

**MEDIA RELEASE**

**28 OCTOBER 2023**

## **10 YEARS OF WASTE IS AMAZING:**

### **A DECADE OF CHAMPIONING SUSTAINABILITY**

*Shah Alam, October 28, 2023* – This year, Alam Flora Sdn Bhd (Alam Flora), a wholly-owned subsidiary of Malakoff Corporation Berhad (Malakoff) proudly celebrated the 10th anniversary of Waste is Amazing Fashion Show, a pioneering initiative designed to promote sustainability and environmental consciousness. With this year's theme 'Met Gala: Romantic & Glamorous Hollywood Design,' this unique event has made significant strides in championing sustainable practices over the past decade.

The Waste is Amazing Fashion Show is renowned for its innovative approach to sustainability particularly through its fashion design competition. This competition challenges participants to create unique fashion pieces using conventional materials such as used clothing, newspapers, plastic bags, plastic bottle caps and aluminium can caps. In its 10<sup>th</sup> year, the event saw an impressive participation, with 100 designers submitting entries including students from higher education institutions. A selection panel carefully reviewed the submissions, ultimately choosing 20 designs from these aspiring designers. This year's theme aligns with Alam Flora's unwavering commitment to promote three R's – Reduce, Reuse and Recycle.

Dato' Mohd Zain Hassan, Chief Executive Officer of Alam Flora, emphasised the company's commitment to sustainability by stating, "Sustainability at Alam Flora extends beyond collecting recyclables. We are continually striving to enhance our waste management performance during our service operations. This includes the use of sustainable materials, initiatives in reducing CO2 emission and proactive waste prevention activities. Currently, Malaysia's recycle rate stands at 33.1 percent, as we work towards achieving rate 40 percent by 2025".

A unique aspect of the Waste is Amazing Fashion Show 2023 is the collaboration between Alam Flora and Universiti Teknologi Mara (UiTM). This partnership aims to cultivate recycling

awareness among the youth, who are instrumental in shaping a more sustainable future. The event was held at The Galeri Seni Tuanku Nur Zahirah (GESTURZ) at UiTM, Shah Alam and garnered substantial support from the participants. Ten designers were selected to showcase their creations in a live fashion show at the gallery.

The Waste is Amazing Fashion Competition 2023 offers attractive prizes to inspire and reward participants. The first-place winner received RM3,000.00 in cash, along with a trophy, crown, sash and a certificate of participation. The second-place winner was awarded with RM2,000.00 in cash, a flower bouquet, sash and a certificate. The third-place winner received RM1,000.00 in cash, a flower bouquet, sash and a certificate. Furthermore, a cash prize of RM300.00 was awarded to the Best Model. This year, a new category, 'The Best Social Media Content,' was introduced, with a cash prize of RM300.00 for the winner

The Waste is Amazing Fashion Show 2023 event and fashion competition continue to play a pivotal role in inspiring positive environmental action and fostering creativity within Malaysia's community. Alam Flora is proud to celebrate a decade of advocating sustainability and promoting the importance of waste reduction, reuse and recycling. With continued dedication, Alam Flora is set to lead the way towards a more sustainable and environmentally responsible future.

This initiative is part of Malakoff's business pillar, Malakoff Environmental Solutions' aspiration to focus on environmental management and solutions that are dedicated to serving communities and the planet. It is also in line with the UN SDG Goal No. 12 where it ensures sustainable consumption and production patterns.

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## **About Alam Flora**

*Incorporated in 1995, Alam Flora Sdn Bhd (Alam Flora) is one of the leading environmental management companies in Malaysia that is dedicated to serving communities to manage and reduce waste with minimal environmental impact. Alam Flora is a wholly-owned subsidiary of Malakoff Corporation Berhad. Being one of the largest concession holders of Malaysia's national solid waste management and public cleansing privatization project, Alam Flora provides comprehensive waste management services to several concession areas in certain regions of Peninsular Malaysia, the Federal Territory of Kuala Lumpur and Putrajaya, and Pahang.*

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SIARAN MEDIA

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## **TAHUN KE-10 “WASTE IS AMAZING”:**

### **SEDEKAD MENJUARAI KELESTARIAN ALAM**

*Kuala Lumpur, 22 Oktober, 2023* – Tahun ini, Alam Flora Sdn Bhd (Alam Flora), anak syarikat milik penuh Malakoff Corporation Berhad (Malakoff) dengan bangga meraikan ulang tahun ke-10 “Waste is Amazing Fashion Show”, satu inisiatif perintis yang direka untuk mempromosikan kelestarian dan kesedaran alam sekitar. Dengan bertemakan 'Met Gala: Rekaan Hollywood Romantik & Glamor,' acara unik ini telah mencapai kejayaan yang ketara dalam memperjuangkan amalan lestari sepanjang dekad yang lalu.

