



**UNIT KOMUNIKASI KORPORAT  
JABATAN PERIKANAN MALAYSIA  
BERITA PERIKANAN HARI INI**

**17 Oktober 2023  
02 Rabiulakhir 1445H**

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					MUKA SURAT	TARIKH
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BERITA HARIAN	SINAR HARIAN	THE SUN		ORIENTAL DAILY		
HARIAN METRO	NEW STRAITS TIMES	THE MALAY MAIL		PELBAGAI		
KATEGORI LIPUTAN: POSITIF		NEGATIF		NEUTRAL		10 17/10/2023

10 Events

STARMETRO, TUESDAY 17 OCTOBER 2023



Nestle Care volunteers collected two tonnes of waste from six beaches and two underwater sites.



Volunteers take part in underwater cleanup and reef conservation activities in Mabul Island, Sabah and Perhentian Island, Terengganu, as part of Nestle's annual beach cleanup.

NESTLE (Malaysia) Berhad's annual nationwide beach and underwater cleanup initiative returns, in conjunction with World Cleanup Day.

As part of the company's journey towards net-zero emissions and plastic neutrality, this initiative is a platform to raise awareness among its employees and the public on the critical issue of marine pollution and encourage responsible management of post-consumer packaging waste.

Over 400 Nestle Cares volunteers collected two tonnes of waste from six beaches and two underwater sites across the nation.

The collected waste was sent to specialised ocean-bound recyclers for separating, recycling or safe disposal, ensuring that nothing ends up in landfills.

Since its launch in 2019, the initiative has successfully diverted 14 tonnes of waste from polluting landfills and oceans.

The plastic collected through these activities is just the tip of the iceberg of the company's extensive waste collection efforts.

Its main programme, Project SAVE, focuses on plastic neutrality through five voluntary Extended Producer Responsibility (EPR) initiatives, namely Kita Recycle (KitaR) which targets rural areas, Klang River Plastic Collection Programme, CARETon Project, Strata Recycling Programme and Door-to-Door Collection and Recycling Programme.

In 2023, these programmes are expected to collect 12,000 tonnes of waste by year end, and nearly 20,000 tonnes of waste since the launch in 2020, with approximately two-thirds of this volume being plastics.

Nestle chief executive officer Juan Aranols said, "Nestle

# Diving in to clean up oceans and beaches

Over 400 volunteers recover two tonnes of waste from six beaches and two underwater sites to mark World Cleanup Day



Aranols (left) and Tawau marine police officer ASP Mohd Sofian Awang Damit team up for marine conservation in Mabul Island, Sabah.



Nestle Cares volunteers making a positive impact on beach cleanliness across six beach locations.

Malaysia's annual beach and underwater cleanups are a great platform for civic engagement and environmental awareness among our employees."

He said fighting against plastic pollution and spearheading plastic neutrality ran in tandem with the continued reduction of virgin plastic content in the company's products, and promoting responsible waste management through the collection, separation, and recycling of materials.

He said it was heartening to see Nestle Cares volunteers once again coming together across the nation.

"We were honoured by the involvement of representatives from the Malaysia External Trade Development Corporation as well as the Natural Resources, Environment and Climate Change Ministry," said Aranols.

"Collective action is key to overcome environmental challenges and spearheading meaningful changes towards a more

sustainable Malaysia.

"We hope this initiative inspires more action from the public and we invite Malaysians to join us in taking better care of our planet, particularly the oceans, by ensuring the responsible disposal of waste."

The beach cleanup locations included Pantai Kelanang in Selangor, Pantai Saujana in Negeri Sembilan, Teluk Ketapang in Terengganu, Pantai Teluk Rayu in Penang, Pantai Batu Layar in Johor and Pantai

Pasir Panjang in Sarawak.

The company also undertook an underwater cleanup and the planting of corals, in Mabul Island, Sabah, and Perhentian Island, Terengganu, as part of efforts to protect Malaysia's marine ecosystem and restore precious coral reefs.

The team also made a return visit to check the corals that were planted in Mabul Island last year, which coincided with the company's 110th anniversary.