



**Malaysian Recycling Alliance (MAREA) Marks 1<sup>st</sup> Anniversary**  
*The alliance of leading Food & Beverages brands will boost collection and recycling of packaging waste*

**PETALING JAYA, January 21, 2022** – With a goal to collectively boost Malaysia’s recycling of post-consumer plastic packaging, the Malaysian Recycling Alliance (MAREA) has celebrated its first anniversary today, at an event officiated by YB Dato’ Sri Tuan Ibrahim Tuan Man, Minister of Environment and Water (KASA) and YB Dato’ Sri Dr. Haji Ismail bin Haji Abd. Muttalib, Deputy Minister of Housing and Local Government (KPKT).

United by a shared vision, MAREA officially started operations on January 4, 2021, with 10 founding member companies, namely and in alphabetical order Coca-Cola Malaysia, Colgate-Palmolive Malaysia, Dutch Lady Milk Industries, Etika Group of Companies, Fraser & Neave Holdings Malaysia, Mondelēz International (Malaysia), Nestlé Malaysia, Spritzer, Tetra Pak Malaysia and Unilever Malaysia. MAREA aims to promote circular use of packaging in Malaysia, by driving behavioural changes along the value chain and fostering high rates of segregation, collection and recycling.

At the official launch, MAREA pledged also to recycle as a minimum 25% of its members’ packaging volumes by 2025. This is also aligned with the national ambition under the 12<sup>th</sup> Malaysian Plan, as well as the Malaysia Plastic Sustainability Roadmap 2021-2030 recently launched by KASA.

Initially, MAREA’s focus will be on the collection, separation and recycling of the main types of post-consumer packaging materials, such as polyethylene terephthalate (PET) bottles, used beverage cartons (UBC), high-density polyethylene (HDPE) packs and flexible plastic packaging.

Speaking at the official launch marking the first anniversary, YB Dato’ Sri Tuan Ibrahim Tuan Man, Minister of KASA, said, “With the Ministry as a key driver in steering efforts

to attain Sustainable Malaysia 2030, a strategic thrust identified in KASA's Plastics Sustainability Roadmap is to implement mandatory EPR initiatives and reach a recycling rate of 25% for post-consumer plastic packaging by 2025. In line with this, we are heartened by MAREA's proactive pledge and voluntary initiatives which are very much aligned with our own vision and goals. Through this dynamic multi-stakeholder approach, the Ministry believes that the results can strengthen the recycling circular economy, leading to a more sustainable future for all Malaysians."

Also present during the official launch, YB Dato' Sri Dr. Haji Ismail bin Haji Abd. Muttalib, Deputy Minister of Housing and Local Government (KPKT), said, "The goals of MAREA are indeed well in line with KPKT's vision and mission, premised on supporting local authorities to drive positive socio-economic development, with the aim of ensuring healthy and prosperous communities. Responsible management of waste is integral to this, and this is why we are working towards achieving the country's national recycling rate target. MAREA's launch is highly laudable, bringing together FMCG member companies that are eager to lead recycling initiatives with one unified goal."

MAREA has also identified priority coverage areas across the country for the implementation of scalable collection and recycling pilot schemes in 2022. This will see MAREA collaborating with waste concessionaires and waste collectors across the nation, as well as other recyclers that collect the post-consumer packaging materials that MAREA is focused on.

MAREA Chairman and Chief Executive Officer of Nestlé (Malaysia) Berhad Mr. Juan Aranols elaborated, "Environmental conservation is a key priority. We have to protect the planet's natural resources and preserve biodiversity and the ecosystems that support many of our communities. Plastic waste is an important environmental challenge and is a problem in Malaysia and across South-East Asia. We must raise awareness on this issue, and with the support of KASA and KPKT, and through MAREA, we as industry players will join forces to accelerate the implementation of sustainable and enduring solutions."

MAREA General Manager Ms. Pauline Goh added, "MAREA brings together leading FMCG companies which are individually and now collectively taking significant and tangible steps to reduce plastic waste challenges and improve the recycling culture in Malaysia. Through this alliance and as more members come on board, we can leverage each other's expertise and knowledge to initiate activities that will contribute to increase collection and recycling along the value chain."

The alliance will also carry out Consumer Education and Public Awareness (CEPA) programmes to the general public to facilitate behaviour change by educating on the importance of recycling and separation at source. MAREA targets to commence these activities in the first quarter of 2022 with pilot projects in Selangor, Penang and Perak.

FMCG industry participants keen to join MAREA can visit <https://www.marea.com.my/> for more information.

### **About MAREA**

Malaysian Recycling Alliance Berhad (MAREA) is Malaysia's first voluntary, not-for-profit, industry-driven EPR platform. Incorporated on January 4, 2021, MAREA comprises 10 leading FMCG companies in the country, aiming to bring about positive change by building awareness on the circular economy approach for more efficient packaging waste management. To trigger a positive spill-over effect throughout the value chain, MAREA is collaborating with the Malaysian Government and other stakeholders to jointly drive a common goal to improve collection and recycling rates for a greener, cleaner Malaysia and a more sustainable, waste-reduced future.

The 10 member companies comprise Coca-Cola Malaysia, Colgate-Palmolive Malaysia, Dutch Lady Milk Industries, Etika Group of Companies, Fraser & Neave Holdings Malaysia, Mondelēz International (Malaysia), Nestlé Malaysia, Spritzer, Tetra Pak Malaysia and Unilever Malaysia.

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