

F&N Beverages and MBSA expand recycling campaign to include Shah Alam residents

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It's back! The hugely successful "Kempen Kitar Semula F&N Beverages & MBSA" will once again run its three-month course from March 19 – 20 June, 2012 to clean up the streets of Shah Alam.

Jointly organised by F&N Beverages Marketing Sdn Bhd and the Shah Alam City Council (Majlis Bandaraya Shah Alam or MBSA), the recycling campaign enters its sixth consecutive year.

While still targeting the various primary and secondary schools in Shah Alam, the campaign has been expanded to include the residents, specifically adults, in Shah Alam working through their respective Shah Alam Residents' Representative Councils (Majlis Perwakilan Penduduk - MPP).

F&N Beverages is confident that after five years of working with the schools in the area, the students are well aware of the change they can effect from inculcating the habit of recycling in their daily rituals.

"We felt it was time to expand the campaign to the adults, namely to the 24 Residents' Representative Councils or MPPs within Shah Alam. After five years of watching and assisting their children's efforts, I am positive that these individuals are well prepared to rise to the occasion."



"While the undeniable benefits of recycling to mother nature, to the nation and to each individual should be sufficient motivation for anyone to pick up this habit wholeheartedly, F&N has decided to sweeten the pot by

increasing our total prize money contribution to the campaign to ensure the MPPs are further encouraged and ultimately, are rewarded for their efforts. And to ensure there is no inequity between the schools and the MPPs, the prize money awarded will be equal in structure to the secondary or primary schools prizes because each and every one of us are equally capable of carrying our weight in recyclables,” said F&N Beverages’ Managing Director, Khalid Alvi.

The MPP category follows a similar format to the two school categories (primary and secondary) that have been running over the last five years. Schools, and now MPPs are required to collect items like aluminum cans, plastic bottles and papers for recycling.

The school or MPP with the most (in terms of weight) recyclable items collected at the end of the campaign will each win the grand prize of RM1,500. The second prize is RM1,300 each while for third place it is RM1,200 each. Fourth and fifth places respectively earn RM1,100 and RM1,000 each for their efforts. Sixth to tenth placements will each receive a consolation prize of RM200.

The schools have two added special awards category whereby one school (primary or secondary) that accumulates the most aluminum or plastics, will earn RM600 for each category.

During the launch of the campaign, Alvi also pointed out the critical importance of practicing the three Rs – Reduce, Re-use and Recycle – in order to reduce the dependence on waste landfills.

“The amount of waste generated in Malaysia is growing at two per cent every year. At this rate, our landfills will be 80 per cent full within the next two years as we are generating waste a lot faster than the natural degradation process that take place at the landfills,” he said.

Currently, there are some 230 landfills in Malaysia. Experts believe a landfill can last 10 years longer if Malaysians recycled just 50 per cent of their garbage. In 2011, Malaysia generated in excess of 7.3 million tonnes of garbage with the average Malaysian household producing 1kg of waste daily.

The 2012 campaign was officially launched by the Deputy Mayor of Shah Alam, Tuan Mohtar Hani and Alvi. Guests include MPP representatives and Shah Alam District Education officials, schoolteachers and students.

“Kempen Kitar Semula F&N Beverages & MBSA 2012” will conclude with a prize giving ceremony in July.

http://eng.tzuchi.my/index.php?option=com_content&view=article&id=1428:new-recycling-centre-at-bukit-jelutong-shah-alam&catid=211:year-2013&Itemid=403

New Recycling Centre at Bukit Jelutong, Shah Alam

SATURDAY, 23 FEBRUARY 2013 BY SIOU LEE KIEN, SHAH ALAM / TRANSLATED HEW KWEE HEONG



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Guided by Tzu Chi volunteer Khaw Siew Moi (1st left), the Mayor of Shah Alam City, Datuk Mohd Jaafar Mohd Atan (2nd right) put the recyclables into the appropriate recycling bins. 【Photograph by Chan Tuck Meng】

In 2011, Tzu Chi KL & Selangor launched "A Recycling Centre in Every Community" Campaign. To-date 60 recycling centres had been established. On February 23, 2013, another one was opened at Bukit Jelutong, Shah Alam.

