



MEDIA RELEASE

For Immediate Release

Public Hygiene Council Champions East Coast's 'A Place to Conserve' Mission Through Pop Culture Innovation

*SpongeBob SquarePants™-themed PHC CleanPod is launched on World Cleanup Day,
marking Singapore's first IP-driven environmental initiative*

SINGAPORE, 20 September 2025 – In a bold celebration of community action and environmental innovation, the Public Hygiene Council (PHC) today unveiled Singapore's first SpongeBob SquarePants™-themed PHC CleanPod at East Coast Park, marking a transformative milestone in Singapore's journey towards a cleaner, more sustainable future. The launch event, graced by Mr Edwin Tong and Mr Dinesh Vasu Dash, Advisers to East Coast GRC GROs, represents the first time that an internationally beloved intellectual property iconic character has been integrated into Singapore's public cleanliness initiatives, demonstrating how pop culture can revolutionise environmental stewardship and make it fun and engaging for all generations.

2 East Coast's vision as "A Place to Conserve" – a cornerstone of the eight pillars that define 'East Side Best Side' – finds powerful new momentum through PHC's strategic support of the East Coast's environmental leadership. PHC stands ready to amplify these environmental aspirations through targeted community initiatives. This support underscores a shared dedication to preserving what makes East Coast liveable and lovable for generations, where environmental stewardship becomes a natural extension of the community's identity. Under Mr Tong's guidance, East Coast continues building inclusive spaces that unite residents in meaningful action, transforming East Coast into a vibrant example of how communities can collectively champion conservation while embodying the true spirit of East Side Best Side.

A National Partnership for Public Cleanliness and Environmental Stewardship

3 Powering this transformation is PHC's pioneering national partnership with The Great Ocean Dash – Singapore's first SpongeBob SquarePants™-themed ocean conversation initiative, which reinforces our shared commitment to public cleanliness and hygiene, civic responsibility



and environmental stewardship. This collaboration creates an unprecedented unifying platform to mobilise individuals, communities and corporates in meaningful action both on land and at sea, proving that beloved characters can become powerful catalysts for real-world environmental change.

4 Together, this alliance encourages broader participation in coastal clean-ups, amplifying nationwide efforts to raise standards of public hygiene, cleanliness and sustainability education, and driving long-term behavioural change through community activation. The collaboration strengthens the campaign's reach, credibility and long-term impact as part of Singapore's collective environmental journey, while breaking new ground in showing that pop culture can inspire civic responsibility.

Amplifying Impact Through Strategic Collaboration

5 The installation of a SpongeBob SquarePants™-themed PHC CleanPod at East Coast Park – made possible through PHC's collaboration with the National Parks Board (NParks) and The Great Ocean Dash – represents a unique approach to cultivating environmental responsibility. By combining playful design with purpose-driven infrastructure, this initiative highlights how 3P (People, Private, Public) partnerships can inspire deeper environmental stewardship by the community.

6 Further amplifying impact, funds raised through The Great Ocean Dash's 'Dollar-for-Kilogram' initiative will directly contribute to NParks' '100K Corals Initiative' through its registered charity and IPC, Garden City Fund. This is a decade-long mission that started in December 2024 to substantially improve the resilience of local coral communities and reefs by planting 100,000 corals.

Pop Culture Innovation Meets Environmental Leadership

7 The new CleanPod joins PHC's expanding islandwide network of community resources, strengthening public cleanliness infrastructure throughout Singapore.. Strategically positioned near the bustling East Coast Lagoon Food Village, the new CleanPod will provide opportunities

for environmental action in an accessible and fun manner, embodying East Coast as 'A Place for All'. The instantly recognisable SpongeBob SquarePants design will make clean-up activities more enticing to families and young park-goers, while its prime location will ensure maximum accessibility for visitors to this popular leisure destination. By integrating well-loved characters in the design of the CleanPod, PHC has created a refreshing new model to encourage environmental stewardship whilst making keeping Singapore clean both fun and effortless.

Rallying Singapore for Record-Breaking Impact

8 Today's World Cleanup Day activities showcase the extraordinary power of collective action, close to 200 volunteers from community and corporate partners uniting for a shared environmental mission across East Coast Park. Led by Kindred Community – a key member of PHC's R.I.S.E Champions Network and the local chapter for World Clean Day – this ground-up effort demonstrates how community leadership can drive lasting transformation.

9 All trash collected during today's activities will contribute directly to The Great Ocean Dash's ambitious Singapore Book of Records attempt for the "Most Kilograms of Marine Waste Collected in a Campaign", transforming individual clean-up efforts into a unified force for environmental change.

Strengthening Corporate Environmental Leadership

10 Adding corporate strength to community spirit, representatives from PHC's Corporate Action Network (CAN) participated in the final Train-the-Trainers session – PHC's flagship programme to transform corporate leaders into environmental champions within their organisations. This innovative initiative has surpassed PHC's original commitment to develop 60 cleanliness champions in celebration of SG60, and has empowered dozens of individuals to drive sustainable clean-up efforts across Singapore's business community, creating a powerful multiplier effect for environmental stewardship.

It's Not Just a Run – It's a Movement

11 Mr Andrew Khng, Chairman of the Public Hygiene Council, said: "As a resident of East Coast GRC myself, supporting East Coast's comprehensive plan and their vision as 'A Place to Conserve' holds deep personal meaning – this is truly our home, heart, and soul. We are revolutionising Singapore's approach to environmental action through engaging, accessible initiatives that resonate with every generation. The debut of our new SpongeBob SquarePants™-themed PHC CleanPod marks an unprecedented achievement – our first integration of beloved pop culture into public cleanliness efforts. Having today's CleanPod launch coincide with World Cleanup Day activities throughout East Coast creates powerful opportunities to unite communities around environmental action, truly exemplifying East Side Best Side. Our partnership with The Great Ocean Dash demonstrates how cherished characters can inspire genuine environmental stewardship, enabling every Singaporean to embrace collective responsibility for our environment."

12 Mr Elvin Ting, Co-Organiser of The Great Ocean Dash, added, "The Great Ocean Dash is designed to spark-real-world action for ocean sustainability through community participation, education and corporate engagement. Our partnership with PHC proves that when beloved characters meet environmental purpose, extraordinary change becomes inevitable. This is not just about a 5,000-participant event at Sentosa on 23 November – it's a movement to protect what connects us all."

Building a Culture of Cleanliness

13 These milestone initiatives reflect PHC's commitment to creating a cleaner and more hygienic Singapore through community-driven solutions that make keeping Singapore clean second nature for every citizen, whilst supporting East Coast's eight-pillar framework for East Side Best Side. As Singapore celebrates SG60, PHC's pioneering integration of pop culture with cleanliness initiatives demonstrates how creative partnerships can transform traditional approaches to public hygiene and create A Place for All to participate in environmental stewardship. Through innovative collaborations and strategic community engagement, PHC is building a comprehensive cleanliness culture where caring for our shared spaces becomes an



integral part of Singapore's DNA, raising standards of public cleanliness and hygiene and ensuring that our communities remain liveable and lovable for generations to come.

14 For more information on PHC's CleanPod locations and upcoming initiatives, please visit <https://www.publichygienecouncil.sg>.

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