

PUB WATER CONSERVATION CAMPAIGN SINGAPORE WORLD WATER DAY (SWWD) 2026 INFO SHEET

Campaign TV Commercial and Key Visuals

It's Everyone's Business To Make Every Drop Count

Our water story has been shaped by generations, and each of us has a part to play in keeping it flowing.

Whether at home or at work, the mindful choices we make each day help strengthen a water-resilient Singapore. When we use water responsibly wherever we are, we protect what sustains us and preserve it for generations to come.

As individuals and businesses, each of us has the power to shape what comes next. Together, let's make water conservation everyone's business.

TV Commercial

YouTube: <https://youtu.be/xGJgURo1SL8>

Key Visuals



**Whether you are at home or at work
It's everyone's business to make every drop count.**

From running full laundry loads at home to choosing half flushes at work, we can all do our part to save water and safeguard our future. Let's start by pledging to make every drop count.



**Whether you are at home or at work
It's everyone's business to make every drop count.**

From rinsing dishes in filled sinks at home to washing vegetables in a container at work, we can all do our part to save water and safeguard our future. Let's start by pledging to make every drop count.



**Whether you are at home or at work
It's everyone's business to make every drop count.**

	<p>From reusing rice-rinsing water at home to championing greywater recycling at work, we can all do our part to save water and safeguard our future. Let's start by pledging to make every drop count.</p>
Hashtags/ Website	<p>#SingaporeWorldWaterDay #MakeEveryDropCount</p> <p>We can do our part to save water and safeguard our future. Let's pledge to make every drop count https://go.gov.sg/makeeverydropcount</p>
Number of Partners	<p>252 partners</p> <p>Our community and corporate partners continue to play their part to advocate for water conservation via various initiatives.</p> <p>Please refer to Annex A for the list of notable events and activities and their details.</p>
SWWD 2026 Event	<p>With water demand expected to almost double by 2065, and the non-domestic sector driving much of this growth, SWWD 2026 event will place greater emphasis on mobilising the non-domestic sector – industries, commercial buildings, and institutions – to prioritise water efficiency and adopt sustainable water management practices.</p> <p>This year's SWWD event will be held on 17 March 2026 at Suntec City Atrium, Tower 1 & 2. The event will be graced by Coordinating Minister for Public Services and Minister for Defence Chan Chun Sing, together with Minister for Sustainability and the Environment and Minister-in-charge of Trade Relations Grace Fu.</p> <p>Invited guests from industry, commercial and government sectors will be participating in the morning segment of the event, which includes the "Our Water Story" exhibition and partner booths highlighting water efficiency initiatives. New features this year include "Ask the Experts" booths where PUB officers will share resources and funding opportunities whilst solution providers offer technical insights, and a pledging zone where participants can commit to water-saving practices. The event will also be open to public from afternoon onwards.</p> <p>Partners showcasing at the event on 17 March include:</p> <ul style="list-style-type: none"> • Micron Technology • Ministry of Defence • Ngee Ann Polytechnic • NUHS Ng Teng Fong General Hospital and Jurong Community Hospital • SBS Transit

	<p>Solution providers involved at “Ask the Experts” booths include:</p> <ul style="list-style-type: none"> • Deston • Ecolab • Hydroleap Pte Ltd • Nanosun Pte Ltd
<p>Publicity Partners</p>	<p>The partners listed below provided Out-Of-Home media spaces in 2026 to help raise public awareness about the importance of conserving water.</p> <ol style="list-style-type: none"> 1. 77 Robinson Road 2. Asia Square 1 3. Amara Hotel 4. Association of Trade and Commerce (ATC) 5. Bosch 6. CIMB Plaza 7. Compass One 8. Century Square 9. Causeway Point 10. Copthorne King's Hotel Singapore 11. DUO Tower 12. Dorsett Changi City Singapore 13. Fairmont Singapore & Swissôtel the Stamford 14. Grand Copthorne Waterfront Hotel Singapore 15. M Hotel Singapore 16. Mount Faber Leisure 17. Mandarin Oriental, Singapore 18. One George Street 19. Ocean Financial Centre 20. Orchard Hotel 21. IOI Central Boulevard Towers 2 22. Keppel South Central 23. PhillipCapital 24. Royal Square at Novena 25. Rivervale Mall 26. Sheng Siong 27. Suntec City 28. Tekka Place 29. The Star Vista 30. The Gateway 31. Tampines 1

