



## Background of MAREA

- The Malaysian Recycling Alliance Berhad (MAREA) is Malaysia's first voluntary, industry-led Extended Producer Responsibility (EPR) alliance 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
  
- In 2022, MAREA has managed to onboard the following companies :
  - Main Contributors
    - Lam Soon Edible Oils
    - SIG Combibloc Malaysia
  - Associate Contributors
    - Avery Dennison
    - Dialog Chemicals

- MCC Labels
  - Mentari Alam Eko (MAEKO)
  - NGR Malaysia
  - Toyochem Specialty Chemical
  - Veolia Bioconversion 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 12<sup>th</sup> 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. This is also in support of KPKT's plan to setup EPR for Solid Waste Management in Malaysia, transformation waste as a resource from linear economy to circular economy.
- 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 focus on all types of post-consumer packaging materials including plastics, metal, paper-based packaging, glass.
- For more information, please visit [www.marea.com.my](http://www.marea.com.my).