In October 2009, Tzu Chi volunteer, Tan Soon Hock started a recycling point in his community - Bukit Jelutong. Despite its once-a-month operation, this recycling point has gained popularity among the residents.

Last year, a discussion was held between Bukit Jelutong Residents' Association and Tzu Chi Foundation to set up a permanent recycling centre in this area. With support from Bukit Jelutong Residents' Association, MBSA (Shah Alam City Council), Mydin and Sime Darby, a recycling centre was established in the D' Pangkin commercial area of Bukit Jelutong.

On February 23, 2013, it was officially opened in the presence of the Mayor of Shah Alam City, Datuk Mohd Jaafar Mohd Atan, Chairman of Bukit Jelutong Residents' Association, Ahmad Fhamy, Former Chairman, Ariffin Buranedeem, Manager of Mydin D' Pangkin, Representative of Sime Darby and Tzu Chi volunteers.

A recycling centre of our own

Tzu Chi volunteers also set up a recycling exhibition booth and a "plastic bag house" along Mydin's corridor, to advocate the concepts of environmental protection and global warming.

Ahmad Fhamy Sallehudin, Chairman of the Residents' Association, said he was happy to see the residents finally having a recycling centre of their own.

The newly-opened collection centre is jointly run by volunteers from the Residents' Association and members of Tzu Chi.

Besides setting up the Centre, residents in Bukit Jelutong are also passionate about keeping their environment clean and green.

Ahmad Fhamy said that besides regular cleaning programmes, his Association had also been actively

participating in tree-planting activities organized by the Shah Alam City Council (MBSA). He took the opportunity to thank Tzu Chi for sharing their experience and for running this recycling centre jointly with the Residents' Association.

More recycling centres for Shah Alam

Datuk Mohd Jaafar Mohd Atan, Mayor of Shah Alam City, hoped that the concept of turning the income from selling recyclables into a charitable fund to help the poor will also be emulated by other communities.

Following the ribbon cutting and tree-planting ceremonies, Datuk Mohd Jaafar toured the exhibition booth. He was so impressed with Tzu Chi Philippines' success in leading their locals to do recycling that he vowed to set up more recycling centres in Shah Alam, thereby inviting more people to protect the environment together.

Manager of Mydin D' Pangkin indicated that he had proposed to his Corporate Chairman to support the "No Plastic Bag Every Saturday" Campaign, as well as, donate a day's waste resources to this centre.

Clean up at the source

A keen supporter of Tzu Chi's Bukit Jelutong recycling point since its opening, Yan Xiu Yu does not only collect the waste resources produced in her house, but she also picks up recyclables at the nearby football field after her morning exercise.

After experiencing the heat in the plastic bag house, she exclaimed: "It is really hot inside!"

Since realizing that our Earth is facing global warming, she has refused to use plastic bags. She also added, "I will continue to do recycling."

Resident Chen You Mei said that with the set-up of this recycling centre, it is now more convenient for all to drop their recyclable resources.

Volunteer Wong Siew Lang said, "It took us two evenings to complete this plastic bag house. Our intention was to make more people realize the greenhouse effect and take the necessary steps to reduce its effect."

Volunteer Lim Suat Bee said, "With this recycling centre, we can now conduct more educational work and encourage the residents to save the Earth together.



The Bukit Jelutong Recycling Centre was officially opened on February 23, with support from the Government, residents and corporations. [Photograph by Boon Wai



Datuk Mohd Jaafar Mohd Atan praised the idea of turning the income from selling recyclables into a charitable fund to help the poor. [Photograph by Boon Wai Kong]

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Trees were planted in the surrounding of the recycling centre after the Opening Ceremony. 【Photograph by Boon Wai Kong】



Tzu Chi volunteer, Wong Siew Lang, seen here showing visitors the different types of recyclables. 【Photograph by Chan Tuck Meng】



Visitors signing the "I love Mother Earth" pledging card. 【Photograph by Chan Tuck Meng】



Besides promoting recycling, volunteers also promoted the "5-good deeds" (go vegetarian, conserve water and electricity, use reusable food containers and use public transport). 【Photograph by Chan Tuck Meng】



Since realizing that our Earth is facing global warming, Yan Xiu Yu (1st left) has refused to use plastic bags. 【

Photograph by Boon Wai Kong】