Annex A: List of Notable Partners and Activities

Activities by Corporate Partners

1) Commercial


No.	Description
1	<p>Water & Wealth: PhillipCapital’s Sustainability Initiative</p> <p>In support of Singapore World Water Day 2026, Phillip Investor Centre’s (PIC) ten wealth advisory centres will roll out its initiative themed “Water & Wealth: Small Habits, Lasting Value”. By showcasing water conservation key visuals for Singapore World Water Day 2026 at its branches, PhillipCapital seeks to encourage responsible water use among clients, visitors, and staff. Participants can also join the interactive “Find the Leaks” activity as well as a creative save water photo segment. These initiatives reinforce the organisation’s commitment to sustainability by encouraging practical conservation habits and promoting a culture of water stewardship within the organisation and the wider community</p>
2	<p>JLL Office Buildings Roadshow</p> <p>20 Anson, Manulife Tower, 112 Robinson, and 137 Market Street support Singapore World Water Day by hosting a roadshow in their office lobbies on 19 March, from 11am to 2pm, featuring educational banners and a word search puzzle to encourage water conservation among tenants.</p>
3	<p>CIMB Plaza Going Beyond</p> <p>Join the CIMB Plaza lunchtime roadshow on 21 March 2026, from 12 noon to 2 pm. This event provides an opportunity to learn about Singapore Water Story and the importance of using water wisely. Participants can also win customizable bottle by CIMB Plaza and other merchandise, while stocks last.</p>
4	<p>Frasers Property Promotes Water Conservation</p> <p>Frasers Property Singapore, a strong advocate for SWWD and water conservation, is hosting social media quiz, water-themed activities at its retail malls and office buildings this year.</p> <p><u>Social Media</u> Social media quizzes will take place at Causeway Point, Century Square, Eastpoint Mall, Hougang Mall, Tiong Bahru Plaza, Tampines 1, Northpoint City, White Sands and Waterway Point. Check out their online platforms for more information.</p> <p><u>Roadshows</u></p> <p>1) On 22 March, visit Eastpoint Mall from 12 noon to 4pm to meet Water Wally and Sally, and attend a complimentary workshop by Global Art.</p>

	<p>2) Shoppers can meet Water Wally and Sally on 29 March at Northpoint City from 12 noon to 4pm and join a quiz to redeem laundry baskets.</p> <p><u>Lunchtime roadshows, from 11.30am</u></p> <ul style="list-style-type: none"> a. Alexandra Point on 17 March b. Frasers Tower on 17 March c. Valley Point on 17 March d. Alexandra Technopark on 18 March e. 51 Cuppage Road on 18 March
5	<p>City Developments Limited (CDL) joins PUB, Singapore’s National Water Agency in celebrating Singapore World Water Day (SWWD)</p> <p>A long-term partner of SWWD, CDL has been actively promoting water conservation to their shoppers and office community. Continuing their support of SWWD this year, they will be organising outreach activities in the month of March to educate shoppers and the office community.</p> <ul style="list-style-type: none"> • Month of March – Shoppers and the office community can look forward to and participate in a series of water conservation social media contests on the following platforms for a chance to win a PUB goodie bag and \$30 CDL E-Vouchers* <ul style="list-style-type: none"> ○ City Square Mall Instagram ○ Palais Renaissance Instagram ○ Republic Plaza Instagram ○ CDL CityConnect Facebook • 18 March, Republic Plaza – Members of the office community who complete the online Water Conservation Quiz can receive a hand towel* • 28 March, City Square Mall – Shoppers can learn more about water conservation at the exhibition and test their knowledge to win Water Wally & Water Sally plushies* during the quiz at B1 Green Square <p>*Limited sets available, while stocks last on a first-come, first-served basis.</p>
6	<p>Compass One’s Water Conservation Efforts</p> <p>For the month of March, in support of Singapore World Water Day, Compass One will champion water conservation efforts by leveraging its in-mall digital screens to amplify key conservation messages to the wider community. In addition, on 22 March, shoppers who visit the mall dressed in blue can redeem a complimentary mini potted plant, encouraging participation and raising awareness in a fun and meaningful way.</p>
7	<p>Water Wally & Sally Hunt and Online Contest at DUO Tower</p> <p>Join the Water Wally & Sally Hunt from 3–22 March 2026 at DUO Galleria and DUO Office Tower Lobby. Each day, two Water Wally & Sally cards will be hidden around DUO. Find them, share a water-saving tip at the L2 Singapore World Water Day (SWWD) Exhibition pledge board, and present it to the DUO Tower Concierge</p>

	to receive SWWD merchandise and a \$10 DUO Galleria E-voucher. Forty assorted plush toys are up for grabs. Additionally, participate in our social media crossword puzzle contest on Facebook and Instagram, where 10 winners will each win SWWD merchandise and a \$30 e-voucher.
8	<p>Prompting Water Conservation Through Public Awareness and Employee Engagement</p> <p>Mount Faber Leisure Group (MFLG) is supporting Singapore World Water Day 2026 by promoting water conservation at Mount Faber Peak. PUB's water-saving messages will be featured on digital screens at the Mount Faber Station cable car boarding deck, reaching both local and international visitors. The tips will also be shared with employees through internal communications to reinforce sustainable practices at the workplace. Through these efforts, MFLG aims to raise awareness of water sustainability and encourage responsible water use among guests and staff.</p>
9	<p>Royal Square at Novena Engages with Its Local Community</p> <p>Royal Square at Novena will continue to support Singapore World Water Day by promoting water conservation through digital displays, social media, and Facebook eDM. The digital displays will be played for the entire month of March. Their other activities include sharing videos and posters on digital screens and via Instagram to expand outreach and reinforce commitment to water conservation among their tenants in F&B, Medical Clinics as well as the public.</p>
10	<p>Flow Forward @ Rivervale: Celebrating Singapore World Water Day 2026</p> <p>Rivervale Mall is hosting "Flow Forward @ Rivervale" on 20 March 2026, celebrating Singapore World Water Day. The roadshow aims to engage up to 20,000 visitors, including students and families, with interactive activities and educational displays about water conservation. Special appearance by Water Wally and Sally will bring fun and learning to children and families. Participants can join a Word Search quiz and redeem exclusive gifts. The event will feature strong community outreach, including marketing materials and collaboration with PUB, with Rivervale Mall staff showing their support by wearing blue during the festivities.</p>
11	<p>Global Art Singapore: Promoting Water Conservation through Art</p> <p>Global Art Singapore has been a dedicated supporter of Singapore World Water Day for the past three years by organising an annual Art Contest. This initiative encourages students aged 4 to 16 to express their ideas, advocate for water conservation, raise awareness about climate change, and emphasize the importance of saving water through their creative artworks. The campaign aims to engage an audience of 15,000 on the water theme, including both parents and students, and showcases the students' artworks on social media platforms. Additionally, Global Art Simei, in collaboration with Eastpoint Mall, will set up an Art booth on 22 March 2026 from 12 noon to 4pm to involve children from the public, further spreading the campaign's message within the community.</p>

