

MEDIA FACTSHEET

Close to 500 Youths Participate In First LitterLifters+ (Islandwide Edition) With A Visit To SpongeBob SquarePants-Themed PHC CleanPod

About LitterLifters+ (Islandwide Edition)

1 Close to 500 youth volunteers will take part in the **inaugural LitterLifters+ (Islandwide Edition)** on **Saturday, 19 September 2026** – a mass clean-up across nine sites islandwide, including coastal, urban and kayaking litter-picks. **Ms Goh Hanyan, Senior Parliamentary Secretary**, Ministry of Culture, Community and Youth and Ministry of Sustainability and the Environment, will grace the flagship programme at East Coast Park.

2 LitterLifters+ is co-organised by **Youth Corps Singapore** and the **Public Hygiene Council (PHC)**, in partnership with PAssion Wave and Stridy. Held in conjunction with World Cleanup Day and in support of the National Environment Agency (NEA)'s Clean & Green Singapore (CGS), the initiative brings youths together to take action for cleaner beaches, streets, and waterways.

A Partnership Rooted in Shared Purpose

3 Youth Corps and PHC share a common belief that lasting change in public cleanliness begins with young people. By co-organising LitterLifters+, both organisations aim to harness the energy and idealism of youths to build a generation of active stewards for Singapore's shared spaces. Youth Corps' extensive network of youth volunteers complements PHC's expertise in driving ground-up cleanliness action, making this a natural partnership to scale up community-led environmental efforts.

4 This collaboration also reflects PHC's commitment, as PHC marks its 15th anniversary this year, to deepen engagement with youths as a key pillar of its continued mission to champion public hygiene and cleanliness in Singapore.

Raising Awareness Through Hands-On Action

5 Through hands-on clean-ups, LitterLifters+ aims to raise awareness of the impact of littering on Singapore's shared spaces, and reinforces the importance of shared responsibility in keeping Singapore clean.

Event Details

Date	Saturday, 19 September 2026
1st Location: East Coast Park	9.45 – 11.30am
Guest of Honour	Ms Goh Hanyan Senior Parliamentary Secretary, Ministry of Culture, Community and Youth and Ministry of Sustainability and the Environment
Meeting Point	PAssion Wave @ East Coast Park 1390 East Coast Parkway, Singapore 468961
2nd Location: PHC CleanPod	SpongeBob SquarePants™-themed PHC CleanPod, East Coast Park Area E2 (near East Coast Lagoon Food Village)
Co-organisers	Youth Corps Singapore & Public Hygiene Council (PHC)

Programme

Time	Programme	Location
9.45 – 10.00am	Volunteers arrive and prepare for the programme	PAssion Wave @ East Coast Park
10.00 – 10.15am	- Arrival of SPS Goh Hanyan - Introduction by YCS and PAssion Wave, including an overview of the partnership and PAssion Wave's environmental efforts	PAssion Wave @ East Coast Park
10.15 – 10.25am	- Welcome remarks by SPS Goh Hanyan - Presentation of litter-picking tools - Group photo	PAssion Wave @ East Coast Park
10.25 – 10.40am	Litter-picking with youths	PAssion Wave @ East Coast Park
10.40 – 11.30am	- Minivan transfer to Area E2 - Sharing by PHC on CleanPods and cleanliness efforts - SPS Goh Hanyan joins youths for litter-picking	East Coast Park Area E2

Time	Programme	Location
11.30am	- Group photo with youths and collected litter - SPS Goh Hanyan departs	East Coast Park Area E2

About the PHC CleanPod

6 CleanPods are **litter-picking tool-sharing platforms** set up by PHC at parks, beaches, and housing estates, to facilitate ground-up clean-up activities. There are currently **29 CleanPods islandwide**.

7 CleanPods are equipped with garden carts, storage boxes, metal tongs, buckets, weighing scales, and sieves at beach locations. Organisations, schools and communities can use these shared resources to organise clean-ups conveniently and sustainably, while playing a part in caring for Singapore's shared spaces.

8 The visit to the PHC CleanPod will introduce youths to the resources available to them to organise their own clean-ups beyond LitterLifters+, encouraging them to continue taking action to keep Singapore clean.

SpongeBob SquarePants™ - themed PHC CleanPod

9 The **SpongeBob SquarePants™ - themed PHC CleanPod** at East Coast Park Area E2 was unveiled on 20 September 2025 in conjunction with World Cleanup Day 2025. Located near East Coast Lagoon Food Village, it was developed by PHC in collaboration with the National Parks Board (NParks) and The Great Ocean Dash.

10 Featuring the internationally recognised SpongeBob SquarePants™ character IP, the CleanPod uses a playful design and beloved cartoon character to make environmental action more fun and engaging, particularly for families and young park-goers.



SpongeBob SquarePants™-themed PHC CleanPod at East Coast Park Area E2

11 For more information, visit: www.publichygienecouncil.sg/resources/cleanpod/

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.

About Youth Corps Singapore

Youth Corps Singapore was launched in 2014 by the Ministry of Culture, Community, and Youth. A division under the National Youth Council, we empower and support youths, aged 15 – 35, to ignite positive change in society through community service. We do this by catalysing meaningful collaborations between youths, the social service sector and society. We seek to champion youth volunteerism to build active citizenry for a caring and cohesive society.

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