



Kimberly-Clark Malaysia organizes jungle cleanup to celebrate FSC Forest Week 2022

Sep 28, 2022

KUALA LUMPUR, Sept. 28, 2022 – Kimberly-Clark Malaysia, through its B2B division Kimberly-Clark Professional as well as brands Kleenex®, Scott® and WypAll®, organized a jungle cleanup at Bukit Lanjan (Lanjan Hill) ahead of the Forest Stewardship Council (FSC) global awareness-raising campaign, FSC Forest Week. The initiative was organized in partnership with non-profit organization, Glimpse of Malaysia.

35 volunteers from Kimberly-Clark Malaysia and FSC Malaysia cleared Bukit Lanjan of 281.84 kgs of garbage on the morning of Malaysia Day. While Bukit Lanjan is a beautiful place and remains lush, the popular hiking spot, which was previously an *Orang Asli* (aboriginal) settlement of the Temuan tribe, was found to be in a depilated state due to irresponsible disposal of domestic garbage. This also led to it becoming a breeding ground for mosquitoes, which can be detrimental to the health of the surrounding community.



"The jungle cleanup activity is a commendable initiative in cultivating an appreciation for forests. Forests are, after all, essential to all lives on earth. It was an engaging way for organizations to get its employees and ultimately consumers more aware of forest stewardship and responsible sourcing," said **FSC Malaysia Country Manager, Charmaine Chee**.

Chee added that FSC Forest Week (previously FSC Friday) is a campaign dedicated to celebrating forests. "From 24 – 30 September, we are highlighting the value of forests and how choosing sustainably-sourced products can help create resilient forests for now, and the future."

With this campaign, FSC would like to bring the community together to educate and encourage everyone to be forest stewards by communicating the benefits of FSC-certification for forests and the life they sustain; and to inspire responsible and sustainable actions that benefit our environment for generations now and in the future.

"Thank you, Kimberly-Clark Malaysia for having us at this event, giving us an opportunity to share about responsible forest management, why forests matter and the value of FSC. We would also like to extend our appreciation to the team for their camaraderie and a great day out. I can't think of a better way to spend Malaysia Day than a day appreciating and caring for our forests."

The understanding and education provided by the FSC team also helped foster greater appreciation for Kimberly-Clark products donning the FSC Label. **Rahul Asthana, Managing Director of Kimberly-Clark Malaysia** shared that all Kleenex, Scott, WypAll and Kimberly-Clark Professional products manufactured out of its Kluang manufacturing facility in Malaysia are FSC-certified.

"This means that the pulp that goes into our tissue products are sourced from responsible producers that do not damage forests, are not involved in illegal logging, protect the rights of indigenous people, and more. As an industry leader, there is no two ways for us when it comes to doing the right thing – even down to how we are procuring our raw material. It also feels really amazing to live our purpose of *Better Care for a Better World* so directly through this volunteering activity with the team and FSC. The exercise was made more memorable with it being held on Malaysia Day."



While cleanup activities are short term measures, Glimpse of Malaysia hopes to drive a live-long change through education. When asked, **Kovin Sivasvaran, Founder of Glimpse of Malaysia** said he was pleasantly surprised by the spirit and drive of the volunteers. "There was a lot to clear and the hike to the peak is steep. We expected to be able to clear 100 kgs of rubbish, but the volunteers set a target of 150 kgs and exceeded their own target. The next step though was just as crucial – waste segregation. Having sorted the waste, we learned the harsh reality that only 10% of the trash collected could be recycled and just how much waste could have been avoided if we made little changes to our habits such as using reusable containers, water bottles, grocery bags and masks."

All in all, Bukit Lanjan is cleaner today, and by clearing the drains of water-holding containers, the risk of mosquitoes breeding and spreading diseases have been reduced.

A leader in sustainable forestry, FSC is trusted by NGOs, businesses, and consumers worldwide to help protect healthy, resilient forests for all, forever.

"With a few simple actions, we can all do our part to create thriving, resilient forests, fight climate change, protect biodiversity and improve livelihoods of communities," concluded **Chee**.

Take a simple stand, and make a wild difference. Choose forests. Choose FSC.

By choosing sustainably sourced materials, you are helping to take care of the forests.
Be a part of the sustainable change.



proud partners of FSC® in FSC Forest Week 2022.



About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its trusted brands are an indispensable part of life for people in more than 175 countries. Fueled by ingenuity, creativity, and an understanding of people's most essential needs, we create products that help individuals experience more of what's important to them. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, GoodNites, Intimus, Neve, Plenitud, Sweety, Softex, Viva and WypAll, hold the No. 1 or No. 2 share position in 80 countries. We use sustainable practices that support a healthy planet, build stronger communities, and ensure our business thrives for decades to come. To keep up with the latest news and to learn more about the company's 150-year history of innovation, visit kimberly-clark.com.

About FSC Malaysia

The Forest Stewardship Council (FSC) is an international, non-governmental, not-for-profit organization dedicated to promoting responsible management of the world's forests.

FSC Malaysia is an independent network partner, carrying out the FSC mission of promoting environmentally appropriate, socially beneficial, and economically viable management of the world's forests at a national level. Whether you are a consumer or a business who buys/uses forest-based products, a company along the supply chain, or a forest manager, you have an important role in helping take care of the world's forests. By choosing FSC, you take a step in that right direction. For details, visit our website at <https://my.fsc.org/my-en>

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