2) Hotels

No.	Description
12	<p>Furama Singapore Making a Splash</p> <p>Furama RiverFront and Furama City Centre are actively participating in Singapore World Water Day from 20 to 22 March 2026 by hosting interactive lobby games and special F&B promotions. Guests can engage in water-themed activities like the "Drop by Drop Relay" and "Ball Toss," designed to promote water conservation awareness. Participants who wear blue and pledge to save water receive a 15% discount at hotel F&B outlets. The event will be publicised through social media, LED screens, and lobby displays, with support from Furama's Front Office and Guest Engagement Teams. Prizes and merchandise reinforce the importance of water-saving actions.</p>
13	<p>Crowne Plaza Changi Airport: Water Conservation Initiative</p> <p>Crowne Plaza Changi Airport is a renowned hotel located at Singapore's Changi Airport. To mark Singapore World Water Day (SWWD), the hotel is reinforcing its commitment to environmental sustainability and staff education by implementing a three-hour water conservation exercise, temporarily suspending the water supply in staff locker rooms and executive toilets. This initiative aims to raise awareness among staff about the importance of conserving water, a precious resource. Crowne Plaza Changi Airport's proactive approach reflects its dedication to responsible hospitality and corporate social responsibility.</p>
14	<p>Singapore World Water Day Activities at Courtyard by Marriott Singapore Novena</p> <p>Courtyard by Marriott Singapore Novena will participate in Singapore World Water Day with an online exhibition running from 1–31 March 2026 to promote sustainable practices. Staff will attend a Marina Barrage tour focused on environmental and water sustainability. The hotel will provide guests and the public with an e-brochure on water conservation. Information about the initiative will be shared through social media posts and lift screen messages, highlighting the hotel's support for water conservation. These activities aim to raise awareness and encourage practical steps towards water conservation.</p>
15	<p>Shangri-la Hotel Groups hosting Children and Youths from Beyond Social Services at Marina Barrage</p> <p>On 16 March 2026, Shangri-La Rasa Sentosa, Singapore, together with sister properties Shangri-La Singapore, JEN Singapore Orchardgateway by Shangri-La, and JEN Singapore Tanglin by Shangri-La, proudly supported Singapore World Water Day 2026 by hosting children and youths from Beyond Social Services for an interactive Sustainable Singapore Gallery Tour at Marina Barrage. Participants gained engaging insights into Singapore's water sustainability efforts, while volunteers from each hotel reinforced our dedication to environmental education, community engagement, and fostering a more sustainable future for all.</p>

16	<p>M Hotel Singapore Reaching Out to Diners, Hotel Guests and Employees</p> <p>M Hotel Singapore is launching several initiatives in celebration of Singapore World Water Day. From 4 March to 2 April 2026, Café 2000 will host the “Meat the Seafood – Featuring Make Every Drop Count” dinner buffet, curated by Head Chef Jacky Zhang, spotlighting sustainable produce, fresh seafood, and premium meats. Terms and conditions apply.</p> <p>The hotel is also running a family-focused social media campaign: children aged 5–11 can dine free with a paying adult by completing a water conservation quiz, open to both diners and in-house guests. On 17 March, staff will participate in a coastal clean-up with Green Nudge and on 22 March 2026 staff will wear blue to promote water conservation, reinforcing their commitment to sustainability and community engagement.</p>
17	<p>Celebrating Water Sustainability with “The Last Drop”</p> <p>W Singapore – Sentosa Cove will mark Singapore World Water Day (SWWD) 2026 with the launch of a limited-time water-wise cocktail and mocktail, “The Last Drop,” available throughout March at WOOBAR. Crafted with ingredients that have low water footprints and upcycled elements, the cocktail uses Herencia De Sanchez Espadín Mezcal, clarified citrus stock from fruit husks, honey reduction, and orange bitters. It is pre-diluted with minimal water and served without ice, reducing waste. An upcycled citrus garnish completes the drink. A zero-proof mocktail version will also be available. The initiative will be promoted on social media, the hotel’s website, and with table-top cards, encouraging guests to discover how conscious craftsmanship can help preserve water, a precious resource.</p> 
18	<p>Sheraton Hotel Singapore’s Singapore World Water Day Initiatives</p> <p>In support of Singapore World Water Day, Sheraton Towers Singapore reaffirms its commitment to sustainable hospitality through a series of water conservation initiatives such as linen reuse and installation of faucet aerators in all washrooms.</p> <p>The hotel will be sharing practical water-saving tips with associates and guests via internal communications, guest letters and on-property collaterals to encourage mindful water use. On social media, the hotel is also highlighting conservation practices and its ongoing efforts to reduce overall water consumption.</p>
19	<p>Fostering Water Conservation at PARKROYAL COLLECTION Pickering</p> <p>PARKROYAL COLLECTION Pickering, Singapore is supporting Singapore World Water Day 2026 by launching an internal online quiz, “Every Drop Counts,” to educate employees about water conservation. The initiative covers Singapore’s water sources and challenges, and practical conservation tips for individuals and</p>

