

AWARENESS ON HOW TO DISPOSE OF GARDEN AND BULKY WASTE STARTS FROM HOME

KUANTAN, 17 June 2022 – Alam Flora Sdn Bhd (Alam Flora) will continue its efforts to raise public awareness on the proper ways to dispose garden and bulky waste that can and should start from home, as well-managed garden and bulky waste will further enhance and beautify the surrounding scenery.

According to Alam Flora's Chief Executive Officer, Dato Mohd Zain Hassan the public also needs to know the collection schedule of garden and bulky waste in their respective areas and bring out the waste as per schedule to ease the collection processes for Alam Flora.

“Once they know what day and how to dispose the waste, people can plan their timing more effectively. The waste should be placed next to the waste bin, and not on street corners or public amenities such as the playground because not only will it tarnish the panoramic view of that respective housing area, but it will also invite unwanted diseases derived from piles of rubbish and illegal dumpings” said Azahari Zainal Abidin.

“This is why we have collaborated with Komuniti Rukun Tetangga (KRT), together with SWCorp Pahang, to conduct various activities for residents in Kuantan, Pahang that includes briefing sessions, 'gotong-royong' efforts and information distribution through channels such as 'WhatsApp Group' used by KRT”.

He said this after 24 Cyber Eco Hunt 2022 participants were flagged off at Teluk Cempedak consisting 14 bloggers, 3 key opinion leaders (KOLs) and 7 influencers. Among the tasks that needed to be performed were to learn the proper ways to manage and dispose garden and bulky waste. The event was also attended by SWCorp Pahang Director, Encik Sharudin Hamid,

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Information on cleanliness and environmental care through social media play an important role in ensuring that the community receives fast and accurate information for their daily activities. To that end, the influence of social community networks such as KOLs, influencers as well as bloggers are utilised to highlight environmental sustainability issues.

"It is hoped that the influence from this community, can open the 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 Dato Mohd Zain Hassan.

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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