



**Ref : NEA000ETQ22000050**

**Date : 11 April 2022**

**RE : Quotation for Public Relations (PR) Services**

Dear Sir / Madam,

1. The National Environment Agency invites you to submit a quote for the Public Relations (PR) Services.
2. You are advised to read carefully and comply with the enclosed documents:
  - a. Section A: Instructions to Supplier
  - b. Section B: Quotation Conditions of Contract
  - c. Section C: Requirement Specifications
  - d. Annexes
3. You shall submit your quote through GeBIZ not later than 1 pm Singapore time on 20 April 2022. Any submission after this date and time will not be accepted.
4. If you encounter problems in your submission via GeBIZ, please contact the GeBIZ Helpdesk for technical support at contact no: 6482 7121 and email: support@gebiz.gov.sg before the closing time.
5. All enquiries regarding this Invitation to Quote shall be submitted to Bryan Mah, Executive Manager, Public Hygiene Promotion and Partnerships Department, bryan\_mah@nea.gov.sg at Tel No 6731 9861, and / or Irene Lim, Senior Assistant Director, Public Hygiene Promotion and Partnerships Department, irene\_lim@nea.gov.sg at Tel No 6731 9222.

*<<signature is not required for electronic copy>>*

Gloria Tan  
Deputy Director  
Public Hygiene Promotion and Partnerships Department  
National Environment Agency

**INSTRUCTIONS TO SUPPLIER**

1. Quotations must be submitted through GeBIZ ITQ. Hardcopy or email submissions to the National Environment Agency ("Agency") will not be accepted.
2. All quotations are to be valid for 90 days from the closing date of the quotation but the Agency reserves the right to recall the quotation before the expiry date of the quotation.
3. The Agency reserves the right to accept the quotation in part or in full. The lowest quotation will not necessarily be accepted and under no circumstances will any expense incurred by the supplier in the preparation of his quotation be borne by the Agency.
4. The supplier shall provide explicit responses of non-compliance with any other technical requirements enclosed in the Conditions of Contract and/or Requirement Specifications. In the event of any non-compliance with the technical requirements, the supplier shall satisfy the Agency (by providing a certification from the manufacturer of the item offered or a copy of the relevant extract from any reputable publication citing clearly its title and edition) that the form, fit and function of the items offered are equivalent to the goods or services required and that they are interchangeable. Where the supplier fails to satisfy the Agency in the manner above, the quotation is liable to be rejected.
5. A Letter of Acceptance may be issued:
  - (a) through GeBIZ to the successful supplier , or
  - (b) to the successful supplier's address as given in his quotation by hand or by post.

Such issuance of the Letter of Acceptance through GeBIZ, by hand or by post shall be deemed effective communication of acceptance.
6. All rates and prices shall be quoted in Singapore Dollars and shall exclude the Goods and Services Tax (GST) chargeable on the supply of the goods and services.
7. All payments to the successful supplier shall be made to his bank account through the Inter-Bank GIRO System.
8. The Conditions of Contract in Section B shall form the entire terms and conditions under the contract. The successful Contractor shall not introduce any additional terms and conditions when submitting his quotation. Any quotation that attempts to vary the Conditions of Contract in Section B or Submission of Quote Section D is liable to be rejected.
9. Supplier will be assessed according to the evaluation criteria stated in the requirement specification (Section C). Quotations which failed to comply with the critical evaluation criteria stated shall be rejected.
10. Any company or business who is currently debarred from participating in government tenders/quotations shall not be eligible to participate in this quotation. If a quotation is submitted without explicitly mentioning that the supplier is currently debarred, the Agency shall treat the submission of the quotation as a declaration by the supplier that the supplier is eligible to participate in this quotation and, if such a declaration is discovered to be false, the Agency will be entitled to rescind any contracts entered into pursuant to such a quotation, without the Agency being liable therefore in damages or compensation.

**QUOTATION CONDITIONS OF CONTRACT**

Should your offer be accepted, the Terms and Conditions as set out in this Section and the terms and conditions in the GeBIZ Terms and Conditions shall govern the Contract between the Agency and your company.