	<p>the company. This quiz is promoted via email and team meetings to encourage staff participation and build a water-conscious workplace culture.</p>
20	<p>Promoting Water Stewardship at Mandarin Oriental, Singapore</p> <p>As a GSTC-certified hotel, Mandarin Oriental, Singapore is committed to act responsibly. The hotel is proud to support SWWD by actively promoting water stewardship among guests, colleagues, and the wider community. Water conservation messaging will be shared through internal communication channels as well as the hotel’s social media platforms. An interactive quiz for colleagues will be launched to raise awareness of responsible water use, and colleagues will be invited to participate in the Water Conservation pledge to show their commitment to water-saving practices.</p>
21	<p>Grand Copthorne Waterfront Hotel Singapore Supports Singapore World Water Day</p> <p>As part of Singapore World Water Day (SWWD), Grand Copthorne Waterfront Hotel Singapore is supporting PUB’s initiative by leveraging its guest touchpoints and digital platforms to raise awareness of water conservation. A dedicated Singapore World Water Day backdrop at the hotel lobby encourages guests to engage with and share PUB’s water sustainability message through social media. This initiative reinforces the hotel’s commitment to environmental stewardship and responsible resource management. For more information, please visit @grandcopthornewaterfront on Instagram.</p>
22	<p>Four Points by Sheraton Singapore: Light Up in Blue</p> <p>From 19 to 22 March, the lobby at Four Points by Sheraton Singapore will be illuminated in blue as part of an initiative to promote water conservation in conjunction with Singapore World Water Day (SWWD). Visitors are invited to review an infographic featuring water-saving recommendations and participate in a brief quiz accessible via QR code. The first thirty guests to answer all five questions accurately will be awarded a complimentary Blue Lagoon mocktail at The Best Brew.</p>
23	<p>Carlton Hotel Singapore’s Water Day Quiz</p> <p>Carlton Hotel Singapore is marking Singapore World Water Day 2026 by hosting a week-long staff engagement activity. Employees will participate in a lunchtime quiz, drawing water-related questions for a chance to win prizes. Correct answers and questions will be displayed on the staff notice board later, promoting continued learning and awareness of water sustainability among the team. The initiative aims to combine fun with education, reinforcing the hotel’s commitment to water conservation.</p>
24	<p>Dorsett Changi City Singapore Promoting Water Conservation Initiatives</p> <p>Dorsett Changi City Singapore has launched the EcoChoice+ programme alongside staff education about water conservation. Information will be placed in each hotel guestroom to encourage guests to limit housekeeping and skip daily</p>

	linen and towel changes. This initiative aims to reduce water and energy use from laundry operations. By potentially reaching up to 419 guests each day, the programme is expected to significantly advance sustainable practices for both staff and guests, helping build a culture of environmental responsibility across the property.
25	<p>M Social Singapore: SWWD Highlights</p> <p>Throughout March 2026, M Social Singapore celebrates Singapore World Water Day (SWWD) with weekly staff and guest engagement initiatives. Activities include daily water-saving tips and operational checks for leaks. The hotel will focus on training our staff and placing gentle reminders around the property to promote water conservation. The month culminates in a Water Awareness Day, recognising top savers and sharing achievements. Social media amplifies efforts and results, reinforcing M Social’s ongoing commitment to sustainability.</p>
26	<p>Singapore Hotel Association (SHA) Encourages Its Members to Lead in Water Conservation</p> <p>A long-term partner of Singapore World Water Day (SWWD), the Singapore Hotel Association (SHA) has once again taken proactive steps to encourage its members to deepen their commitment to water conservation. SHA has actively rallied its member hotels to not only raise awareness among their employees but also to extend outreach efforts into the broader communities including hotel guests. These activities range from internal quizzes, water rationing exercise, to educational tours. Through these sustained efforts, SHA and its members are working to set a positive example for the hospitality industry, demonstrating leadership in water and environmental stewardship and supporting Singapore’s vision for a water-wise society.</p>

