

**TEKS UCAPAN**  
**SETIAUSAHA PERBANDARAN**  
**MAJLIS PERBANDARAN SEBERANG PERAI**  
**MAJLIS PERASMIAN '2016 SOEM ENVIRONMENT DAY',**  
**SONY EMCS (MALAYSIA) SDN BHD**  
**9 JUN 2016 (KHAMIS), 9:00 AM**

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**Mr. M. Kishida**

Managing Director of Sony EMCS (Malaysia) Sdn. Bhd.

**Mr. S Nagai**

SONY PG Tec President

**Mr S. Ohtsuka**

SONY PG Tec Deputy President

Sector Heads, Division Heads, All QESH committee,

Friends of Media

Ladies and gentleman

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Assalamualaikum warahmatullahi wabarakatuh, and a very good morning.

Ladies and gentleman,

Firstly I would like to express my gratitude for inviting me to this event held today '2016 SOEM Environment Day'. World Environment Day (WED) is celebrated every year on 5<sup>th</sup> June to raise global awareness to take positive environmental action to protect nature and the planet Earth. "World Environment Day (WED) is the 'United Nations Environment Programme (UNEP) to encourage worldwide awareness and action for the protection of our environment. Since it began in 1974, it has grown to become a global platform for public outreach that is widely celebrated in over 100 countries." This year's theme is "Fight Against The Illegal Trade In Wildlife For Life". Likewise, in 2015 the theme was "Seven Billion Dreams, One Planet, Consume With Care" and so on.

Ladies and gentleman,

When we talk about environment, I am sure we want to leave this Earth in its preservative for our future generations. Since every human being has lived so far with one dream which is to live better, to eat better and to consume better. Majority of them never cared about environment. If we keep on using natural resources like we do today, a day will come when our grandchildren shall be forced to live with hunger prevailing in the society. So it's better to consume whether food or fuel with care and responsibility. Stop the wastage, use accordingly to need not greed.

Everyone knows the importance of our nature. It consists of all the living beings in earth, which are mutually dependent on each other. But due to the pollution caused by human beings, many species are becoming extinct and the global climate is also changing at a very fast rate. It's influencing our health and also going to give a long term effect on our

future. We know that millions of people in the earth depend on forest for their livelihood. Every living being is dependent on trees. Only the tree can make their food itself. But, we people are degrading the forest very much.

Here I would like to inform everyone that 50% of waste dumped by residents of Seberang Perai is actually domestic waste. If we practice recycling and composting, it can reduce a lot of waste that are currently being sent to the landfill at Pulau Burung. Therefore, Seberang Perai Municipal Council (MPSP) appreciates the effort done by SONY EMCS Sdn Bhd in leading recycling efforts towards realizing the importance of reducing the generation of solid waste.

Ladies and gentleman,

Along with the state government's efforts, people's participation can make a big difference in creating a cleaner and greener planet. Let us ensure that even the smallest step we take in our daily lives will be an effort towards conserving nature and natural resources. It is something that can be done in our daily routine. Together with awareness we can save and protect the Earth and also by recycling. I hope the efforts to raise environmental awareness can be instill in the community and be benefited from the program that are being organized by Seberang Perai Municipal Council (MPSP). To ensure the success of this campaign, 4R concept has been introduced, Rethink, Reduce, Reuse and Recycle. The concept is to invite people to think in advance before producing garbage / waste.

Other than that, MPSP have organised many programs aimed at preserving and conserving the environment. Programs such as urban farming, zero waste, recycling and many more are efforts done by MPSP to protect the natural environment.

For the record, ladies and gentleman, the recycling rate in Penang is 32% which is the highest recycling rate in Malaysia, where as the recycling rate of MPSP is 39%. This has exceeded the target rate of 22% to be achieved at national level by 2020. However, this rate is still low compared to developed countries such as Japan (77%), Austria (63%), Germany (62%), Singapore (60%) and Korea (49%). Seberang Perai Municipal Council (MPSP) works closely with the Penang State Government in leading recycling efforts to enable our state to achieve green state status.

Waste Segregation at Source Policy is a positive initiative taken by the State Government to reduce waste disposed in Pulau Burung. Started 1 June 2016 the policy has been enforced state wide. Preparatory steps have been and are being taken before the policy was implemented. Residents in the state of Penang must segregate their waste before disposal; recyclables and general waste. This method of waste segregation at source is the easiest. Waste collection is as usual which is, 3 times a week, while recycled items are collected every Saturday for the entire area of Seberang Perai.

Waste management is not an easy job, as it requires the cooperation of all parties, the residents and MPSP. Every day, around 1,800 tonnes of waste disposed of Penang in Pulau Burung with a breakdown rate of 1,100 tonnes by MPSP, while 700 tonnes by MBPP. Over time, the landfill will be full and the new site should be identified and provided to cover the waste generated. Looking for a new site in Penang for new landfill site is challenging because land is limited and expensive.

Seberang Perai Municipal Council (MPSP) has spent RM8,897,300 from January 2015 until December 2015 to manage 440,460.40 tons of waste. This cost is only the tipping fees to 'Pulau Burung' which is RM20.20 per-trip, and does not include salary for workers, fuel costs and maintenance of vehicles.

If residents of Seberang Perai can reduce waste by 50%, an example, from 1,100 tons to 550 tons a day, MPSP can save RM11,110 tipping fee for a day, RM333,300 a month and the annual savings will be approximately RM4 million / year. Therefore, we must raise awareness of the people of Penang to deal with our waste more effectively through waste segregation at source. Practice to separate general waste and recycled materials can reduce waste sent to landfills thus extending the life span of our landfills.

I hereby call on the audience and the employee of Sony EMCS in particular, to make waste segregation at source as a cultural force in everyday life, so that the earth which we borrow from future generations

can be returned to them as beautiful and green as possible. Let us be 'an agent of positive change' to ensure a clean and healthy environment.

Last but not least, I would take this opportunity to invite everyone here to be a part of "Butterworth Fringe Festival" 2016. Seberang Perai Municipal Council (MPSP) with the full support of the State Government of Penang, Think City Sdn Bhd and George Town Festival (GTF) will organize Butterworth Fringe Festival 2016 on 13-14 August 2016 (Saturday-Sunday) at Jalan Jeti Lama, Butterworth and its concept is "A Street Festival - Accessible to the Public. BFF 2016 is one of the programs in line with the implementation of the New Butterworth where, the organization's vision, namely BFF 2016 plays a key role as a catalyst for economic development of Butterworth by organizing a festival of arts, culture and heritage. New Butterworth Plan is a strategic plan to rejuvenate Butterworth.

A variety of local and international events will be presented in pursuant to acknowledge Butterworth as a hub of cultural events that is creative and innovative while promoting economic growth particularly in Seberang Perai and Penang generally. BFF 2016 also promises varieties of events during the festival which is based on regional cultural assimilation. I hereby once again expect all stakeholders and the entire community to jointly attend the BFF 2016. **Butterworth Festival Fringe 2016 is for all.**

I want to thank all of you once again to honour me as a guest in this prestigious event.

Thank you all, and Happy Environment Day.

Wabillahi Taufik Wal Hidayah, Wassalamualaikum Warahmatullahi  
Wabarakatuh.