, entertainment, meetings and conventions, retail, and gaming for local and international guests. Its offerings include Universal Studios Singapore, Singapore Oceanarium, Adventure Cove Waterpark, six hotels including [The Laurus, a Marriott Luxury Collection Resort](#), as well as Resorts World Convention Centre, more than 70 dining outlets, and Resorts World Casino. Throughout the year, RWS hosts a diverse line-up of concerts, business events and experiential programming that make it a lifestyle enclave for many visitors.

RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit www.rwsentosa.com.



About Singapore Oceanarium

Located at Resorts World Sentosa, Singapore Oceanarium is a leading ocean institute with the purpose to inspire greater knowledge, love and action for the ocean and aquatic life. We are dedicated to advancing marine education, research, and supporting the conservation and preservation of threatened species.

With a unique blend of live habitats, oceanic stories, state-of-the-art digital innovation, and interactive technology, Singapore Oceanarium connects knowledge from meaningful marine education and encounters to real-world applications. Our long-term partnerships with institutes, accreditation by the Association of Zoos & Aquariums (AZA), and membership in the World Association of Zoos and Aquariums (WAZA) and Southeast Asian Zoo and Aquarium Association (SEAZA) are a testament to our commitment to inspire generations of ocean stewards for greater action.

Singapore Oceanarium also encompasses a Research and Learning Centre – a dedicated space that offers advanced purpose-built spaces for research, conservation and community outreach. Certified by Singapore's Building and Construction Authority as a Green Mark Platinum Zero Energy building, the centre is designed with environmental sustainability at its core and its energy needs are powered entirely by solar energy.

For more information, please visit www.singaporeoceanarium.com.

