



Malaysian Recycling Alliance Berhad

An Introduction

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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

10 like-minded companies came together to form MAREA in 2019



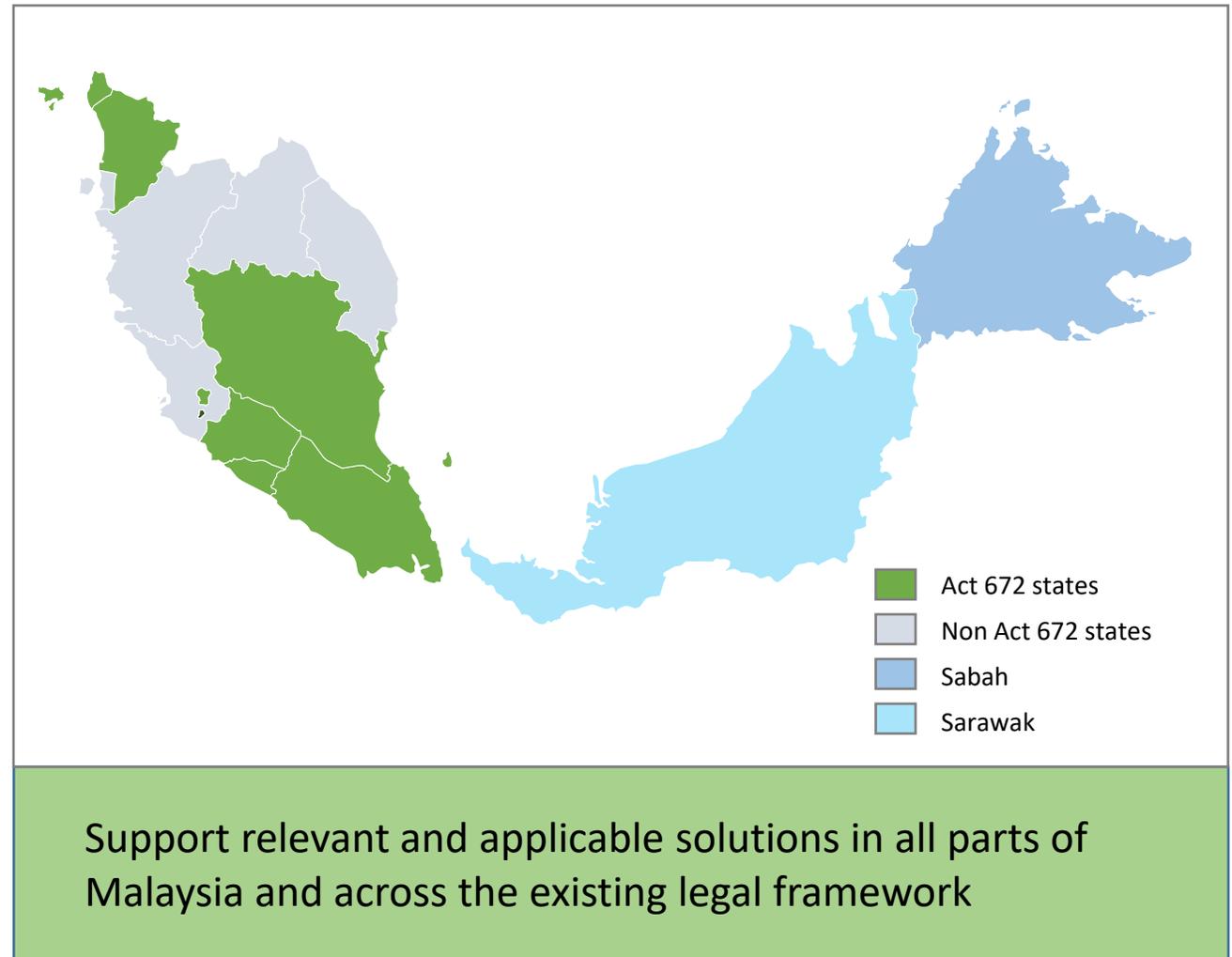
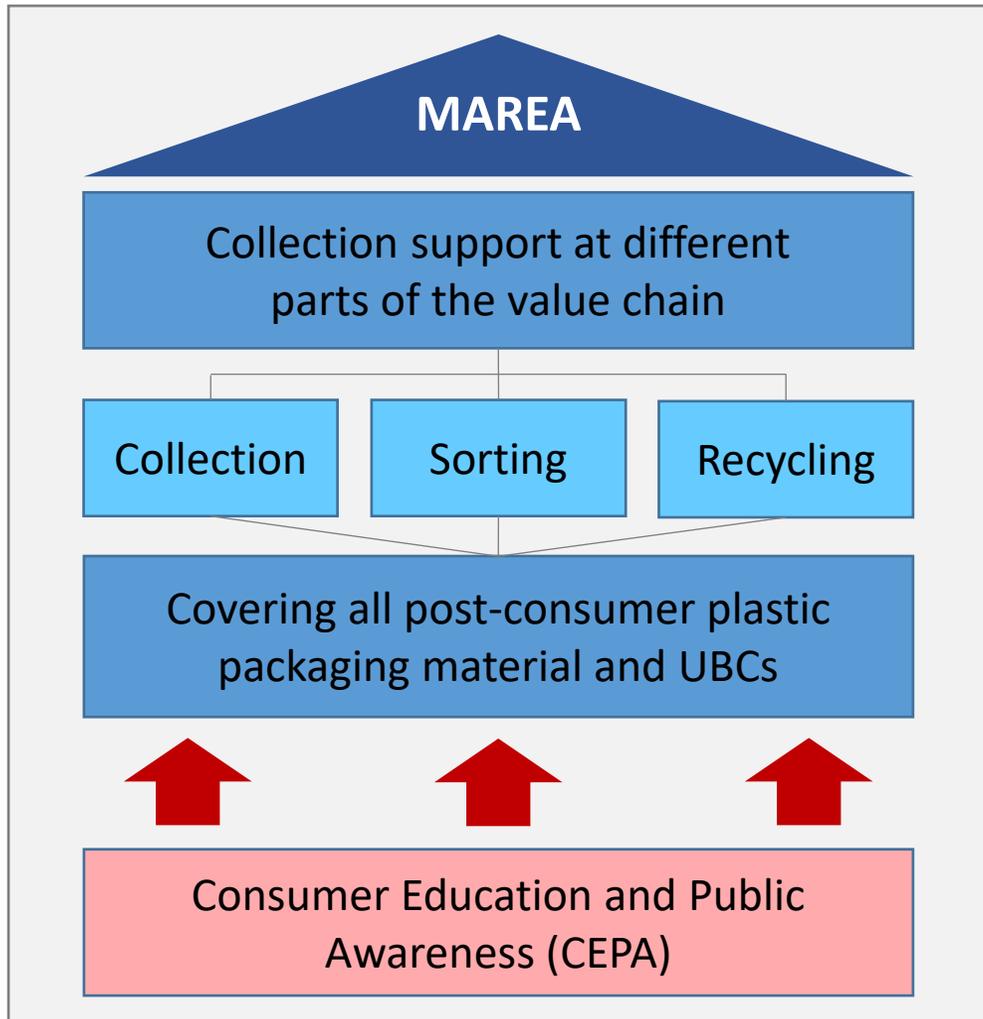
Good food, Good life



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



Initial focus on post-consumer plastic packaging materials and UBC

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Covering all post-consumer plastic packaging materials and UBC

	PET
	HDPE
	PVC
	LDPE
	PP
	PS
	Others (including multi-layer and laminates)
	Used Beverage Cartons (UBC)

Future focus

Post-consumer plastic service packaging



Other post-consumer packaging material types



Future Plan

- 0 Malaysian Recycling Alliance Berhad (MAREA) - incorporated on 4 Jan 2021
- 1 Official launch of MAREA :
soft-launch on 1st April 2021, official launch on **21st 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