

FOCUS AREA:
ENVIRONMENT



ENVIRONMENT



**Joining Forces
for a Greener
Future**



At Yayasan JCorp, we believe that preserving and conserving the environment is a collective responsibility to safeguard both people and the planet. In line with JCorp’s ESG Agenda 2022-2026, our environmental programmes focus on:



**Nature and River
Preservation**



Tree Planting



Recycling Initiatives



Marine Conservation

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During the year, we review:

Spent **RM1.8 million** on environmental initiatives

Completed **4 main projects**

Worked with more than **10** partners

Engaged with more than **1,000** participants in our activities

2023

Were aided by more than **50** Sahabat YJC Volunteers

Contributed to more than **1,000** beneficiaries from various communities

Planted **100** mangrove trees

Collected more than **300 kg** of garbage from clean-up activities



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Mangrove Planting and *Kutip Sampah Sambil Beriadah* (KUDAH) programme

In collaboration with Universiti Teknologi Malaysia (UTM), Yayasan JCorp organised a mangrove planting initiative and brought the *Kutip Sampah Sambil Beriadah* (KUDAH) programme to the Tanjung Piai National Park in Pontian, Johor. The programme was joined by Sahabat YJC and UTM volunteers as well as 20 residents of the Tanjung Piai community.

While the Foundation has participated in the KUDAH programme previously in other locations, we chose to integrate the programme into the mangrove planting activity as an additional step towards awareness creation. In the long term, our contribution to the mangrove habitat will enable the area to operate as an eco-tourism location which will economically enrich the state of Johor.



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IMPACT

Over
100
volunteers participated in the initiative

More than
100
mangrove seedlings were planted

100 kg
of trash collected

Benefitted
100
people in the community

UNSDGs fulfilled:



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2

World River Day 2023 Celebration

IMPACT

200 individuals

participated in the celebration, with

132 participants

encompassing facilitators, students, teachers and local community members who attended the Train the Trainers programme

282 kg

of garbage collected

UNSDGs fulfilled:



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Together with UTM and the Iskandar Puteri City Council, Yayasan JCorp organised a community programme in Kampung Sungai Melayu and Sungai Pendas, Johor Bahru, to celebrate the World River Day 2023. The initiative aimed to raise awareness among the local community about the importance of environmental conservation, encompassing both aquatic and terrestrial life, and engage with the local community through environmental conservation activities while fostering a closer connection with the surrounding nature.

During the event, UTM and Universiti Tun Hussein Onn Malaysia took the opportunity to implement their Train



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the Trainers programme, consisting of seven river sustainability modules which provided educational resources and practical knowledge on preserving river ecosystems and biodiversity. Through these efforts, the programme sought to instil a sense of responsibility and stewardship towards the environment among the residents of Kampung Sungai Melayu and Sungai Pendas, contributing to the overall sustainability of the region. The event also featured an exhibition on riverbank modules, a biodiversity school by SK Sungai Melayu, Southern Valley product sales, free health check-ups by KPJ Johor Specialist Hospital and a clean-up activity.



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Coral Rehabilitation

We organised our inaugural coral reef conservation programme on Pulau Aur, Mersing. The initiative involved employees from JCorp and its Group of Companies, including Kulim (M) Berhad, KPJ Healthcare Berhad, QSR Brands (M) Holdings Bhd, JLand Group Sdn Bhd and Damansara Holdings Berhad.

The objective of the programme was to educate and raise awareness among the public on environmental conservation, including marine life preservation. The initiative was also in support of the state government's efforts to protect coral reef areas in the marine park waters of Johor from depletion, while also adding value to the tourism industry in the islands of the Mersing district. Additionally, the programme sought to strengthen the bond between JCorp Group employees and the local community through various activities, including beach and cemetery area clean-up, communal cooking with village residents and financial contributions.



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IMPACT

More than

40 employees

from different organisations participated in the activity

50

coral reefs planted

110

local residents participated in the activity

38 families

benefitted from financial contributions

RM10,500

cash donated to village residents, school students and community activities

UNSDGs fulfilled:



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Sayangi Sungai Johor Programme

The Johor River is the focal point of this awareness programme on river conservation and water quality as it is the main research site and water source for the south of Johor. On the day of the event, activities were organised to engage the community, including a free health check-up by KPJ International College Johor Bahru, colouring contests for children, and quizzes and exhibitions by related agencies relating to safeguarding the water source.



“Johor’s tourist attractions will always be the clean rivers and refreshing surroundings, which are the main attractions. Let us cherish that environment by not dumping garbage wherever we want to because it causes pollution to the water and the environment. We are grateful to Yayasan JCorp for allowing us to participate in this project and be a part of it.”

~ Puan Nurul Farhana Ayub, Nursing Instructor
(KPJ International College, Johor Bahru)

IMPACT

100

volunteers from UTM

20

volunteers from KPJUC

Recognising

the importance of the Johor River as a primary water source in Southern Johor, we have selected the Johor River Basin as the study site for the country

UNSDGs fulfilled:



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The Muar Sustainable Carnival

The Foundation sponsored the carnival, which was held at the Pagoh Higher Education Hub Convention Centre, Bandar Universiti Pagoh, Muar. The event aimed to promote sensitivity towards environmental issues, encourage sustainable practices and foster a sense of environmental responsibility.

Fun, engaging and purposeful activities were part of the event, such as environmental exhibition, agricultural technology knowledge sharing, terrarium knowledge sharing, Muo up-cycle sculpture competition and nursery plant stalls. Additionally, an organic fertiliser workshop and mud ball preparation session was held to cultivate sustainable agricultural practices and enhance soil health. Participants were taught organic fertilisation methods and how mud balls can improve water quality and biodiversity in aquatic ecosystems.



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IMPACT

300 school students

benefitted from the programme through knowledge sharing sessions

RM10,000

channeled towards activities for awareness creation

UNSDGs fulfilled:



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Recycling Hub

Together with the Johor Bahru City Council (MBJB) and SWM Environment Sdn Bhd, the Foundation established a Recycling Hub at B5 Johor Street Market in Johor Bahru. The initiative, which materialised in November 2023, is a move to establish a more organised and systematic solid waste recycling activity that benefits the local community.

The B5 Johor Street Market was selected as the hub due to its strategic location with easy accessibility, particularly for nearby residents. This initiative also aims to empower a green, sustainable, and low-carbon city while facilitating recycling drop-offs for the Johor Bahru community, allowing members of the community to earn rewards redeemable for cash under the KITARecycle programme.

The facility is divided into four categories:



Plastics



Paper



E-waste



Other materials



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The Hub has collected, as of February 2024:

288.4 kg
of trash for KITAREcycle

270 kg
of fabric materials

576.7 kg
of used cooking oil

UNSDGs fulfilled:

