

PLASTIC NEUTRALITY GOAL

Nestlé Malaysia mobilises volunteers to clean up coastlines

KUALA LUMPUR: Nestlé Malaysia Bhd's annual Beach and Underwater Clean-Up brought together more than 300 Nestlé Cares volunteers who rallied to remove waste from Malaysia's coastlines.

According to the company's chief executive officer, Juan Aranols, this initiative is part of Nestlé Malaysia's broader commitment to achieving plastic neutrality and moving towards net-zero emissions.

"As we continue this journey, the Beach and Underwater Clean-Up engagement demonstrates how corporate responsibility, community engagement and environmental stewardship can work together to create positive change.

"It also serves as a platform for employee involvement and heightened awareness of environmental topics."

Since its inception in 2019, this initiative has collected more than 15 tonnes of waste.

The annual event also included other nature protection activities

such as coral replanting, removal of discarded fishing nets ("ghost nets"), and population control of invasive species, such as the coral-damaging crown-of-thorns starfish.

This year, clean-up efforts spanned five locations across the nation, namely Pantai Teluk Batik (Perak), Pantai Kemaman (Terengganu), Pantai Pasir Panjang (Sarawak), Pantai Saujana (Negri Sembilan) and Pulau Perhentian (Terengganu).

Each location saw enthusiastic participation from Nestlé employees, who joined hands with like-minded volunteers from different non-governmental organisations (NGOs) and government agencies, all working together for a common goal.

Aranols said this initiative also highlighted the strength of public-private collaboration, with active participation by government agencies and NGOs.

In Negri Sembilan, Nestlé partnered with PUSPANITA (Persatuan Suri dan Anggota Wanita Perkhidmatan Awam Malaysia),



Nestlé Malaysia Bhd chief executive officer Juan Aranols and volunteers carrying out underwater clean-up and reef conservation activities as part of the company's annual Beach and Underwater Clean-Up initiative. PIC FROM PR AGENCY

which brought 54 additional volunteers to aid in clean-up efforts.

The clean-up in Kemaman saw a collaboration with the state Prison Department and NGO Geng Plastik Ija, enhancing local engagement.

Pantai Saujana and Pantai Pasir Panjang also saw a decrease in trash collected compared with

last year.

This year's effort also contributed to Hari Cuci Malaysia, an initiative by the Housing and Local Government Ministry, demonstrating Nestlé's support towards national environmental goals.

"We are strong believers in the power of partnerships to drive positive change.

"These strategic collaborations

are crucial in amplifying the reach of our sustainability efforts and promoting a culture of environmental responsibility across the nation."

All collected waste from the activity was channelled to specialised ocean-bound recyclers, ensuring that these materials are recycled or responsibly disposed of.