

MEDIA RELEASE

FOR IMMEDIATE RELEASE

ASEAN Communities Unite To Keep Singapore Clean

Public Hygiene Council's ASEAN U.N.I.T.E 2026 brings together over 400 participants to drive cross-cultural environmental stewardship

Singapore, 23 August 2026 – In the spirit of Singapore's 61st National Day and the nation's rally call to "Majulah Singapura – Go Beyond!", the Public Hygiene Council (PHC) brought together over 400 individuals from ASEAN nations and beyond, for ASEAN U.N.I.T.E (yoU aNd I Together Evertime) 2026.

2 Held this morning at Punggol Coast Digital Village in conjunction with SG Clean Day, the event marked a meaningful chapter in PHC's 15th Anniversary celebrations, fostering cross-cultural exchange and bonding, and reaffirming that keeping Singapore clean is a shared responsibility that belongs to everyone who calls our city home. The event was graced by Ms Goh Hanyan, Senior Parliamentary Secretary, Ministry of Sustainability and the Environment, and Ministry of Culture, Community and Youth. Ambassadors and representatives from ASEAN member states – including Bangladesh, Brunei Darussalam, Cambodia, India, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Timor-Leste – were in attendance.

Many Cultures, One Home, A Shared Purpose

3 Singapore's strength has always been rooted in the diversity of its people – including the many international communities who live, work, and contribute to life here. ASEAN U.N.I.T.E 2026 brought this to the forefront, gathering participants from Bangladesh, India, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Timor-Leste, for a morning of cultural exchange, celebrations, and collective action. Together, they took part in a community clean-up, cultural performances, and shared activities, which reflected both the richness of South-East Asian heritage and the common values that bind our communities together. Ambassadors will help as environmental advocates to amplify the cleanliness message within their respective communities.

4 PHC's Keep Singapore Clean 2026 campaign theme: 'Keep Singapore Clean – We All Have A Hand In It!', reflects this spirit of inclusion. The cleanliness of our shared spaces is something that every resident can contribute to. As Singapore marks 61 years of progress this National Day, ASEAN U.N.I.T.E is a timely reminder that going beyond – as individuals and as communities – is what has always made Singapore exceptional.

Celebrating Together, Acting Together

5 The theme of ASEAN U.N.I.T.E 2026 – ‘Celebrating Our Concerted Effort’ – draws on music as an anchor for what communities can achieve when they act in harmony. Just as a concert comes alive with the contributions of each individual performer, a cleaner Singapore is built through the small but meaningful actions of each resident. The event featured vibrant cultural performances from South-East Asian community groups, as well as a spirited Taiko drum performance by Catholic Welfare Services – Hearts@Work, and songs by MINDS.

6 Mr Andrew Khng, PBM, Chairman of the Public Hygiene Council, shared, “ASEAN U.N.I.T.E is one of PHC’s most meaningful platforms, because it reminds us that the Keep Singapore Clean movement is truly for everyone. Over the past 15 years, PHC has worked to build a culture of cleanliness that goes beyond enforcement – one that is driven by community pride and personal responsibility. Seeing our ASEAN friends come together in the same month that Singapore celebrates its 61st birthday, is heartwarming and fills us with great optimism. The spirit of “Go Beyond!” is exactly what we hope to inspire – in every community, every household, and every individual who shares this beautiful city with us.”

7 His Excellency Mr Medardo G. Macaraig, Ambassador of the Republic of the Philippines to the Republic of Singapore, said, “ASEAN U.N.I.T.E is a meaningful demonstration of how strong regional partnerships can spur positive action within our communities. It is a fitting way to celebrate both Singapore’s National Day and PHC’s 15th Anniversary, and this spirit captures exactly what we hope to inspire in our community. With the Philippines as ASEAN Chair for 2026, I am proud to join our Filipino community in Singapore today, reaffirming our shared civic responsibility for maintaining high standards of public cleanliness in our host country. I call on my fellow countrymen to continue doing their part to keep our shared environment clean.”

8 Her Excellency, H.E. Mrs. Waraphanee Damrongmanee, Ambassador of the Kingdom of Thailand to the Republic of Singapore, added, “The Embassy of Thailand is proud to support ASEAN U.N.I.T.E as a natural extension of Thailand’s warm and enduring relationship with Singapore over the years. As Singapore celebrates 61 years of progress under the spirit of Majulah Singapura, this event is a wonderful reminder that a cleaner Singapore is built by all of us together. The Thai community in Singapore is committed to going beyond and contributing to this shared goal, and we look forward to growing this partnership for many more years to come.”

A Movement That Grows With Its Communities

9 Now in its second edition, ASEAN U.N.I.T.E has grown into a platform that goes beyond a single event. Through the relationships built between PHC with ASEAN

neighbours and international communities, the cleanliness message continues to ripple outwards – championed by community leaders, families, and individuals, into their everyday lives and networks.

10 PHC will continue to uphold this commitment and strengthen partnerships with our international friends, to ensure that the Keep Singapore Clean movement remains vibrant, inclusive, and far-reaching for the next 15 years and beyond.

Keep Singapore Clean-Themed Trains To Be Launched Along North East Line

11 Starting September, a Keep Singapore Clean-themed train will ply the North East Line, as part of PHC's partnership with SBS Transit. Featuring the Keep Singapore Clean 2026 campaign visuals, the eye-catching train cabins will brighten daily commutes and remind passengers about the simple habits they can practise everyday to help keep Singapore clean.

12 For more information on PHC's initiatives and programmes, please visit the PHC website at: <https://www.publichygienecouncil.sg>.

###

About Public Hygiene Council (PHC)

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.