**1. DEFINITIONS**

1.1 In this Conditions, unless the context otherwise requires:

- (a) "Agency" means the National Environment Agency, a statutory board constituted under the National Environment Agency Act (Cap. 195), and includes any officer authorised by the Agency to act on its behalf.
- (b) "Contract" includes the Agency's ITQ Message, the Contractor's Quote Message or offer (submitted through GeBIZ), these Conditions of Contract, the specifications and samples, Letter of Acceptance, Order Message or any Orders issued by the Agency to the Contractor for the supply of the Goods and/or performance of Services.
- (c) "Contract Price" means the price exclusive of the Singapore Goods and Services Tax payable to the Contractor for the full and proper performance by the Contractor of his part of the Contract as determined under the provisions of the Contract and in law.
- (d) "Contractor" means the successful supplier who has been awarded the Contract by the Agency.
- (e) "Goods" means all goods, including parts or units thereof, which the Contractor is required to supply under the Contract.
- (f) "Services" means the work which the Contractor is required to perform under the Contract.

1.2 Words importing the singular include the plural and vice versa.

1.3 The headings are for convenience only and not for the purpose of interpretation.

**2. SCOPE OF CONTRACT**

2.1 The Contractor shall carry out and complete the supply of all items of Goods and perform Services in accordance with the Contract. Unless otherwise stated in the Contract, all Goods shall be new and unused.

**3. DELIVERY**

3.1 The Contractor shall deliver the Goods and perform the Services by the Delivery/Performance Date and in the manner specified in the Contract. The Contractor shall obtain a receipt therefore from the Agency. The issue of such receipt shall in no way relieve the Contractor from his responsibility for replacing defective or damaged Goods or for rectifying deficient Services under Clause 4 hereof.

**4. FAILURE TO PERFORM**

4.1 If the Contractor does not perform any of his obligations in accordance with the Contract, the Agency reserves the right to take the following actions:

- (a) cancel the contract with the Contractor without being liable to the Contractor for damages and claim for any additional costs which are incurred as a result;
- (b) make deductions from any payments due to the Contractor; and
- (c) claim damages from the Contractor, including the costs of making such a claim.

**5. NOT IN USE****6. PAYMENT**

- 6.1 Within thirty (30) days from the date of invoice or date of receipt of invoice of any Goods delivered and Services performed in accordance with Clause 3.1 of the Contract and upon presentation by the Contractor of his bills in accordance with such means and in such format as may be specified by the Agency and the Agency's receipt as referred to in Clause 3.1 of the Contract, the Agency will make payment to the Contractor of the full value of all Goods so delivered and Services so performed provided that no payment shall be considered as evidence of the quality of any Goods and Services to which such payments relates nor shall it relieve the Contractor from his responsibilities under Clause 4 hereof.
- 6.2 Where delivery is by consignments, payment will be made within 30 days after delivery of each consignment and the receipt of the documents referred to in Clause 3.1.

**7. RIGHTS OF THIRD PARTIES**

- 7.1 A person who is not a party to this Contract shall have no right under the Contracts (Rights of Third Parties) Act to enforce any of its terms.

**8. INTELLECTUAL PROPERTY RIGHTS**

- 8.1 Nothing in this Contract shall affect any party's right to own or license any intellectual property (IP) that is created prior to or independently of this Contract. The Contractor shall obtain for and grant to the Agency, a royalty-free, perpetual, non-exclusive licence, to use all IP that is created prior to or independently of this Contract, owned by or licensed to the Contractor.
- 8.2 All rights, title to or interest in all IP created for the purposes of this Contract shall vest solely and exclusively in the Agency.
- 8.3 In consideration of the above, the Contractor shall obtain for and grant to the Agency, a royalty-free, perpetual, non-exclusive licence to use, modify and reproduce all IP created for the purposes of this Contract. If any licence granted under this clause is registrable under any IP registration system, the Contractor shall register the licence under the IP registration system in Singapore and deliver copies of documentary proof of such licence registration to the Agency as soon as possible.

**9. SUB-CONTRACTING AND ASSIGNING**

- 9.1 The Contractor shall not sub-contract or assign the Contract without the prior written consent of the Agency.

