



Background of MAREA

- The Malaysian Recycling Alliance Berhad (MAREA) is Malaysia's first voluntary, industry-led Extended Producer Responsibility (EPR) association established to enhance the country's recycling value chain and circular economy by significantly increasing the collection and recovery of post-consumer packaging.

- MAREA comprises the following 10 founding member companies made up of leading participants in the fast-moving consumer goods (FMCG) industry, namely and in alphabetical order:
 - Coca-Cola Malaysia
 - Colgate-Palmolive Malaysia
 - Dutch Lady Milk Industries
 - Etika Group of Companies
 - Fraser & Neave Malaysia
 - Mondelēz International (Malaysia)
 - Nestlé Malaysia
 - Spritzer
 - Tetra Pak Malaysia
 - Unilever Malaysia

- Started operations on 4 January 2021, MAREA is a non-profit, professionally-run entity that acts on behalf of the industry to drive multi-stakeholder initiatives including with the Malaysian Government.

Objectives and Implementation

- The objectives of MAREA:
 1. Minimum 25% of our members' post-consumer packaging volumes will be recycled by 2025.
 2. To maximise the use of recycled and renewable materials.
 3. To promote separation and collection at source.
 4. To avoid post-consumer packaging materials leakage into the environment.
- MAREA's objectives are also in line with the 12th Malaysian Plan which includes the implementation of EPR regulations on waste, particularly packaging materials and single-use plastics, as well as the Malaysia Plastic Sustainability Roadmap 2021-2030 launched by KASA, which aims to implement mandatory EPR initiatives and reach a national recycling rate of 25% for post-consumer plastic packaging by 2025.
- To achieve its objectives, MAREA will work with relevant stakeholders to implement the following:
 - Collection support at different parts of the value chain across Malaysia by working with existing collection and recycling systems in the current legal framework.
 - Carry out Consumer Education and Public Awareness (CEPA) programmes to facilitate behaviour change by educating on the importance of recycling and separation at source.
- MAREA's efforts will initially focus on the main types of post-consumer packaging materials:
 - Polyethylene terephthalate (PET)
 - High-density polyethylene (HDPE)
 - Used beverage carton (UBC)
 - Flexibles
- For more information, please visit www.marea.com.my.