2) Healthcare

No.	Description
27	<p>Institute of Mental Health 's Commitment to Sustainability</p> <p>On 27 March 2026, Institute of Mental Health (IMH) will mark World Earth Day and Recycle Day at the Atrium area by supporting Singapore World Water Day. Efforts include sharing IMH’s sustainability achievements – such as retrofitting water systems to conserve resources – through social media, the website, and digital ads. A water-themed booth will engage staff and tenants with interactive campaigns and quizzes. Additionally, on 22 April 2026, IMH will arrange a staff visit to Marina Barrage’s Sustainable Singapore Gallery, fostering awareness of Singapore’s water masterplan and challenges as well as sustainable practices. These initiatives reflect IMH’s ongoing commitment to environmental and water responsibility.</p>

28	<p>Vantive Singapore’s World Water Day 2026 Activities</p> <p>Vantive Singapore will join Singapore World Water Day 2026 to encourage water conservation and sustainability among its employees. The event, organised by the EHS Department, offers interactive booths, educational games, and practical water-saving tips. Participants can pledge to use water responsibly, receive company merchandise upon completing tasks, meet the mascot, and collect a special door gift at the day-long event. This initiative demonstrates Vantive’s continued dedication to environmental and water stewardship and workplace safety, inspiring staff and visitors to conserve water for future generations.</p>
29	<p>Amgen Champions Water Conservation</p> <p>Amgen marked Singapore World Water Day 2026 with a Viva Engage quiz centered on water conservation, reinforcing the importance of responsible water use. The initiative engaged employees in understanding Singapore’s water sustainability efforts and practical everyday conservation measures. Through interactive participation, the quiz encouraged reflection on daily water consumption and inspired simple, actionable steps to reduce usage. Beyond company-level efforts, the campaign promotes water-saving practices at home and within the community, recognising how individual actions contribute to broader environmental impact and support Singapore’s water resilience.</p>

4. Industry

No.	Description
30	<p>Singapore World Water Day at Micron: Internal Engagements and Community Outreach</p> <p>In support of PUB’s Singapore World Water Day celebrations, Micron Technology (Micron) will carry out a series of water sustainability engagement activities, both within our sites and through external community outreach. Internally, Micron will host a roadshow booth to raise awareness among employees on water conservation through reducing, reusing, and recycling water.</p> <p>Extending beyond the workplace, Micron will engage the community by providing learning opportunities for students to better understand how industries manage and use water efficiently. About 80 ITE and polytechnic students will visit Micron as part of this learning journey. In addition, Micron will participate in the Singapore World Water Day event at Suntec City, engaging the public on the importance of water conservation and sustainable water management.</p>
31	<p>STMicroelectronics’ Eco-Walk for Jurong Spring Gardens Residents at Alkaff Lake</p> <p>STMicroelectronics (ST), with PUB-trained employee docents, has led guided company and public tours of Alkaff Lake in the last two years. The tour highlights the 1.8-hectare flood mitigation pond that can store up to 16 Olympic-sized pools of stormwater during heavy rain, preventing the area from local flash floods. On 7</p>


	<p>March 2026, ST will welcome 60 residents of varying ages from Jurong Spring Garden to participate in an informative session on stormwater management, learning the significance of clean catchment.</p> <p>Furthermore, ST will host ITE students at their plant, offering them an opportunity to learn how water sustainability is integrated into operational processes. The company will also conduct an internal water conservation quiz for employees, reinforcing their ongoing commitment to promoting water-saving practices.</p>
32	<p>Alcon’s Commitment to Water Conservation</p> <p>Alcon Manufacturing Limited will commemorate World Water Day with an educational event to strengthen awareness of water conservation and responsible usage among associates. The programme highlights the global importance of water, Alcon’s commitment to sustainable resource management, and Singapore PUB’s efforts to build a resilient water future. Associates will learn about water scarcity challenges, Alcon’s water-saving initiatives – such as process improvements, recycling projects, and equipment upgrades – and PUB’s strategies including the Four National Taps, NEWater and desalination. The event also features an interactive quiz to reinforce learning, encourage engagement, and promote a strong culture of sustainability across the Alcon community.</p>
33	<p>Shimizu Champions Water Sustainability During Singapore World Water Day 2026</p> <p>Shimizu will again support Singapore World Water Day (SWWD) 2026, highlighting its dedication to water efficiency and sustainability. The event kicks off on 2 March 2026 with email campaigns targeting around 400 HQ staff, featuring PUB resources like videos, activities, and tips, alongside an in-house quiz. At project sites, approximately 2,000 participants will attend Toolbox Meetings dedicated to SWWD, where workers will learn about water conservation, perform water audits, and share effective water-saving practices using PUB materials. Additionally, Shimizu is organising a Learning Journey for 40 employees at Marina Barrage’s Sustainable Singapore Gallery on 21 March 2026, offering insights into real-world sustainability initiatives. Through these comprehensive activities, Shimizu actively supports Singapore’s commitment to water conservation throughout its organisation.</p>
34	<p>Hwa Seng Builder: Promoting Water Conservation</p> <p>Hwa Seng Builder (HSB) marked Singapore World Water Day 2026 with a company-wide campaign focused on water conservation and sustainability. Engaging around 850 staff and workers across its project sites, HSB will organise on-site quizzes and distribute printed educational materials to promote responsible water use. The initiative incorporated both bottom-up efforts – encouraging staff and workers to practise water-saving habits – and top-down strategies, such as investing in water-efficient technologies like precast concrete. This campaign reinforced HSB’s commitment to sustainability and educate all local and foreign workforce on the importance of conserving Singapore’s precious water resources.</p>