**10. SUSPENSION OR TERMINATION**

- 10.1 The Agency shall, after giving seven (7) days prior written notice to the Contractor, have the right to suspend or terminate the Contract if the Agency is affected by any state of war, Act of God or other circumstances seriously disrupting public safety, peace or good order of the Republic of Singapore. Neither party shall be liable to the other by reason of such suspension or termination save that the Agency shall pay the Contractor the price of the Goods delivered and accepted by the Agency as at the date of written notice of termination or suspension. The Agency shall have title to such Goods delivered and accepted. The Contractor shall refund the balance of any payments or deposits made after deducting any outstanding sums owing by the Agency to the Contractor by reason of this Clause.

- 10.2 The Agency may terminate the Contract immediately by giving the Contractor written notice of such termination under any of the following circumstances:
- (a) if required to do so by any government or regulatory authority of competent jurisdiction;
  - (b) the Contractor makes any representation, warranty or statement, whether in this Contract or in any document, statement, notice or correspondence provided under or in connection with this Contract that proves to be incorrect in any material aspect;
  - (c) any of the Contractor's licences is revoked or suspended; or
  - (d) the Contractor contravenes any written law in Singapore.
- 10.3 The Agency may also terminate this Contract by giving the Contractor 30 days' prior written notice if any payment due from the Contractor to the Agency remains outstanding for a period of 3 months or more, unless the Agency has agreed in writing to the payment being deferred.
- 10.4 Where notice of termination is given, the Contractor shall, as from the date of receipt of such notice from the Agency:
- (a) take immediate steps to bring the work and services to a close in a prompt and orderly manner and reduce expenses to a minimum;
  - (b) refrain from undertaking any further commitments;
  - (c) if required by the Agency, transfer title and deliver to the Agency the fabricated parts, work in process, completed work, supplies and other material produced or acquired for the portion of the Contract terminated; and
  - (d) deliver all completed or partially completed plans, drawings, and any other information subject to Intellectual Property Rights to the Agency; and
  - (e) submit to the Agency written accountings concerning all obligations performed or pending in accordance with the Contract.
- 10.5 In case of termination under Clause 10.2 above, the Agency has the right to, at its own option:
- a) have the work performed under its direct responsibility, in which case the Contractor shall be obliged to pay all additional costs arising for the Agency;
  - b) have the work performed by way of a replacement contract with a third party, in which case the Contractor shall be obliged to pay all additional costs arising for the Agency; and
  - c) have the work terminated, in which case the Agency shall be entitled to full compensation for the expenses incurred by the Agency caused by the Contractor's non-fulfilment of its contractual obligations.
- 10.6 Upon termination of this Contract, all rights, obligations and liabilities of the parties hereto accrued up to and including the date of such termination and those rights, obligations or liabilities of the parties stated to survive the termination of this Contract shall not be affected by the termination. In the case where either party exercises the right to terminate the Contract by written notice, such obligations and liabilities shall continue to be performed and discharged and accrued in accordance with the provisions hereof up to the date on which such notice of termination expires, providing always that any liability of the Agency for loss of actual or expected profit, and for indirect or consequential losses, is expressly excluded.

**11. GIFTS, INDUCEMENTS AND REWARDS**

- 11.1 The Agency may terminate the Contract and recover from the Contractor the amount of any loss resulting from such termination, if the Contractor shall have offered or given or agreed to give to any person any gift or consideration of any kind as an inducement or reward for doing or forbearing to do or for having done or forborne to do any action in relation to the obtaining or execution of the Contract with the Agency or for showing or forbearing to show favour to any person in relation to any Contract with the Agency, or if the like acts shall have been done by any person employed by the Contractor or acting on his behalf (whether with or without the knowledge of the Contractor) or if in relation to any Contract with the Agency the Contractor or any person employed by him or acting on his behalf shall have committed any offence under Chapter IX of the *Penal Code* or *Prevention of Corruption Act* or shall have abetted or attempted to commit such an offence or shall have given any fee or reward the receipt of which is an offence under Chapter IX of the *Penal Code* or the *Prevention of Corruption Act*.

