Coca-Cola goodies for students, staff of UPM

KUALA LUMPUR: Students and academic staff at one of Malaysia's greenest universities, University Putra Malaysia (UPM), will be fashionably rewarded for doing their part to save the earth when they bring in PET (*polyethlyene terephthalate*) bottles to be recycled in the run-up to this year's Earth Hour.

In collaboration with UPM, Coca-Cola Malaysia is encouraging students and faculty members to bring in empty PETbeverage bottles for recycling.

In exchange for the bottles, they will get a refreshing drink, T-shirts or tote bags. These Tshirts and tote bags are no ordinary items as they are actually made from recycled PET bottles.

The T-shirts and bags also carry slogans and graphics which promote the recycling of used beverage bottles into renewable, reusable products.

Each T-shirt, which can be

obtained with 30 empty bottles, also features a number on the inside neck which indicates the number of PET bottles recovered and reused to create each garment.

"It's a great way to create some impactful awareness of the benefits of recycling and there's a nice incentive this time," said Kadri Taib, Coca-Cola Malaysia's public affairs and communications director.

"We hope that activities such as this will get consumers to think twice and reduce waste before throwing a bottle in the trash or, worse, by the side of the road," said Kadri.

Universiti Putra Malaysia has long been recognised as a green campus with its verdant landscape of plants of various sizes and species.

Besides the green environment, UPM is aggressively promoting green activities such as reducing motor vehicles on campus, providing bus servvices, encouraging students and staff using bicycles, promoting programmes such as recycling, e-filing, save energy, water and paper and many more.

"UPM is not just educating and aggressively promoting green awareness among the students and public but also actively conducting research and development in related fields of green activities and technologies," said Prof Dr Ahmad Ismail, who heads the Biology Department of UPM.

"The recycling activity is one of UPM's continuous efforts to maintain its status as a green campus.

"The involvement of the corporate sector will enhance and speed up the awareness among the young generation of hazardous chemical pollution and how recycling can help the environment which in turn will reduce threats to human health," added Ahmad.



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