



SWM ENVIRONMENT

IMMEDIATE RELEASE

MEDIA STATEMENT

GREAT KITAREcycle CHALLENGE 2024 GATHERED 107,239 KILOGRAMS OF RECYCLABLE ITEMS

NEGERI SEMBILAN, 25 NOVEMBER 2024 – GREAT KITAREcycle Challenge 2024 (GKC2024), jointly organised by SWM Environment and Great Eastern Takaful Berhad (GETB) had successfully collected a total of 107,239 kilograms of recyclable items starting from July until 8 November 2024 through one of the competition categories, namely the Collection of 3R KITAREcycle Recyclable Items.

This program recorded the highest collection of recyclables involving over 60 secondary and primary schools in Negeri Sembilan and Melaka. This significant achievement had resulted from the collective efforts to raise awareness of the importance of recycling among the younger generation.

In addition, there are several competition categories under the GKC2024 programme, including the 3R sculpture creation, essay writing, short video production, and storytelling, all of which are based on the concept of recycling and environmental preservation. This competition had not only brought out the students' creativity but also, instils the values of environmental sustainability through their innovative masterpiece.

Commenting during the Closing Ceremony of the GREAT KITAREcycle Challenge 2024, Chief Executive Officer of Great Eastern Takaful Berhad, Mr. Shahrul Azlan Shahrman stated, "Beyond our family takaful business operations, we are very concerned about environmental issues that are increasingly concerning. This corporate collaboration is among our efforts to play a role in helping to raise awareness among students and teachers on waste management. In addition, we also donated recycling facilities to schools that successfully collected more than 5,000 kilograms of recyclables throughout the GKC2024 programme."

Besides, GETB also introduced the upcycling initiative as a proactive environmental protection measure through a series of awareness briefings and demonstrations of a 2-in-1 upcycling machine that produces new functional items made from used plastic materials to students and teachers. Through this initiative, students were able to identify upcycling activities that could be done at home and in their schools, while fostering a more environmental-friendly lifestyle.

"Educational institutions are the best platform in shaping the culture of recycling among future generations. Close collaboration with the State Education Department has enabled us to directly engage students in CEPA (Communication, Education & Public Awareness) activities which are very important in creating awareness about recycling and environmental sustainability," said SWM Environment Corporate General Manager, Mohd Norlisam bin Mohd Nordin. He added that through these competitions, students gain extensive exposure of the importance of recycling and how they can play an active role in building a more sustainable socio-culture. Activities of this kind motivate students to continue to be involved in efforts to care for the environment, thus forming a generation that is more responsible in preserving the earth.



Observing the positive response from schools, SWM Environment further intensifies the competition for participating schools with the 10-Day Challenge as a final momentum in the final round of the Recycling Collection Competition. This 10-Day Challenge allows additional opportunities for other schools which are interested to compete in recyclables collection category along with creative videos production or photos to win prizes.

The 10-Day Challenge was added to give recognition to schools that demonstrated exceptional efforts in recycling programmes, while encouraging other schools to be active in the KITAREcycle programme. With this challenge, SWM Environment hopes to foster continuous recycling practices in schools and among students, which can be continued even after the competition ends.

Overall, the GKC2024 program had brought together various parties, especially teachers and students, towards achieving the shared goals. The determination, creativity and green practices demonstrated throughout the programme should set an example to other young generations. GETB and SWM Environment also congratulate all the winners and appreciate the support provided by the Ministry of Education Malaysia and the State Education Departments involved.

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ABOUT SWM ENVIRONMENT SDN. BHD.

SWM Environment Sdn. Bhd. (SWM Environment) is a concessionaire providing solid waste management and public cleaning services in the states of Negeri Sembilan, Melaka and Johor since 1995, through concession agreements governed under the National Solid Waste Management and Public Cleaning Act (Act 672).

As the largest concessionaire in Malaysia, SWM Environment, with a workforce of 12,000, serves 27 local authorities, 1.5 million residential and commercial premises with more than 5.1 million people covering a geographical area of 28,500 square kilometres. For more corporate information, please visit the website: www.swm-environment.com.

In an effort to reduce waste generated to landfill, SWM Environment actively promotes high-impact environmental programs such as Solid Waste Separation at Source (SAS), recycling and food waste composting to increase public awareness among the general public.

In 2018, SWM Environment introduced its recycling program, KITAREcycle, in all three southern states of Peninsular Malaysia. KITAREcycle encourages the public to recycle and receive reward points for more than 25 types of recyclable items including paper, aluminium cans, plastics, electrical and electronic waste. Starting 2024, accumulated reward points are only valid for a period of two years and can be redeemed for cash via online banking. The public can download the KITAREcycle app via the *Apple Store* and *Google Play Store*. Please visit: www.kitarecycle.com for more information.



ABOUT GREAT EASTERN TAKAFUL BERHAD

Great Eastern Takaful Berhad (GETB) is a joint venture company between i Great Capital Holdings Sdn Bhd (i-Great), a subsidiary of Great Eastern Holdings Limited and Koperasi Angkatan Tentera (M) Berhad. Launched in 2010, Great Eastern Takaful is committed in providing comprehensive family takaful solutions which provide health and financial protection in its effort to narrow the protection gap amongst Malaysians, including the lower income segments (B40). Adopted the Takaful for all approach, its business operations are well supported by various distribution channels, corporate and bank partners in its quest to remain its position in the industry and to fulfil customers' protection needs.

Beyond its business operations, Great Eastern Takaful has actively carried out various corporate social responsibility initiatives, focusing on education (GET-Pintar), community development (GET-Care) and environmental Protection (GET-Green) to help the community enhance their quality of life.

The aspiration of Great Eastern Takaful to reach for great with fellow Malaysians was proven through various local and international awards and recognitions. Among the latest recognition is the "Best Takaful Provider Malaysia 2022" by Global Business Outlook Awards and in 2023, Great Eastern Takaful was awarded the "Most Valuable Brand – Takaful Solutions" by The BrandLaureate BestBrands Awards, the "Best Takaful Solutions Provider" by Global Islamic Finance Awards (GIFA) and few Takaful Star Awards by the Malaysian Takaful Association. 2024 observed Great Eastern Takaful being named "The Best Employer" by the Kincentric Best Employers Award, awarded the "Best Takaful Solution Provider" by Global Islamic Finance Awards (GIFA) and received the "Initiative Award – Upcycling" by the ESGBusiness Awards. For further information, visit www.greateastertakaful.com.

The Government of Malaysia has also appointed Great Eastern Takaful as the administrator of mySalam, the national health protection scheme, under the supervision of Bank Negara Malaysia.



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