**12. VARIATION**

- 12.1 No variation whether oral or otherwise in the terms of this Contract shall apply thereto unless such variation shall have first been expressly accepted in writing by the Contractor and the authorised contract signatory of the Agency.

**13. CONFIDENTIALITY**

- 13.1 The Contractor shall not make use of any information obtained directly or indirectly, or compiled or generated by the Contractor, in the course of this Contract, other than for the purposes of this Contract, without the prior written consent of the Agency.

**14. APPLICABLE LAW**

- 14.1 The Contract shall be subject to, governed by and interpreted in accordance with the Laws of the Republic of Singapore for every purpose.
- 14.2 For the avoidance of doubt, until the Agency issues a Letter of Acceptance, an Order message, or Purchase Order, this document (i) is not a contract and shall in no way be construed as creating any legally binding obligation to purchase any Goods and/or Service from any Supplier; and (ii) shall not be construed as providing or implying that a contract will be entered into with any supplier.

**15. WAIVER**

- 15.1 No failure or delay by the Agency in exercising any right, power or remedy under this Contract will operate as a waiver.

**16. REPLACEMENT OF PERSONNEL**

- 16.1 The Contractor shall replace its personnel within [seven] days' written notice from the Agency that the said personnel is either :
- (a) technically incompetent in carrying out the services and all efforts by the Contractor have failed to resolve the issue within the said period; or
  - (b) the conduct of the said personnel is found to be unsatisfactory.

**17. INDEMNIFICATION OF AGENCY AGAINST CLAIMS**

17.1 Without prejudice to his liabilities in regard to fulfilling his obligations under this Contract, the Contractor shall be liable for and shall indemnify and keep the Agency fully indemnified against any claims, proceedings, damages, expenses, liabilities, losses or costs (including legal costs) whether direct, indirect or consequential, in respect of the following:

- (i) any personal injury to or death of any person (including the employees of the Agency and any staff, employee, servant or agent of the Contractor) howsoever arising out of, in the course of or by reason of the carrying out of the Services; and
- (ii) damage to or loss of any kind to any property real or personal (including any property of the Agency and any statutory or public authorities) insofar as such damage or loss arises out of or in the course of or by reason of the carrying out of the Services

PROVIDED ALWAYS that the same is not due to any gross negligence or wilful default of the Agency or of any person for whom the Agency is responsible.

17.2 For the avoidance of doubt, the indemnity provided by the Contractor shall include any damages or compensation payable at common law or under any statute in respect of or in consequence of any accident, illness, injury to any workman or other person in the employment of the Contractor or any sub-contractor.

**18. OPTION TO PURCHASE**

18.1 The Contractor grants the Agency the option to purchase the item(s) specified in the requirement specifications of this Contract. The Option to Purchase shall be exercisable by issuance of a Purchase Order by the Agency before the date specified in the requirement specifications of this Contract (Option Validity Date). If the Agency exercises the Option to Purchase, the item(s) purchased shall form part of the Goods defined in this Contract and subject to the same terms and conditions (inclusive of any amendments).

18.2 The Option to Purchase may be exercisable by the Agency in whole or in part.

## REQUIREMENT SPECIFICATIONS

### 1. Contract Period

- 1.1. The Contractor shall provide the Goods / Services for the provision of Public Relations (PR) services for one (1) year. The tentative Contract Start Date is May 2022, or as stipulated in the electronic Letter of Acceptance (eLOA).
- 1.2. The required services are listed in the table below:

S/N	Item	Quantity
<b>Firm requirement</b>		
1	PR Services for a 12 month period <ul style="list-style-type: none"> <li>- Media relations counsel and support</li> <li>- Media management</li> <li>- Tracking and reporting</li> </ul>	1 lot
<b>Optional Requirements</b>		
1	Provision of equipment and multimedia system for virtual media event and IT conferencing system for event hosting	Up to 4 lots
2	Crisis Management - To provide brand recovery and crisis management support during situations such as (but not limited to): <ul style="list-style-type: none"> <li>- Sudden damage to Public Hygiene Council (PHC) brand reputation or its assets such as CleanPods, Sustainable Bright Spot and R.I.S.E. Champions Network</li> <li>- Changes in external environment which bring closer media attention to hygiene, littering and cleanliness issues</li> </ul>	1 lot

- 1.3. Optional requirements shall be valid throughout contract period.

