

ALAM FLORA'S CYBER ECO HUNT 2025: INSPIRING SUSTAINABILITY THROUGH DIGITAL AND COMMUNITY ENGAGEMENT

Bentong, 18 January 2025 – Alam Flora Sdn Bhd, a subsidiary of Malakoff Corporation Berhad, launched the Cyber Eco Hunt 2025 on 18 January at the Bentong Educational Community Park (BECO Park), aiming to raise awareness about environmental sustainability. The event, which focused on responsible waste management practices, was amplified by the participation of Key Opinion Leaders (KOLs), influencers, and bloggers. These digital leaders used their social media reach to spread vital messages on sustainability, inspiring their audiences to adopt eco-conscious habits in their daily lives.

The event featured five interactive checkpoints designed to deepen participants' understanding of waste management. These included activities promoting the reduction of single-use plastics, upcycling recyclable materials, and teaching proper waste sorting practices. In addition, participants celebrated the contributions of Alam Flora's operational teams, highlighting their critical role in maintaining cleaner and greener public spaces. The initiative also empowered participants to craft digital messages that could inspire global audiences to embrace sustainability.

The Cyber Eco Hunt 2025 is aligned with Malakoff's business pillar, Malakoff Environmental Solutions, which focuses on providing environmental management solutions. This initiative supports the UN's Sustainable Development Goal No. 11, which aims to make cities inclusive, safe, and sustainable. Alam Flora's CEO, Encik Shariman Yusuf, emphasized the importance of responsible waste management, beginning at home, and how the involvement of digital influencers could inspire Malaysians to embrace waste segregation and sustainability for a cleaner future.

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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