

ALAM FLORA PROMOTES USING REUSABLE BAGS FOR A SUSTAINABLE ENVIRONMENT

Putrajaya, 19 March 2025 – Alam Flora Sdn Bhd (Alam Flora), a subsidiary of Malakoff Corporation Berhad, continues its efforts to educate the public on the importance of using reusable bags as part of its sustainability initiatives. This campaign encourages a shift away from single-use plastic bags, which have a significant negative impact on the environment, contributing to pollution and ecosystem damage. Alam Flora's CEO, Shariman Yusuf Mohamed Zain, emphasized that using reusable bags is a simple but effective step toward ensuring a cleaner, healthier environment while promoting positive changes in daily routines.

In addition to encouraging reusable bags, Alam Flora is also promoting the use of personal food containers at Ramadan bazaars to reduce waste disposal and prevent food wastage. This initiative helps reduce excessive purchases, which often result in unnecessary waste. As part of its ongoing educational efforts, Alam Flora distributed 350 reusable bags and 2,000 servings of bubur lambuk in reusable containers at the Ramadan Bazaar in Precinct 3, Putrajaya, to raise awareness and support sustainable practices. Shariman highlighted the significant environmental benefits of replacing plastic bags, noting that reducing plastic bag usage by even a small number can have a major positive impact on waste reduction.

Alam Flora's sustainability initiatives align with the efforts of Perbadanan Putrajaya (PPj), which is working towards making Putrajaya a low-carbon green city. Dato' Fadlun bin Mak Ujud, President of PPj, shared that the 'Go Green' Ramadan Bazaar campaign supports the Government's goal of reducing greenhouse gas emissions by 60% by 2030. The campaign includes activities like encouraging visitors to bring their own bags and containers, use biodegradable products, and reduce food waste. Alam Flora hopes that these efforts will inspire more sustainable habits and a broader shift toward environmental responsibility in the community.

ABOUT ALAM FLORA SDN BHD:

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

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