### 2. Specifications and Deliverables

- 2.1. The PHC is looking to appoint a Contractor to assist in the following (but not limited to):

Services	
1) PR Services for a 12 month period	
Media Relations Counsel and Support	<ul style="list-style-type: none"> <li>• Provide ongoing media relations counsel and support to PHC including: <ul style="list-style-type: none"> <li>- Strategic PR counsel and strategy for 12 months period</li> <li>- Media pitching to secure coverage for PHC and related stories</li> <li>- 12 month content calendar with monthly PR programme</li> </ul> </li> </ul>



	<ul style="list-style-type: none"> <li>- PR programme for each month should reflect PR efforts supporting PHC's key campaign events for that month (such as launches and important community events). <ul style="list-style-type: none"> <li>▪ Annual Keep Clean, Singapore! launch event every April</li> <li>▪ Quarterly SG Clean Day initiative held in Jan, Apr, Jul &amp; Oct</li> <li>▪ R.I.S.E. Champions Network meeting held thrice yearly</li> <li>▪ Public outreach activities and monthly Sustainable Bright Spot programme events</li> </ul> </li> <li>- Proposed PR monthly programs should also contain idea angles generated by the Agency to support the overall strategic and tactical messaging of PHC.</li> <li>- Editorial duties, e.g. draft speeches and forum replies and opinion pieces (refer to Appendix A for sample articles)</li> </ul>
Media Management	<ul style="list-style-type: none"> <li>• Develop and execute media relations plan for the estimated quarterly held media events.</li> <li>• Develop relevant media materials, including media releases, factsheets, media FAQs, interview talking points etc. Targeted media outlets should be a mix of both online and traditional media.</li> <li>• Issue media invites / media releases and manage media RSVPs</li> <li>• Manage the media, and facilitate media interviews and media events</li> <li>• Engage the media on a regular basis to foster close working relationship with media partners</li> <li>• Provide on-site hosting and registration of all media guests at events</li> <li>• Agency must also be capable of hosting online media events via teleconferencing platform.</li> <li>• Handle pre-event, on-site and post-event media enquiries</li> <li>• Brief interviewees prior to media interviews</li> </ul>
Tracking and Reporting	<ul style="list-style-type: none"> <li>• Provide monthly clippings of traditional media, online and social coverage, with assessment of the coverage, and the public and online sentiments featuring PHC.</li> </ul>
<b>2) Provision of equipment and multimedia system for virtual media event and IT conferencing system for event hosting</b>	
Digital Conferencing System	<ul style="list-style-type: none"> <li>• To provide equipment and multimedia system for virtual media event and IT conferencing system, capable of hosting at least 50 participants without limit to number of breakout rooms or time limit.</li> <li>• To also cater for provision of IT equipment, camera and laptops for hosting of online media events where necessary</li> </ul>
<b>3) Crisis Management</b>	
Crisis Management	<ul style="list-style-type: none"> <li>• Provide issues management counsel, or crisis communication plan and the necessary support, if required</li> <li>• To provide brand recovery and crisis management support during situations such as (but not limited to):</li> </ul>

	<ul style="list-style-type: none"> <li>- Sudden damage to PHC brand reputation or its assets such as CleanPods, Sustainable Bright Spot programme and R.I.S.E. Champions Network.</li> <li>- Changes in external environment which spotlight media attention to hygiene, littering and cleanliness issues.</li> </ul>
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### 3. PR Team

- 3.1. The Contractor shall assemble a PR Team with the relevant experience and expertise to perform the scope of work required under this Contract. The PR Team shall consist minimally of:
- i. One (1) Project Director (or its equivalent) with at least seven years of relevant industry experience
  - ii. One (1) Project Manager with at least four years of relevant industry experience
  - iii. One (1) Project Member with at least one year of relevant industry experience.
- 3.2. The Project Director shall be present in all key meetings, typically once a month, and when needed. More regular meetings may be needed in the lead up to major events or launches. Physical meetings should be held where permissible.

