EPR – a voluntary industry-driven solution to tackle consumer packaging waste in Malaysia

The aim is to have an industry-led EPR system that focuses on boosting the value chain, and significantly increase the collection and recovery of post-consumer packaging.

**CONSUMERS**
- Separation At Source (SAS)
- Non-littering behavior

**WASTE COLLECTION**
- Policy enactment & enforcement on SAS, enhance sorting and collection infrastructure, and behavioral change

**RECYCLING SECTOR**
- Support the recycling value chain, capacity building and behavioral change

**FEDERAL GOVERNMENT**
- Policy standardization that supports the collection and recycling eco-system

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10 like-minded companies came together to form MAREA in 2019
Malaysian Recycling Alliance Berhad (MAREA) was incorporated on 4 Jan 2021

I. To achieve MAREA members footprint collection rates of:
   • 25% Collection For Recycling by 2025 : post-consumer packaging materials

II. To maximize the use of recycled and renewable materials

III. To avoid post-consumer packaging materials leakage to the environment
MAREA plans to increase recycling collection within the current legislative environment

MAREA

Collection support at different parts of the value chain

Collection  Sorting  Recycling

Covering all post-consumer plastic packaging material and UBCs

Consumer Education and Public Awareness (CEPA)

Support relevant and applicable solutions in all parts of Malaysia and across the existing legal framework

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Initial focus on post-consumer plastic packaging materials and UBC

Covering all post-consumer plastic packaging materials and UBC

1. PET
2. HDPE
3. PVC
4. LDPE
5. PP
6. PS
7. Others (including multi-layer and laminates)
8. Used Beverage Cartons (UBC)

Future focus

Post-consumer plastic service packaging

- E-commerce
- Food & Beverage

Other post-consumer packaging material types

- Paper Grades
- Glass
- Aluminium
- Other Metals

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<th>Future Plan</th>
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<td><strong>Malaysian Recycling Alliance Berhad (MAREA)</strong> - incorporated on 4 Jan 2021</td>
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| **1** | Official launch of MAREA:  
soft-launch on 1\textsuperscript{st} April 2021, official launch on **21\textsuperscript{st} Jan 2022** |
| **2** | Identify and implement scalable collection and recycling pilots |
| **3** | MAREA awareness & members recruitment programs |
| **4** | Consumer Education and Public Awareness (CEPA) |
| **5** | Scale up relevant collection, sorting and recycling activities |
Thank You