

**ALAM FLORA SUPPORTS THE  
ENVIRONMENTAL SUSTAINABILITY AGENDA**

**KUALA LUMPUR, 23 June 2022** – Alam Flora Sdn Bhd (Alam Flora) is taking a step further in adopting a holistic approach towards sustainability which encompasses Environmental, Social and Governance (ESG) aspects across the value chain. This is being done through a number of programmes and initiatives involving waste diversion and waste recovery facilities.

Its Chief Operating Officer, Azahari Zainal Abidin, said Alam Flora is now on the right track to improving aspects of sustainable living and environmental care, in line with the United Nations' Sustainable Development Goals (SDGs). Among them are adopting digital technology in its day-to-day operations, for example, by monitoring its operating vehicles to enable the provision of more efficient and effective services, and by reducing fuel waste which can reduce its carbon footprint.

Alam Flora has also developed an Integrated Recycling Facility (IRF) to reduce waste disposal at landfills and has been heavily promoting its 5R (Refuse, Reduce, Reuse, Recycle, Recovery) programmes in efforts to raise awareness among the public and help meet the Government's goal of reducing recyclable waste sent to landfills to 40 percent by 2025.

"We must remember that sustaining a liveable environment and maintaining cleanliness is a joint effort by all parties. In order to do that, information on environmental sustainability practices, cleanliness and environmental care through mainstream media and social media plays an important role in ensuring that the community receives fast and accurate information for their daily activities."

**Sustainability Hunt 2022 by Alam Flora**

"This is why Alam Flora has taken the initiative to organise the Sustainability Hunt 2022 today, where we conduct an awareness programme among the media practitioners and the social community networks such as Key Opinion Leader's (KOLs), influencers as well as bloggers and leverage on their reputation and reach to highlight environmental sustainability efforts and issues", he added.

He said this after the flag-off of 30 participants at Taman Tugu, Kuala Lumpur, consisting of 10 from the mainstream media, 10 bloggers, five KOLs and five influencers including a celebrity, Ummi Nazeera. All participants in the Sustainability Hunt 2022 must write an article or caption related to the sustainability task given at five checkpoints. They must then upload photos or videos of those tasks on various social sites with the hashtags #AlamFloraSustainabilityHunt2022 #JomRawatBumi #BeyondWasteManagement #WorldEnvironmentDay #OnlyOneEarth.

The first place for each category (Mainstream Media, Blogger, KOLs and Influencers) will win a cash prize of RM500. The second and third place winners will walk away with RM300 and RM100 respectively.

"It is hoped that the influence from this community can open the public's eyes and increase the awareness of netizens to spread viral messages in the cyber world, for the sake of environmental sustainability and the future of our children and grandchildren," said Azahari.

---

#### **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.

**For more information, please contact:**

**Communications & Branding Department, Alam Flora Sdn. Bhd**

Suriati Mokhtar | Head of Department | HP: 012.226.5799 [suriati@alamflora.com.my](mailto:suriati@alamflora.com.my)

Farizan Hj. Yop | Assistant Manager | HP: 019.601.1678 | [farizan@alamflora.com.my](mailto:farizan@alamflora.com.my)