Inisiatif “Waste is Amazing Fashion Show” yang terkenal dengan pendekatan inovatifnya terhadap kelestarian khususnya melalui pertandingan reka bentuk fesyennya. Pertandingan ini memerlukan peserta untuk mencipta fesyen unik menggunakan bahan bukan konvensional seperti pakaian terpakai, surat khabar, beg plastik, penutup botol plastik dan penutup tin aluminium. Pada tahun ke-10, acara ini menyaksikan penyertaan memberangsangkan, dengan 100 pereka mengambil bahagian termasuk pelajar dari institusi pengajian tinggi. Panel pemarkahan menilai dengan teliti dan memilih 20 rekaan daripada pereka yang bercita-cita tinggi ini. Tema tahun ini sejajar dengan matlamat Alam Flora yang lebih luas untuk mempromosikan tiga R - Reduce, Reuse and Recycle.

Dato' Mohd Zain Hassan, Ketua Pegawai Eksekutif Alam Flora, menekankan komitmen syarikat terhadap kemampanan dengan menyatakan, “Kelestarian di Alam Flora bukan sekadar plastik kitar semula. Kami sentiasa berusaha untuk meningkatkan prestasi pengurusan sisa kami semasa perkhidmatan operasi kami. Ini termasuk penggunaan bahan yang mampan, memastikan operasi kami mengurangkan pelepasan CO2 dan inisiatif mencegah sisa dijalankan. Pada masa ini, kadar kitar semula Malaysia berada pada 33.1 peratus, sambil kita berusaha untuk mencapai kadar 40 peratus menjelang 2025”.

Aspek unik acara “Waste is Amazing Fashion Show 2023” ialah kerjasama antara Alam Flora dan Universiti Teknologi Mara (UiTM). Kerjasama ini bertujuan untuk memupuk kesedaran kitar semula dalam kalangan belia, yang memainkan peranan penting dalam membentuk masa depan yang lebih mampan. Acara ini telah diadakan di The Galeri Seni Tuanku Nur Zahirah (GESTURZ) di UiTM, Shah Alam dan mendapat sokongan yang padu daripada peserta anda. 10 pereka telah dipilih untuk mempamerkan ciptaan mereka dalam pertunjukan fesyen secara langsung di galeri.

“Waste is Amazing Fashion Competition 2023” menawarkan hadiah menarik untuk memberi inspirasi dan ganjaran kepada peserta. Pemenang tempat pertama menerima wang tunai RM3,000.00 berserta trofi, mahkota, selempang dan sijil penyertaan. Pemenang tempat kedua pula dianugerahkan wang tunai RM2,000.00, trofi, jambangan bunga dan sijil, manakala pemenang tempat ketiga menerima wang tunai RM1,000.00, trofi, jambangan bunga dan sijil. Selain itu, Model Terbaik diiktiraf dengan hadiah wang tunai RM300.00. Kategori baharu yang diperkenalkan tahun ini ialah Kandungan Media Sosial Terbaik, yang juga menerima hadiah wang tunai RM300.00.

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### **Mengenai Alam Flora**

*Alam Flora Sdn Bhd (Alam Flora), adalah anak syarikat Malakoff Corporation Berhad (Malakoff), yang ditubuhkan bagi memodenkan pengurusan sisa pepejal di Malaysia serta meningkatkan kecekapan dan mutu pengurusan sisa pepejal daripada peringkat penjanaan sisa sehingga ke proses pelupusan sampah. Alam Flora merupakan salah sebuah syarikat konsesi pengurusan sisa pepejal dan pembersihan awam di negara ini yang bertanggungjawab untuk memberi perkhidmatan di Semenanjung, meliputi seluruh Kuala Lumpur, Putrajaya dan Pahang.*

### **Untuk keterangan lanjut, sila hubungi:**

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