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KEMPEN KITAR SEMULA F&N & MPSP 2018

STUDENTS from schools in the Seberang Prai area in Penang will have the chance to play their part in reducing waste and conserving the environment through a recycling campaign launched recently by Fraser & Neave Holdings Bhd (F&N) together with the Seberang Prai Municipal Council (MPSP).

In its second consecutive year, "Kempen Kitar Semula F&N & MPSP" will run for nine months starting from Jan 1.

"To date, we have achieved a recycling rate of 42 per cent, which is the highest rate in Malaysia. This is a huge accomplishment and we couldn't have done it without the participating schools' hard work and dedication in last year's campaign," said MPSP president Datuk Rozali Mohamad at the launch of the 2018 campaign.

The inaugural campaign held last year in Seberang Prai saw the participation of 38 primary and secondary schools across the district. They successfully collected 54,090.75kg of recyclables. This year's campaign aims to attract more participants as it will be open to pre-schools under the MPSP administration.

"We are grateful for your contribution and I look forward to an increase in the number of participating schools in this year's campaign. Together, we can accumulate a higher amount of recyclable items and reach our recycling rate goal of 70 per cent in four years' time," said Rozali.

Speaking at the event, F&N corporate affairs manager Cariessa Goh said the initiative is a part of the group's continuous commitment in instilling good recycling habits in schoolchildren.

"Our campaign reinforces the 5R philosophy of Reduce, Reuse, Recycle, Rethink and Recreate, which not only encourages students to recycle, but also taps into their creative side to develop innovative ways to reuse waste," she said.

"Beginning this year, we will brief school principals, as well as teachers leading recycling clubs or teachers in charge of

Recycling challenge for school students launched



co-curricular activities. We look forward to engaging students and teachers on the importance of promoting recycling habits and environmental preservation among children from a young age.

"Kempen Kitar Semula F&N & MPSP 2018" fosters a conducive environment for students to work together with teachers and parents to collect the highest recyclable materials per head in each school.

Participating schools are required to collect recyclable items that consist of aluminium products, plastics, paper, Tetra Pak carton packages and e-waste, including television sets, computers, mobile phones, rice cookers, hair dryers, toasters, speakers and vacuum cleaners.

Goh also encouraged participating schools to use proceeds from the sale of recyclable materials to enhance their recycling programmes and fund the cost of school maintenance.

Rafiah Ahmad, a teacher from SMK Seberang Jaya, said: "As a whole, the programme introduced today has provided us with a great opportunity to think creatively on how we can preserve the environment. It is a programme that can be educational and enjoyable for everyone."

This year, the campaign is introducing a "Recycling Corner" competition for the primary and secondary school categories: The new competition will challenge participating schools to think outside the box and explore

MPSP president Datuk Rozali Mohamad (second from left) launching the 'Kempen Kitar Semula F&N & MPSP 2018' campaign. With him are F&N corporate affairs manager Cariessa Goh (third from left), Penang Department of Environment control officer Suffian Jul Mohamad (left) and Tetra Pak Malaysia Sdn Bhd key account manager Quek Chin Sim (right).

unique and creative ways to "Rethink" and "Recreate" waste materials. Besides that, Tetra Pak (Malaysia) Sdn Bhd will be sponsoring a competition for the most creative design using Tetra Pak carton packages.

"Kempen Kitar Semula F&N & MPSP 2018" offers cash prizes totalling RM26,860 for the top 10 schools in each category that collect the largest haul of recyclable materials per student; primary and secondary schools that achieve the highest collection of aluminium, plastics, Tetra Pak carton packages and e-waste; pre-schools that accumulate the largest amount of aluminium, plastics and Tetra Pak carton packages; and, the top three primary and secondary schools in the "Recycling Corner" competition.