### 4. Schedule of Delivery

- 4.1. The Contractor is expected to adhere to the following timeline or as agreed by the Agency in writing:

#### Firm Requirement 1

- i. All media materials such as media releases and talking points in English, Chinese and hanyu pinyin should be approved by the PHC before dissemination.
- ii. Provide monthly clippings of traditional media, online and social coverage, with assessment of the coverage, and the public and online sentiments to the PHC within estimated three working days after the wrap up of the monthly media story or media pitch
- iii. Provide media value report to PHC within estimated five working days after the wrap up of a campaign, media story or media pitch.

#### Optional Requirement 1

- i. The provision of equipment and systems shall be estimated five (5) working days from the issuance of PO, or otherwise as agreed by Agency.

#### Optional Requirement 2

- i. Response plan for crisis management shall be sent to the PHC by estimated three (3) working days from issuance of PO, or otherwise as agreed by Agency.

## 5. Evaluation Criteria

5.1. Quotations shall be evaluated based on the following criteria:

- i. Suppliers shall not be debarred from participating in public sector tenders and quotations on or after the closing date of this Invitation to Quote
- ii. Compliance with Section C: Requirement Specifications, para 1 to 4
- iii. Price and Quality according to the weights indicated in para 5.2

**\*Criterion (i) and (ii) are considered a Critical Criterion and a quotation that does not meet this criterion shall be rejected.**

5.2. The evaluation shall be based on the Price and Quality attributes. Price and Quality attributes are assigned weights (Price 60% and Quality 40%) and translated into quantitative scores which are then totalled up to give a Combined Score during the evaluation.

i. Quality Attributes

Offers shall be evaluated accordingly to the following Quality Attributes

S/N	Quality Attributes	Quality Points	Scoring Method
1	Proposal for 12 month PR strategy <ul style="list-style-type: none"> <li>• Comprehensiveness of proposal</li> <li>• Creativity</li> <li>• Relevance</li> </ul>	60 points	Excellent: 60 points Very Good: 50 points Good: 40 points Average: 30 points Fair: 20 points Poor: 10 point
2	Average number of years of relevant experience of the assigned PR Team  To fill up <u>Annex A</u>	20 points	Average number of years  > 7 years: 20 points > 6 to 7 years: 15 points > 5 to 6 years: 10 points > 4 to 5 years: 5 points 4 years: 0 point
3	Track records of similar past projects from Year 2019 onwards  To fill up <u>Annex B</u>	20 points	≥ 10 projects: 20 points 7 to 9 projects: 15 points 4 to 6 projects: 10 points 1 to 3 projects: 5 points 0 project: 0 point
<b>Total</b>		<b>100</b>	

The Quality Score (Q-Score) will be computed using the following formula:

$$\text{Q-Score} = \frac{\text{Supplier's total Quality Points}}{\text{Supplier with the Highest Quality Points}} \times 40\%$$

ii. Price

The price of a quotation will be translated into a quantitative score, Price Score (P-Score) using the following formula:

$$\text{P-Score} = \frac{\text{Lowest Quoted Price}}{\text{Supplier's Price}} \times 60\%$$

## iii. Combined Score

The Combined Score of a quotation will be as follows:

$$\text{Combined Score} = \text{P-Score} + \text{Q-Score}$$

## 6. Submission of Documents for Evaluation

6.1. For the purpose of evaluation, the Supplier shall submit the following documents to the Agency:

- i. Proposal for a 12 month PR strategy for the PHC - A one-page write-up or a deck with no more than ten slides on the proposed 12 month PR strategy for the PHC based on the various initiatives. The proposal should include PR goals and objectives, key messages, tactics, KPIs etc.
- ii. Annex A: Experience of assigned PR Team
- iii. Annex B: Track records of similar past projects from Year 2019 onwards

[Note: **Details not asked for in para 6.1 need not be provided** (e.g. repeating the requirement specifications, scope, company history, ACRA, Supplier's in-house quotation, etc).]

6.2. Failure to submit the items in 6.1 using the prescribe Annexes may preclude the Supplier from evaluation by the Agency.

