

MEDIA RELEASE

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BEACH PLOGGING UNITES LOCAL COMMUNITY FOR ENVIRONMENTAL SUSTAINABILITY

Kuantan, 3 August 2024 – Alam Flora Sdn Bhd (Alam Flora) – a subsidiary of Malakoff Corporation Berhad (Malakoff) organised 'Saya Sayang Bumi - Beach Plogging', at Pantai Pelindung, Kuantan, Pahang. The programme saw overwhelming response, with 150 enthusiastic attendees from local communities and students from UNITAR College and University College of Yayasan Pahang, as well as Alam Flora and SWCorp staff. This initiative aims to promote environmental sustainability and foster a cleaner, healthier environment in popular recreational areas.

The 'Saya Sayang Bumi - Beach Plogging' programme aims to raise awareness and encourage recycling, provide more information on recycling, while educating the general public on how it can contribute to reducing carbon footprint. It also seeks to educate the public about the negative impacts of improper waste disposal and challenges of instilling behavioural change.

Encik Badrulhisyam Fauzi, Covering Chief Executive Officer of Alam Flora hosted the event and spoke about the the importance of proper waste disposal to ensure environmental sustainability and provide a pleasant experience for all visitors, especially in public spaces.

“The practice of keeping recreational areas clean has long been adopted in Japan and several European countries. It ensures that trash is properly disposed of, maintaining cleanliness and order. It is a noble habit that needs to be cultivated among Malaysians,” said Encik Raja Kamal, Deputy General Manager of Operations Alam Flora.

The plogging event organised by Alam Flora, saw volunteers jogging and walking along the beautiful Pantai Pelindung while picking up litter. This fun and healthy activity not only cleans up the environment, but also encourages the community to develop a sense of responsibility towards maintaining ecological balance. In addition to that, a tree planting programme on the coast for environmental conservation is also being implemented and these trees planting activity has the cooperation of the Pahang State Forestry Department which has contributed 20 trees.

Encik Raja Kamal further added, “Plogging is not only enjoyable and beneficial for health, but it also creates a safer and greener environment. It fosters a sense of civic duty and environmental consciousness among participants, which is crucial for the preservation of our natural resources.”

SWCorp Director of Pahang, Sharudin Hamid, was also present to show his support for the initiative. The event underscored the need for collective efforts in preserving the environment. Encik Raja Kamal expressed his hope that combining proper waste disposal practices with plogging activities in recreational areas would heighten awareness and instil a caring attitude towards the environment among the public.

He concluded, “With continued participation in activities like plogging, we can inspire greater environmental stewardship and civic responsibility, ensuring that natural spots like Pantai Pelindung remain pristine for future generations. This also demonstrates the Alam Flora's commitment and ongoing support towards achieving the government's goal of reducing 40% of recyclable waste sent to landfills by 2025.

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. 11 where it aims at making cities and human settlements inclusive, safe, resilient and sustainable, aligned with Malakoff's overarching purpose of 'Enhancing Life, Enriching Communities.

ABOUT ALAM FLORA SDN BHD:

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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