

IN conjunction with Earth Day, Coca-Cola partnered with Universiti Putra Malaysia (UPM) by launching the programme "Recycling@U" in a bid to encourage the varsity's students to reduce, reuse and recycle materials to protect the environment while reducing greenhouse emissions.

It aims to instil the goal of minimising waste through habitual recycling, especially of plastic, aluminium, glass and electronic waste (e-waste).

While some waste materials take a long time to biodegrade or not at all, others, such as e-waste, contain toxic heavy metals that can leach into soil, water or release toxic chemicals into the air that further damages the environment.

The partnership has expanded its recycling and awareness efforts to other universities, led by UPM, to support its own on-campus Recycling Centres run by student bodies.

The project will see the construction of recycling centres in all participating universities and awareness campaigns to instil the recycling habit.

UPM board of directors chairman Prof Emeritus Tan Sri Dr Syed Jalaludin Syed Salim said: "Education is the foundation for progress."

"We need to build a global citizenry fluent in the concepts of climate change and aware of its unprecedented threat to our planet."

Varsity, company work on recycling



One of the schools showcasing its recycling efforts at the event.

"Recycling activities can contribute to reducing climate change. Through knowledge, we can empower everyone and inspire action in aiding environmental protection."

"I hope the collaboration between UPM and Coca-Cola will continue on a bigger scale and for a long time to educate the public," he said.

Coca-Cola began its effort in rais-

ing awareness through an innovative programme initiated in 2013, where it encouraged students to recycle PET bottles and aluminum cans in exchange for the use of bicycles and safety helmets.

The programme, "Recycle to Cycle", reduced carbon emissions as the use of private motor vehicles on UPM's campus fell drastically.

The Coca-Cola Company Malaysia-Singapore-Brunei country manager Ahmed Yehia said: "It's well known that reducing, reusing and recycling materials helps conserve resources and protects the environment even as it reduces greenhouse gas emissions."

"Programmes such as Recycling@U is one way of how we can work with local communities to make a positive difference and it is heartening to see the support of the country's top universities."

Ahmad added that Coca-Cola has implemented strategies to increase the sustainability of its packaging and are finding ways to avoid them from turning into waste.

He said that to build a truly sustainable effort; however, requires a wide range of actions, such as advocating policy changes, developing renewable technologies and engaging consumers.

"Ultimately, it requires building a system in which many people, institutions and technologies work together to reduce, redesign, recover, recycle and reuse packaging," he added.