## Forum Letters Samples

## Tray return • Carrot-and-stick approach will change the behaviour of more Singaporeans

The Public Hygiene Council (PHC) is encouraged by Mr Jeffrey Law Lee Beng's observation that most people are returning their trays and crockery after their meals (Remind kids to clear trays through school assembly too, June 26).

Since making it mandatory to return trays at hawker centres, the National Environment Agency has put up many posters at hawker centres to remind patrons to clear their table and return their trays.

We believe that this carrot-and-stick approach will change the behaviour of more Singaporeans.

The PHC has been working with schools on several initiatives to inculcate the right habits and mindsets in children from a young age.

One of them is the daily cleaning programme introduced in 2017, under which students are rostered to spend five to 10

minutes each day in cleaning various areas of the school. They are also expected to return their trays after meals in the school canteen.

It helps when parents also practise the habits taught in school. We thus appreciate Mr Foo Siang Yian's reminder (Make tray return a habit at fast food restaurants, cafes, June 29) to fellow diners to return their trays after meals. Only when the adults set the example can we expect the young to follow suit.

The PHC will continue our efforts such as the Tray Return Partnership with fast food restaurants to get diners to return their trays, and workshops with parents where we encourage them to be role models for their children.

It takes all of us now to set the example for the future generations of Singapore.

**Edward D'Silva**

Chairman  
Public Hygiene Council

### 答复

## 劝导与执法助改变食客行为

谨答复《联合早报·交流站》于6月30日刊登的何志荣读者投函《强制归还托盘碗碟是好做法吗？》和林振钦读者投函《强制归还托盘碗碟的商榷》：

我们同意何先生的看法，即我们须要打动国人的心，帮助他们了解自己的行为所带来的影响。

自2013年以来，公共卫生理事会开展了多项运动和推广活动，宣传养成良好的卫生和清洁习惯的重要性和影响。多年后，缺乏公民意识的情况依然存在于新加坡。

根据2020年底进行的一项关于乱扔垃圾的行为研究，许多国人对乱扔垃圾毫不在意，或者认为清洁不是他们的工作。仅仅通过教育和劝导，很难改变这些心态。有时，我们不得不采取更严厉的措施。强

制要求食客清理桌面并归还托盘的做法早该实施。通过专注于罚款，政府恢复了以前行之有效的做法。

我们向林先生保证，国家环境局已声明，不会对无法清理桌面的残障人士或体弱年长者采取执法行动。对于12岁以下的儿童，我们会教导他们保持公共食肆清洁的重要性。环境局也正在所有小贩中心设立更多托盘归还处，以方便食客归还托盘和餐具。

长期以来，公共卫生理事会一直主张采取劝导与惩罚相结合的方法，使保持新加坡清洁成为一种生活方式。我们欢迎实行更严厉的法律，这能对我们的教育工作起到相辅相成的作用。

公共卫生理事会主席  
Edward D'Silva

<b>ASSIGNED PR TEAM [PAGE LIMIT: 1]</b>	
Please provide the details of the PR Team using the table below only. Note the page limit of <u>one</u> . A separate CV is not required but may be furnished upon request.	
<b>Project Director (or its equivalent)</b>	
<i>Provide a short description on the job scope of the position</i>	
<b>Full Name:</b>	
<b>Designation:</b>	
<b>Years of Relevant Work Experience [A]:</b>	
<b>List of Relevant Work Experience to justify [A]:</b>	
<b>Project Manager</b>	
<i>Provide a short description on the job scope of the position</i>	
<b>Full Name:</b>	
<b>Designation:</b>	
<b>Years of Relevant Work Experience [B]:</b>	
<b>List of Relevant Work Experience to justify [B]:</b>	
<b>Project Member</b>	
<i>Provide a short description on the job scope of the position</i>	
<b>Full Name:</b>	
<b>Designation:</b>	
<b>Years of Relevant Work Experience [C]:</b>	
<b>List of Relevant Work Experience to justify [C]:</b>	

TRACK RECORDS OF SUPPLIER			
Please provide track records (if any) using the table below only.			
Track records of similar past projects from Year 2019 onwards			
S/N	Organisation Name	Brief description	Year
e.g.	ABC	Provided delivery services to transport goods for events	2019
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
...			