<p>35</p>	<p>Sustainability Learning Journey for Students to Marina Bay Sands</p> <p>Systems Silicon on Manufacturing (SSMC), recipient of the Singapore Watermark Awards 2024, is partnering with Marina Bay Sands (MBS) to host a learning journey for students from Mee Toh School at Marina Bay Sands on 27 March. The itinerary will include visits to notable venues such as the ArtScience Museum and the Hotel. Marina Bay Sands team members will share with the students about water efficiency projects in commercial environments. SP Group will provide an overview of their Marina Bay District Cooling Network's operation.</p> <p>The tour will additionally provide more information on Marina Reservoir and Marina Barrage, enhancing understanding of how various components contribute to water sustainability in Singapore.</p> <p>This tour is a collaboration between SSMC, MBS, Mee Toh School, and SP Group.</p>
<p>36</p>	<p>Pepsico: Promoting Water Conservation at EHS Day</p> <p>Concentrate Manufacturing (Singapore) Pte Ltd is integrating water conservation awareness into its Environmental, Health & Safety (EHS) Day on 25 March 2026. In support of Singapore World Water Day (SWWD), the company will display SWWD messages and posters via digital screens and lifts throughout its premises. The initiative aims to highlight the importance of water conservation, reaching all onsite employees and visitors. The EHS team will coordinate the setup and communication, leveraging internal channels to maximise impact. Available posters or banners will be used to reinforce the message and encourage sustainable practices during the event.</p>
<p>37</p>	<p>AWS Champions Water Conservation Through SG Water Saver Programme</p> <p>As the founding sponsor of PUB's SG Water Saver Programme (SG WSP), Amazon Web Services (AWS) Singapore has contributed S\$500,000 to drive meaningful improvements in water efficiency amongst selected HDB households. This landmark partnership will be highlighted during the SWWD 2026 Event on 17 March, where Guest-of-Honour Minister Chan Chun Sing will acknowledge AWS Singapore's pivotal role, and highlight that AWS' support is a strong reflection of this year's SWWD slogan that "It's everyone's business to make every drop count."</p> <p>In addition, AWS Singapore is committed to fostering a culture of water conservation within the organisation. As part of SWWD, AWS will be organising Sustainability Gallery Visit with family, internal roadshow and water sustainability talk to inspire employees to embrace water efficiency both at home and in the workplace, reinforcing the crucial role that every individual and organisation plays in safeguarding Singapore's water future. AWS is also conducting a cleanup at Marina Barrage with 30 volunteers and collaborate with Young Noutilus in bringing secondary school students on a learning journey toward water sustainability.</p>

38	<p>Promoting Water Efficiency at Island Concrete</p> <p>Island Concrete will be emphasising the importance of using water wisely at their daily briefing to their 200 concrete truck drivers. At the Batching Plant, wash water from mixer trucks, chutes, and equipment is collected into a recycling pit or settling tank. Over time, fine particles settle, and the treated water is stored. This water is then reused for washing trucks, housekeeping, and dust suppression, reducing the need for fresh water and supporting water conservation and sustainable operations. These drivers will also display “Make Every Drop Count” car decals in support of SWWD.</p>
39	<p>Celebrating Singapore World Water Day at Pacific Refreshments Internal Info Booths Drive Water Awareness</p> <p>Pacific Refreshments Pte Ltd marked Singapore World Water Day by setting up internal info booths. These booths showcased the company’s progress in managing water usage, promoted sustainable water stewardship practices, and invited employees to contribute ideas for further improvements and innovations. The initiative aimed to raise awareness, encourage responsible water management, and foster a culture of sustainability among staff, supporting both corporate goals and community values around water conservation.</p>

5) Retail

No.	Description
40	<p>Wellington Primary School Students Featuring Self-Developed Water-themed Games and Activities at Thomson Plaza</p> <p>Thomson Plaza cordially invites shoppers to participate in its dedicated Sustainability Campaign, aimed at encouraging water conservation and sustainable habits in support of Singapore World Water Day.</p> <p>Date: 14 March 2026, Saturday Time: 12 noon to 4 pm Venue: Thomson Plaza Atrium</p> <p>Attendees will enjoy interactive water-themed activities hosted by Wellington Primary School students. Special appearances by PUB mascots Water Wally & Sally are scheduled throughout the event. Participants who engage in the games may redeem exclusive merchandise, while stocks last.</p>
41	<p>Promotions for Water Efficient Products</p> <p>Retailers like Best Denki, COURTS, Gain City, and Harvey Norman will run promotions on water-efficient products in March to encourage households to adopt sustainable, water-saving appliances.</p>

