

# Ong: Support green scheme

The Star - 22/11/2006

## 'Make recycling part of our culture'

**PETALING JAYA:** Strong support from corporations and individuals is needed to encourage recycling activities in the country, said Housing and Local Government Minister Datuk Seri Ong Ka Ting.

He said the recycling culture had to permeate every strata of society to achieve the intended results of the recycling campaign.

"The mantra of Reduce, Reuse, Recycle needs to reach everyone and be on everyone's mind as the practice of 3R is essential for the reduction in waste generation and to achieve the target of a mini-

mum recycling rate of 22% by 2020," he said at the launch of the new corporate identity of Guinness Anchor Berhad (GAB) here yesterday.

He complimented GAB for reusing its kegs and bottles and recycling rejected cans, bottles and bottle caps.

"In environmental conservation for example, GAB has made significant headway with its effluent treatment plant, the harnessing of renewable gas - biogas, a by-product of effluent treatment - as an alternative source of heat generation and the switch to natural gas to reduce dependency on fuel.

"Even by-products of its production such as spent grain are recycled as animal feed. This is a sterling example of how a good corporate citizen can take the lead by example in cultivating the 3R culture," he said.

He said corporate players had to perform their social responsibility, and not just consider material prosperity and high profit margins, so that their business operations could benefit all.

"Business should be fruitful not only to the company's bottomline but also to the well-being of society.