

A NEWSLETTER WITH A MISSION

The Malaysian Recycling Alliance, or MAREA in short, welcomes you to the first edition of our quarterly newsletter, THE MAREA NEWSLETTER.

THE MAREA NEWSLETTER will bring you updates on our initiatives and share knowledge and facts that we have learned on our mission to improve collection and recycling rates in the country to tackle consumer packaging waste.

MAKING RECYCLING A BUSINESS PRIORITY WITH EPR

A key principle behind the founding of MAREA is a strategic policy approach known as the Extended Producer Responsibility (EPR).

EPR moves specific responsibilities of waste management away from local governments to producers. MAREA is Malaysia's first voluntary, non-profit, industry-lead association and a concrete commitment by producers and brands to making recycling a business priority.

HOW?

By significantly increasing the collection and recovery of post-consumer packaging through collaboration with the Malaysian government and relevant stakeholders.



MAREA'S 10 FOUNDING MEMBERS



The 10 founding members of MAREA are familiar names in the FMCG sector and are in fact, industry competitors. Our other contributors can be found here.

Not yet part of MAREA? [JOIN US!](#)



HAPPENINGS

MOU Signing Ceremony between MAREA and KPKT on EPR Pilot Study in Langkawi

16 August



MOU signing ceremony between MAREA and KPKT on 16 August 2022 to undertake an EPR Pilot Study in Langkawi Island.

The study will pilot EPR implementation methods that will ultimately form the design basis of a sustainable national EPR framework for Malaysia. To ensure success, we will jointly work with various stakeholders involved in the waste management and recycling value chain on this three phase project to be implemented over the next 15 months.

[Read More](#)

MAREA's First AGM 2022 / 2023

17 June

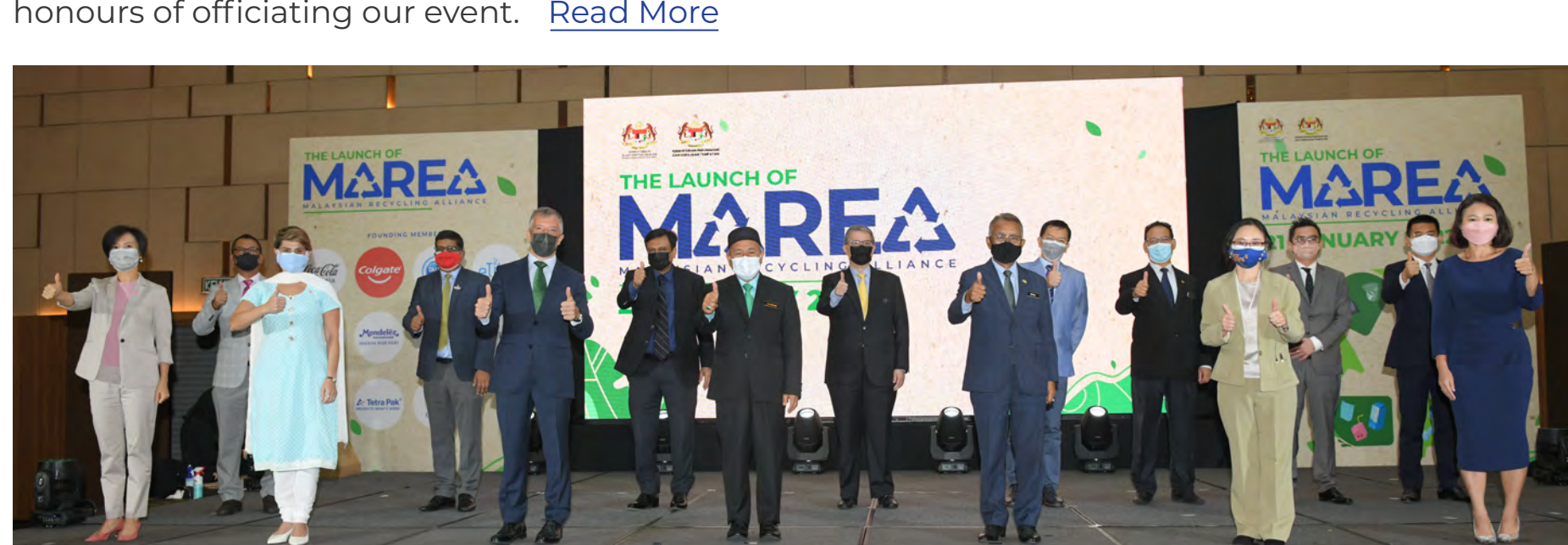
MAREA's first AGM on Friday, 17 June 2022 was a smooth and safe affair. The Board was re-elected and remains strong with Juan Aranols (centre), CEO of Nestlé, back at the Chairman seat. Standing with him and Pauline Goh (red dress), GM of MAREA, are representatives from Coca-Cola, Colgate-Palmolive, Dutch Lady, Etika, F&N, Tetra Pak and Unilever who make up the rest of MAREA's board members. [Read More](#)



MAREA Turned One

21 January

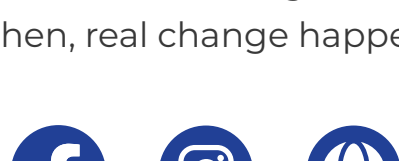
MAREA was officially launched in January 2022 in conjunction with its first anniversary. Dato' Sri Tuan Ibrahim Tuan Man, the Minister of Environment and Water (KASA) and Dato' Sri Dr Haji Ismail bin Haji Abd Muttalib, the Deputy Minister of Housing and Local Government (KPKT) did us the honours of officiating our event. [Read More](#)



Celebrating MAREA's first year milestone at the Setia City Convention Centre.



Every effort to tackle consumer packaging waste matters. Staying informed matters. It leads to the right actions. The right actions make a mission into a movement. That's when, real change happens. Spread the word.



Thank you for being a part of the cause.
See you in the next issue.