

MSM steps up green and sustainability programme

KUCHING: In conjunction with the National Environment Day 2021, MSM Malaysia Holdings Bhd (MSM Group) through its wholly-owned subsidiary, MSM Prai Bhd (MSM Prai) was amongst top three winners in Household E-Waste Collection Hero Competition organised by Penang Department of Environment (DOE) and in collaboration with Majlis Bandaraya Seberang Perai and Majlis Bandaraya Pulau Pinang. MSM Prai successfully bagged third place in the Industry category with approximately 500kg of electric and electronic waste (e-waste) collected within five days from November 7 to 12, 2021 by more than 400 MSM Prai employees via strategic promotion of environmental awareness programmes.

MSM Group chief executive officer, Syed Feizal Syed Mohammad said the participation in the programme is part of MSM sustainability programme as a step-up of an environmental, social and governance (ESG) framework.

It reflects MSM support towards nation statement during the United Nations Climate Change Conference of the Parties - the COP26 recently.

"The commitment shown by MSM Prai employees is a



(From second right) Representatives from MSM Prai pictured together with Penang DOE director, Sharifah Zakiah Syed Sahab (fourth from left) and Industry category winners for Household E-Waste Collection Hero Competition.

true testament that everyone in MSM play an active role in balancing the need between business operations and preserving the environment, in line with National Environment Day themed Environment: Our Shared Responsibility. We will continue to enhance the ESG framework within MSM Group and bring positive sustainability

impact through a wide range of initiatives," he added.

On October 13, 2021, MSM Prai signed a Certificate of Collaboration with Penang DOE enabling green initiative in preserving and conserving the environment.

Prior to the e-Waste effort, MSM had also participated a joint ESG with Penang DOE,

in planting a total of 700 mangrove tree saplings were planted by Penang Inshore Fisherman Welfare Association (PIFWA) alongside MSM Prai refinery, helping improve the surrounding environment scenic landscape.

MSM remains committed to play its role towards improving environmental causes.

Media: Borneo Post (KK)

Date: 20 November 2021