

PRESS RELEASE

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SAY NO TO SINGLE-USE PLASTICS BAGS

KUANTAN, 14 April 2022 – Alam Flora Sdn Bhd (Alam Flora) has further intensified its "**Say No to Single-Use Plastic Bags**" public awareness campaign in conjunction with the month of Ramadan where it is a norm for people to be buying packed food and drinks at Ramadan bazaars.

Held at the famous Ramadan bazaar in Kuantan, Pahang, the campaign saw the distribution of **300 reusable bags and 1,000 containers of 'bubur lambuk'** to the bazaar visitors, by Mayor of Kuantan City Council (MBK), YH. Dato 'Hamdan Hussin and, Pahang State SWCorp Director, Sharudin Hamid.

Commenting on the campaign, Alam Flora's Chief Executive Officer, Dato' 'Mohd Zain Hassan, said that the campaign is one of Alam Flora's ongoing efforts towards making the community aware on the importance of a clean environment and sustainable living, in line with the Government's aim at meeting United Nation's Sustainable Development Goals (SDG) by 2030.

"This is because, single-use plastic bags have a negative impact on the environment. Plastics take 400 to 1,000 years to decompose naturally. As a result, these plastics generate more waste in landfills or worse, they might end up in the ocean, endangering the marine life."

"Admittedly, it is not easy for people to bring reusable bags or food containers to the bazaars, but I am confident that with the continuous awareness campaigns such as "**Say No to Single-Use Plastic Bags**" by Alam Flora, it can at least provide a choice or solution, through the use of reusable food container and bags," said Dato Mohd Zain.

In line with Sustainable Development Goal Number 12, which is 'Responsible for production and consumption to combat environmental degradation', the use of reusable bags and food and beverage containers by consumers should be a practiced and instilled within the Malaysian culture, especially when the waste disposal areas are increasingly limited.

Although increased production and consumption of goods around the world is a major contributor to the economy, it needs to be done responsibly to avoid destruction to flora and

fauna. The use of plastic is difficult to avoid because it has become a habit that simplifies daily life from food equipment to electrical equipment and vehicle components.

Based on the World Wildlife Fund (WWF) report, the consumption of plastic food packaging in Malaysia reached 148,000 metric tons in 2020. This statistic is particularly alarming because this plastic waste accounts for a portion of the 5.25 trillion micro and macro pieces of plastic that fill the world's oceans each year. Single-use plastic waste will not only cause an increase in the capacity of landfills in Malaysia but it will also cause a negative impact to human health as well as on soil fertility and clean water resources.

This is why Alam Flora will continuously conduct programs and campaigns on the disadvantages of disposable plastics to effectively raise awareness on the importance of avoiding the use of disposable plastics and its severe effects on the environment.

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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