	<p>Best Denki Enjoy savings with Water-Efficient Washers Utilise your \$400 Climate Vouchers and enjoy up to \$400 BEST Voucher when you purchase selected Water Efficient Washers or Washer Dryers at Best Denki this March. Stay tuned for more details at www.facebook.com/BestSg. Best Denki retail outlets www.bestdenki.com.sg/store-locator. T&Cs apply.</p> <p>COURTS Save more with water efficient appliances. Redeem your \$400 Climate Voucher, enjoy up to \$600 Cashback with purchase of Water Efficient Appliances. Conditions Apply</p> <p>Gain City Gain City 45th Anniversary Sale x Singapore World Water Day Theme: Smart Savings, Sustainable Living Gain City marks its 45th anniversary with a nationwide campaign supporting Singapore World Water Day, promoting water- and energy-efficient appliances through curated bundles across all channels.</p> <p>Enjoy \$45 off every \$450 spent, plus gifts with minimum spend (while stocks last). Get up to \$760 off selected 3- or 4-Tick dishwashers, up to \$990 off selected 3-Tick and above washers or washer-dryers and redeem up to \$400 in Climate Vouchers on selected 4-Tick and above models. T&Cs apply.</p> <p>Harvey Norman Singapore World Water Day (SWWD): 1 to 31 March 2026 Mechanics: Free 15% worth of HN vouchers for 4 Ticks Washers/Washer Dryers and Dishwashers. Free 8% worth of HN vouchers for 3 Ticks Washers/Washer Dryers and Dishwashers. Harvey Norman retail outlets https://www.harveynorman.com.sg/store-finder.html</p>
42	<p>Bosch x Singapore World Water Day Online Promotion</p> <p>Celebrate Singapore World Water Day with Bosch. By choosing Bosch water-efficient washing machines and dishwashers, you help conserve water and support sustainability. These innovative appliances save water, energy, and resources while delivering top performance. Choose Bosch's efficient solutions and make a positive environmental impact. From 1 to 31 March 2026, Bosch is offering special discounts on its water-efficient appliances, including 4-tick washing machines and dishwashers. Visit the Bosch e-store website and check their social media channels for more details.</p> 

	<p>Bosch features Singapore Water Story and water conservation posters at 17 major retailers across the island. Promoters at these outlets will also share save water tips with shoppers.</p> <ol style="list-style-type: none"> 1. Courts Megastore, Courts Tampines, Courts Hereen, Courts Toa Payoh, Courts Causeway Point, Courts Ang Mo Kio 2. Harvey Norman Millenia Walk, Harvey Norman Parkway Parade, Harvey Norman North Point, Harvey Norman Jurong Point, Harvey Norman Viva Business Park 3. Best Denki IMM, Best Denki VivoCity, Best Denki Great World City, Gain City Sungei Kadut, Gain City Ang Mo Kio, Gain City Marina Square
43	<p>Sheng Siong Supports Water Conservation Sheng Siong, a long-term partner of SWWD, will be displaying save-water wobblers with messages like "Turn off the shower when soaping" and "Use half-flush when possible", etc., at all its outlets nationwide in March 2026. The goal is to encourage shoppers to conserve water at the point of sale.</p>

6) Schools and Communities

No.	Description
44	<p>PCF Sparkletots Preschool @ Punggol Shore – Creating the Largest Human Water Droplet Formation on Singapore World Water Day</p> <p>In celebration of Singapore World Water Day, PCF Sparkletots @ Punggol Shore branch and PCF Charity Division bring more than 500 students, families, staff and the community to form the shape of a water droplet.</p> <p>As a returning partner, they have demonstrated exceptional commitment to sustainability through their rainwater collection system. The school’s cleaning and kitchen staff have been educated and trained to repurpose collected rainwater for watering plants in their garden and daily cleaning chores such as washing common areas, transforming routine maintenance into meaningful conservation practice. Beyond this practical application, all staff at the school have been educated on water conservation and repurposing techniques, fostering a culture of water consciousness throughout their operations.</p> <p>The event will be graced by Adviser Ms Yeo Wan Ling and PCF CEO Mr Victor Bay, alongside the many hearts who make the PAP Community Foundation community so special.</p> <p>PCF will be entering the Singapore Book of Records for the Largest Human Formation Of A Water Droplet.</p> <p>PCF hopes to deliver the message of: Every Drop Counts — Together, We Play Our Part in Sustainability.</p>

45	<p>Anchor Green Primary School – Engaging Students through Hands-on Learning Experiences</p> <p>As an Applied Learning Programme (ALP) school, Anchor Green Primary School is engaging students in meaningful, hands-on learning experiences centred on water conservation and sustainability. Through collaborative activities and authentic learning tasks, students deepened their understanding of responsible water use and environmental stewardship. Students participated in water-related classroom activities, where the top 3 submissions per level were published in the Sengkang Town Council Newsletter, fostering a shared commitment towards protecting our water resources.</p>
46	<p>Mee Toh School – Water Rationing Exercise and Educating Younger Students on Water Conservation</p> <p>Mee Toh School will be conducting a Water Rationing Exercise on 27 March efforts to raise awareness about water conservation and sustainability. Students are encouraged to dress in blue to show their support for the Blue Movement, symbolising our commitment to protecting and valuing water as a precious resource.</p> <p>In addition, Mee Toh will be welcoming preschoolers to the school to learn more about water sustainability. Primary 5 students will be sharing their learning through their Water Sustainability Interdisciplinary Project Work and Values-in-Action (IPW-VIA) initiatives. This will provide an opportunity for our students to demonstrate leadership while educating our young guests on the importance of conserving water.</p>
47	<p>St Stephen’s School – Water Rationing Exercise to Build Water-consciousness</p> <p>St Stephen’s School is organising a mass Water Rationing Exercise on 31 March where taps and water points will be switched off. Students will be collecting water from PUB’s water wagon and automated water bag filling machine. Through this exercise, St Stephen’s School hopes to build water-consciousness among students.</p> <p>Additionally, students will also take part in a poster design contest and interactive booth during recess to learn about water conservation.</p>
48	<p>Kranji Secondary School X Zhenghua Secondary School – Working Together to Foster Appreciation of Our Waterways</p> <p>Kranji Secondary School and Zhenghua Secondary School have jointly created a learning trail booklet for Pang Sua Pond, which is within the vicinity of the schools. In addition, students will be leading residents on an learning trail to the pond, where they will experience first-hand how thoughtful urban water design enables Singapore to adapt to the challenges of climate change. Residents and visitors will discover that the pond is more than a scenic feature, but it is an integral part of Singapore’s stormwater management system, helping to mitigate flooding, improve water quality and support biodiversity.</p>

