



KPKT Establishes Strategic Partnership with MAREA to Perform An Extended Producer Responsibility Pilot Study in Langkawi

The feasibility study aims to lay the foundations for a viable and sustainable Extended Producer Responsibility (EPR) framework for Malaysia

PUTRAJAYA, 16 AUGUST, 2022 – YBhg. Datuk M Noor Azman bin Taib, Secretary General, Ministry of Housing and Local Government (KPKT) witnessed the Memorandum of Understanding (MoU) Signing Ceremony between KPKT and Malaysian Recycling Alliance Berhad (MAREA), earlier this morning. This MoU was signed by Mr. Kamaruzaman bin Umar, Deputy Secretary General (Planning and Sustainable Environment) on behalf of KPKT and Mrs. Pauline Goh, General Manager representing MAREA and also witnessed by Mr. Juan Aranols, Chairman of MAREA.

As the leading Ministry in the sustainable development agenda, this strategic partnership between KPKT and MAREA to perform an Extended Producer Responsibility (EPR) Pilot Study in Langkawi Island began earlier in April 2022. The study will pilot effective EPR implementation methods in controlled locations such as Langkawi Island. Findings collected from this study will facilitate in designing a sustainable national EPR framework for Malaysia.

The signing of this MoU aims to create effective collaboration between the Government and producers, manufacturers and stakeholders along the value chain of product manufacturing to implement initiatives towards increasing collection and recycling rates. This includes providing a systematic and optimized post-consumer product collection system to foster active community engagement to support circular economy initiatives.

Ybhg. Datuk M Noor Azman bin Taib, Secretary General, Ministry of Housing and Local Government (KPKT) during the ceremony said, “The government today is trying to achieve sustainable development by balancing socio-economic growth and environmental sustainability in line with the Twelfth Malaysia Plan (RMK12). Most economic sectors in Malaysia practice traditional economic activities that are linear and inefficient in the use of resources. This causes a high amount of waste generation.”

Subsequently, KPKT is planning to adopt a new instrument to deal with this problem by placing the responsibility of managing post-consumer products on the producer or EPR. KPKT believes that manufacturers, retailers, distributors, consumers and other parties in the product chain play a vital role in the implementation of EPR. Therefore, this study on Langkawi Island is significant in revealing the best mechanism to develop a more viable and sustainable EPR implementation in Malaysia. This in turn will help KPKT in creating a policy and framework for the implementation of EPR in Malaysia.



He added, "EPR is also one of the important elements in driving implementation of a circular economy, especially for solid waste management. A well-designed EPR system will improve the recycling value chain and domestic recycling industry. Moreover, the implementation of EPR will be a method for the government to deal with environmental pressures from post-consumer products and reduce financial needs for waste management."

In ensuring the success of this study, MAREA and KPKT will jointly work with various stakeholders involved in the waste management and recycling value chain, including Solid Waste and Public Cleansing Management Corporation (SWCorp), waste management company E-Idaman, Langkawi Tourism City Municipal Council, Langkawi Development Authority (LADA), Collaborative Actions for Single-Use Plastic Prevention in South-East Asia (CAP SEA), as well as recyclers and local residents.

According to Juan Aranols, Chairman of MAREA, and Chief Executive Officer of Nestlé (Malaysia) Berhad said, "We are honored to launch our EPR feasibility study in Langkawi with KPKT. This marks a major milestone for MAREA as we embark on a pilot that will improve solid waste management in Langkawi, laying the foundations for a viable and sustainable EPR framework for Malaysia."

"MAREA was created with the objective of finding solutions to the problem of post-consumer packaging waste in Malaysia. The member organizations deeply believe that the industry must engage in the end-to-end management of packaging waste, in collaboration with all stakeholders across the recycling value chain to promote circularity and educate the public in responsible waste management."

An effective EPR system should be country-specific, supported by evidence-based knowledge, incentives, commitment and strong involvement between the private sector, government and users. This gives an added value in the effort to make the Liveable Malaysia Agenda a success.



About KPKT

The Ministry of Housing and Local Government (KPKT) consists of eight government departments/agencies namely 1. Malaysian Fire and Rescue Department, 2. National Housing Department, 3. Local Government Department, 4. National Solid Waste Management Department, 5. PlanMalaysia, 6. National Landscape Department, 7. Strata Housing and Management Tribunal and 8. Housing and Local Government Training Institute. Other agencies under KPKT are Solid Waste Corporation Malaysia (SWCorp), Urbanice Malaysia, Syarikat Perumahan Negara Berhad (SPNB) and Perbadanan PR1MA Malaysia (PR1MA).

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 was founded by 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 12 Main Contributors comprise Coca-Cola Malaysia, Colgate-Palmolive Malaysia, Dutch Lady Milk Industries, Etika Group of Companies, Fraser & Neave Malaysia, Lam Soon Edible Oils, Mondelez International (Malaysia), Nestlé Malaysia, SIG Combibloc Malaysia, Spritzer, Tetra Pak Malaysia and Unilever Malaysia.

The seven Associate Contributors comprise Avery Dennison Materials, Dialog Chemicals, MAEAKO, MCC Labels, NGR Malaysia, Toyochem Specialty Chemical and Veolia Bioconversion Malaysia.

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