

# Recycling towards better life cycle

## Company launches green programme to tackle plastics pollution

PETRONAS Chemicals Group Bhd (PCG) in collaboration with Petronas Foundation launched its "Be Green" programme and #recycleforlifecycle awareness campaign.

The annual programme, which started in 2013, was launched by Housing and Local Government Minister Zuraida Kamaruddin at Institut Kemahiran Tinggi Belia Negara (IKTBN) Dusun Tua in Hulu Langat, Selangor.

Also present were PCG managing director and chief executive officer Datuk Sazali Hamzah and Petronas Foundation board of trustees member Datuk Seri Dr Zaini Ujang.

Speaking at the event, Zuraida lauded PCG for implementing the "Be Green" programme as one of its corporate social responsibility (CSR) initiatives for the environment and bringing public awareness to environmental management.

Sazali elaborated on PCG's aspiration to become a solution partner in addressing plastic pollution and supporting the Government to achieve its Circular Economy Roadmap through the "Malaysia Plastics Pact."

"Towards this end, we are currently collaborating with two industry players to evaluate the potential development of waste-to-energy and waste-to-crude-naphtha plants.

"PCG's Be Green this year, which will be



(From left) Dr Zaini, Zuraida and Sazali planting a tree at the Dusun Tua Community Garden during the launch.

conducted nationwide, has been enhanced to support education on the company's new plastics economy goals and clean-up initiatives.

"We hope to encourage Malaysians to embrace #recycleforlifecycle, the awareness campaign that will run until next year," he added.

At the launch, more than 500 volunteers comprising community members, IKTBN students and Petronas employees participated in the clean-up of Sungai Langat and tree-planting.

They also completed a mural painting depicting the aspiration for Sungai Langat's future as well as its surrounding areas. They

then segregated the waste collected for the recycling centre.

Earlier, PCG collaborated with Recycle Community Malaysia Lestari, an environment non-governmental organisation, to educate more than 900 students on the benefits of 3R (reduce, reuse and recycle) and effective plastics usage.

The programme is anchored upon two objectives. One is to educate the community on proper waste collection as well as segregation and keeping the area clean through 3R education — focusing on anti-littering, and the benefits as well as impact of plastics usage on the environment.

Its second objective is to raise awareness

of preserving clean rivers as a raw water source.

Sungai Langat marks the first location for clean-up activities, to be followed by Kertih, Bintulu and Kuantan.

The clean-up of Sungai Langat will be carried out in phases over five years.

At the same time in a nearby village, Kampung Kuala Pangsun, Petronas Dagangan Bhd (PDB) carried out its Water For Life programme.

PDB and Malaysian Nature Society installed more than 7,000m of pipe system from Sungai Langat dam, besides repairing the dam and its filtration system to allow villagers to enjoy clean, uninterrupted water supply.