	<p>Through this, the schools also hope to foster appreciation of our waterways among students and the community.</p>
49	<p>Tampines Secondary School: Leading by Example in Water Conservation</p> <p>Tampines Secondary School (TPSS) has always been a strong advocate for water conservation, demonstrating their long-standing commitment through multiple initiatives. As a certified water efficient building, the school optimises water consumption through various initiatives such as water-efficient fittings such as self-closing taps and flow regulators have been installed to control water flow and minimise wastage and monthly usage monitoring and an effective fault reporting system using QR codes.</p> <p>This year, TPSS is enhancing their efforts across three key areas. In outdoor areas, vandal-proof taps have been installed to ensure durability while preventing unnecessary water use in high-traffic locations. The use of high-pressure water jets is restricted to essential cleaning only, and during the annual water tank certification process, the school arranges for the water supply to be shut off a day before scheduled cleaning and testing.</p> <p>Among students, the school actively promotes water conservation awareness through posters displayed around the campus. In preparation for the Mass Run at Bedok Reservoir on 2 April 2026, students are briefed on World Water Day and participate in the "Water Guardian Challenge," completing interactive activities and making a pledge to conserve water. This innovative approach combines physical fitness with environmental education, reinforcing that water conservation is everyone's responsibility.</p> <p>Teachers and staff are reminded to practise responsible water use in their daily routines, with operational practices ensuring efficient water management throughout the school. Through these initiatives, students are encouraged to develop environmentally responsible habits that extend beyond the classroom to their homes and wider communities.</p>
50	<p>Tanjong Katong Girls' School X Opera Estate Primary School – Learning Trail at Alkaff Lake</p> <p>Tanjong Katong Girls' School (TKGS) students are working closely with Opera Estate Primary School (OEPS) to create and lead a learning trail at Alkaff Lake on 7 April 2026. TKGS collaborates with OEPS to develop meaningful content aimed at educating participating Geylang Methodist Primary School students about the key features of Alkaff Lake, fostering a deeper appreciation for Singapore's water resources and inspiring them to become advocates for water conservation.</p>
51	<p>St. Andrew's Junior College – Month long student-led water conservation campaign with interactive activities</p> <p>Through weekly activities, students from St. Andrew's Junior College's Environment Club will be engaging the school population on water conservation. Activities include electronic posters created by the Environment Club, water</p>

	<p>conservation quizzes, as well as exhibition booths with interactive activities. Students will reflect in writing on what it means to lack access to clean water, and the entries will be collated into a collective journal.</p>
52	<p>SMU Verts spreading the importance of water conservation amongst youths</p> <p>SMU Verts, a club in Singapore Management University (SMU), is hosting a Singapore World Water Day event on March 20, featuring a day of education and entertainment centered around the vital theme of water conservation. The event will include an information booth, games and snacks. Participants will also be invited to pledge to make every drop count.</p>
53	<p>PAssion Wave's Project Blue Wave Initiative Inspires Kayakers at Bedok to Safeguard Our Waterways</p> <p>In partnership with PUB and as part of Singapore World Water Day 2026, PAssion Wave outlets from Bedok, Jurong, Pasir Ris are hosting Kayak 'N' Klean sessions for PUB's corporate partners throughout March 2026.</p> <p>The Kayak 'N' Klean programme at PAssion Wave uniquely combines kayaking with environmental stewardship, inspiring participants to help clean the reservoir whilst fostering a collective sense of responsibility for safeguarding Singapore's precious water resources.</p>
54	<p>Indian Restaurant Association Singapore (IRAS) Encourages Water Conservation Among Members</p> <p>IRAS has stepped forward to champion water conservation within the food and beverage industry through comprehensive education and practical implementation. The association is spearheading initiatives that encourage members (food business owners) to upgrade their fittings and fixtures, implement smart operational practices including monthly water monitoring, and train kitchen staff on conservation techniques specific to food preparation.</p> <p>To amplify these efforts, IRAS will extend outreach to the Association of Catering Professional Singapore (ACAPS), broadening the impact across Singapore's wider food service community.</p>