



Kenyataan Akhbar

Press Release

OPENING CEREMONY OF PILOT PROJECT FOR COLLABORATIVE PROJECT SINGLE-USE PLASTIC PREVENTION IN SOUTH EAST ASIA (CAP-SEA) MALAYSIA AND MOU SIGNING CEREMONY BETWEEN MGTC AND MBSA

12 April 2021, Monday

BANGI – Malaysian Green Technology and Climate Change Centre (MGTC) has signed a Memorandum of Understanding (MoU) with Majlis Bandaraya Shah Alam (MBSA) in a signing ceremony conducted in a programme to mark its pilot project for the Collaborative Action for Single-Use Plastic Prevention in South East Asia (CAP-SEA) Malaysia.

The CAP-SEA project is initiated through a cooperation between Economic Planning Unit (EPU) of Malaysia and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH of Germany which focus on Single Use Plastic (SUP) prevention as part of Circular Economy initiative.

The project is funded by Federal Ministry for Environment, Nature Conservation and Nuclear Safety (BMU) Germany under the global programme known as Export Initiative (ExI), with the objective to promote “green” technology and know-how transfer to support sustainable development worldwide which is in-line with Malaysia towards Zero-Single Use Plastic Roadmap 2018 launched by Ministry of Environment and Water (KASA).

MGTC as a government agency under KASA and has been appointed as the implementing agency for CAP-SEA Malaysia Project. The project aims to reduce Single-Use Plastic (SUP) products and plastic waste by providing capacity support to enable Circular Economy and Extended Producer Responsibility (EPR) policy framework guidelines.

The project will also aim to support local government with pilot activities with initiative to reduce their SUP use footprints by developing SUP prevention business models and assess the efficiency of existing SUP prevention policies at local level.

Ts. Shamsul Bahar Mohd Nor, Chief Executive Office of MGTC, said, “We believe that we have chosen the right partner to implement this project and complement the efforts and initiatives on Single Use Plastic prevention that been done by MBSA. It is time to break free from plastics, individuals have to be mindful the consumption, corporations should adopt business models that reduce plastic production, and governments must enable and facilitate”.

The ceremony also launched CAP SEA partner in Malaysia, ENVIU a global venture building studio with over 17 years of entrepreneurial experience, entrusted to develop scalable and financially viable social enterprises which bring “start-up” business models that allow for prevention or reuse of SUP to consumers within MBSA.

Leveraging experience and learnings from its Zero Waste Living Lab program in Indonesia, Enviu aims to accomplish this via the development of reuse business models that eliminate the need for single use plastics at the source. In doing so they will substantially be reducing a major source of plastic production and further the development of a circular economy in Malaysia.

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About MGTC

Malaysian Green Technology and Climate Change Centre (MGTC) is an agency of the Ministry of Environment and Water (KASA) mandated to drive the country in the scope of Green Growth, Climate Change Mitigation and Green Lifestyle.

Three national policies, particularly the National Green Technology Policy (NGTP), the National Climate Change Policy (NCCP) and the Green Technology Master Plan (GTMP), regulated MGTC's role as a catalyst for green economic growth.

MGTC's initiatives and programs focus on achieving a long-term impact by 2030 with a 45% reduction of greenhouse gas (GHG) emissions intensity of GDP, increasing GDP contribution from green technology by RM 100 billion and generating 230,000 green job opportunities.

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