

MEDIA RELEASE

5 OCTOBER 2024

KARNIVAL PAHANG BERSIH MAKMUR 2024 UNITES COMMUNITIES IN CLEANLINESS DRIVE

Kuala Lipis, 5 October 2024 – Alam Flora was at the forefront of the 'Bandar Bersih: Karnival Pahang Bersih Makmur 2024' programme which was held in Kuala Lipis Pahang in 5 October 2024. The programme, which is a key initiative under Malaysia's National Cleanliness Policy, unites various stakeholders to promote and advocate a culture of cleanliness and 3R (Reduce, Reuse, Recycle) practices, paving the way for a cleaner and greener future for Pahang and the nation as a whole. The programme provided an inspiring example of communities working to achieve environmental sustainability.

The event was hosted by the district of Kuala Lipis, which was recently awarded the 'Anugerah PBT Cemerlang (Daerah) 2023' for its pristine environment. The local leaders and communities were very excited and took part in various activities during the programme such as plogging sessions, bin exchange programmes, "Jualan Rahmah" and a fun walk, all designed to engage the community in waste management and sustainable practices.

The event was officiated by YB Dato' Seri Abdul Rahman bin Mohamad, Deputy Minister of Human Resources. Dignitaries in attendance included Sharudin bin Hamid, Director of SWCorp Pahang, Dato' Mohd Hafizi Bin Ibrahim, YDP of Lipis District Council, and Badrulhisyam Fauzi, Covering Chief Executive Officer of Alam Flora.

This impactful event was made possible through the collaboration between Alam Flora and SWCorp Pahang, with Alam Flora playing a crucial role in the success of the event by contributing significantly to raising environmental awareness and providing practical waste management solutions. Their participation included the provision of 100 MGB 120L bins, thoughtfully designed to align with the Lipis Bandar GeoPark theme, that emphasises on the town's sustainable waste management and environmentally friendly approach.

In addition, Alam Flora facilitated a successful plogging session along Sungai Lipis, involving its workers and members of the public, supported by an open tipper lorry for efficient waste removal. Their '3R on Wheels' truck was also present which served as a vital educational platform, offering valuable insights into recycling and waste reduction. The popular 'Trash to Cash' managed to collect total of 5052.8 kilogram from the booth which had enabled attendees to trade recyclables for rewards, driving home the message of sustainable living.



A dedicated team of 60 Alam Flora personnel contributed their efforts, ensuring a successful and engaging programme. The company also showcased its advanced cleaning equipment, including the HP Jetter and Vac-All machinery, during a live drain cleaning demonstration, underscoring the importance of clean drainage systems for public health and environmental protection.

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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