

Renewed drive to Keep Singapore Clean

SINGAPORE will launch a renewed Keep Singapore Clean campaign this year.

A recent National Environment Agency study showed that almost 40 per cent of respondents would litter out of convenience instead of making a conscientious effort to bin their trash, said Dr Vivian Balakrishnan, Minister for the Environment and Water Resources.

Therefore, while the Government will continue to ensure a comprehensive and effective public cleaning regime, it must also focus its efforts on fostering a stronger sense of social responsibility among all residents, he added.

The campaign will focus on education, engagement, enforcement, and improving the cleaning processes.

Dr Balakrishnan said his ministry will work closely with schools, grassroots organisations and other stakeholders in the community to reinforce the value of taking personal ownership and responsibility for the cleanliness of their surroundings.

It will also step up on educational outreach to foreign workers on the desired standards expected in Singapore. It will also review bin designs and cleaning schedules.

The persistence of high-rise littering in housing estates remains an ongoing challenge, he said.

Current laws against high-rise littering require the witnessing of the offence before prosecution can take place. Hence, apprehending high-rise littering offenders is manpower intensive, and involves long hours of stake-outs to catch an offender in the act.

The ministry is currently exploring some technological solutions.