

SPEECH BY DATO' SERI ONG KA CHUAN

1 UTAMA'S "GO GREEN-GET TO GRIPS WITH CLIMATE CHANGE" OFFICIAL LAUNCH 5TH JUNE 2008 1 UTAMA SHOPPING CENTRE

I would like to take this opportunity to thank Dato Teo Chiang Kok Teo and the directors of 1 Utama Shopping Centre for inviting me to officiate this educational and beneficial 'Go Green - Get to grips with climate change' launch.

This campaign is in conjunction with the World Environment Day which is held on 5th Jun 2008. In this regard, the Theme for this year's World Environment day is '**Kick the habit! Towards a Low Carbon Economy**'. I was informed that, the participants for this "Go-Green campaign comprises of Zoo Negara, Kraftangan Malaysia, Global Environment Centre, 8TV, UNDP and many others that I'm not able to mention all in here.

Although much have been done by the government and environmental bodies to encourage our society to adopt eco-friendly habits, the task to instil the love for Mother Nature should also be taken up by private sectors to play a role too.

1 Utama's 'Go Green-Get to grips with climate change' is a clear example of a respective corporate body taking the initiative to promote awareness on global warming in an interesting way for the public. What better way to learn about going green than participating in all the fun-filled eco-activities, specially designed for this purpose.

I'm also very pleased to hear from Dato Teo on all the 'green building initiatives' that was incorporated since its very early beginnings. Being the first 'green mall', 1 Utama has indeed set the standards for other developers to start taking on the same measures. I applaud Dato Teo for its vision and his endless conservation efforts for the environment.

Also, I'm very happy to learn that 1 Utama offers so many environmental friendly services for the shoppers. I share Dato Teo's belief that a sincere gift doesn't need fancy wrapping papers. The Go Green Without Wrapping stickers and tags is absolutely creative and practical. I laud 1 Utama for its great approaches in encouraging its shoppers to be more environmental conscious.

Campaign such as this, has definitely been given an utmost priority in the overall planning for public awareness carried out by the Ministry of Housing and Local Government. Public awareness is a long process to instill the spirit of loving the environment within the society. Awareness campaigns have to be carried out continuously and more importantly to involve our children. Awareness towards conservation and protection of the nature can only bear fruit if the society has knowledge, understanding, change of attitude and active participation.

Ladies and Gentlemen,

National Solid Waste Management Policy that was passed by the government in 2006 gives an utmost emphasis on the 3R concepts "**Reduce , Reuse and Recycle**". The output from the 3R concept is that the amount of waste which still has economic value can be reused and recycled. But, most importantly is that the life-span of the landfill can be extended and consequently we need not have to provide more lands to be used as landfill. In addition, recycling activities can also generate economic growth, besides creating more employment opportunities for the society.

Small scale industries like the handicraft would be able to gain ground and mature if they are given continuous source of recycled materials. Bigger industries such as paper and glass recycling industries need not have to depend on raw resources entirely. As for the society overall, they will experience a cleaner, healthier and safer environment. Water sources will be protected from leachate pollution, our air will be protected from dust and emission of hazardous gasses, and diseases carrying vector can be reduced.

Ladies and Gentlemen,

Activities carried out in the "Go-Green" campaign correspond appropriately with its theme and also the theme of World Environment Day, which is "Global Warming". Global warming is associated with emission of green house gasses such as carbon dioxide and methane. The global warming phenomenon is related directly with one of the functions of Ministry of Housing and Local Government that is the management of solid waste. Landfills that are not managed well is a contributing factor towards the emission of methane into the atmosphere.. Methane has a global warming potential that is 21 times greater than of carbon dioxide. Therefore, it is important that only sanitary landfills are built. Sanitary landfill is equipped with the technologies to overcome the emission of methane into the atmosphere. Therefore it is very critical for the society to work towards the reduction of waste which contributes to the "Green House effect". As a saying goes, prevention is better than cure.

Ladies and Gentlemen,

In this regard, the government approved the Solid Waste and Public Cleansing Management Act in July last year. The Act provides the force of law for the implementation of the National Solid Waste Policy and also National Strategic Plan for Solid Waste Management. Both, the Policy and the National Strategic Plan provides the right direction for program and activities to be carried out for the management of solid waste. Besides, this Act will ensure that the public, industrial players and private sectors manage the solid waste based on the procedures and code of practices set by the government. This will result in a sustainable, effective and efficient solid waste management. This Act will also act as a catalyst to increase the recycling activities in the country, by providing regulations on 3R, deposit refund system and take back system.

The Solid Waste and Public Cleansing Management Act also has the authority to ensure that specific products contain a specific amount of recycled materials. Such legislation is not meant to reduce the competitive advantage of the industry but to help them achieve the standards, condition and criteria set upon by importing countries like Europe and the US. In addition it can also provide new opportunity in the relevant recycling industries.

Ladies and Gentlemen

The "**Go Green**" campaign which has been going on for 4 days reflects the significant cooperation between the private sector, NGOs, industries, individuals and the government to promote minimization of solid waste threw 3R. But most importantly the campaign makes a clear indication linking solid waste management which is a national issue with global warming which is an international concern. Thus, by addressing a national issue we are at the same time address climate change.

To conclude I believe that the Go Green Campaign is one of the many important and continuous effort to realize the government's aspiration to inculcate reuse and recycle as a culture. Last but

not least, I would like to once again thank the organizers and other agencies involved to make this campaign a success. I hope this effort will continue until we reach our target of recycling 22 percent of our solid waste by 2020.

On this note I'm pleased to officiate the **"Go Green"** campaign with its theme **"Get To Grip With Climate Change"**

Thank You.