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FRIM's education centre promotes recycling of beverage cartons

KUALA LUMPUR: The Forest Research Institute Malaysia (FRIM) and Tetra Pak (Malaysia) launched the Environmental Education Centre (EEC) in conjunction with World Environment Day and FRIM's 25th anniversary recently.

Located near the Kroh River picnic site, the EEC will be used to conduct talks, workshops and group activities.

The EEC is the result of Tetra Pak's school environmental programme, "Nurture for Nature", which kicked off with its pilot programme last year.

Together with the Ministry of Education and FRIM, Tetra Pak launched a beverage carton recycling contest and environment programme in 25 schools in the Klang Valley.

Tetra Pak matched the total value of the beverage cartons collected by the students and contributed RM10,000 towards the setting up of the EEC.

In addition, Tetra Pak provided stationery, posters on beverage carton recycling, recycling bins, bookshelves and a display of the items made from recycled cartons.

Tetra Pak communications and environment director Terrynz Tan described the EEC as significant to the company as it was another platform for it to contribute, and play a role in encouraging the younger generation to be environmentally aware.

"It is never too late to take the first step. Our motto is to "Protect What's Good" in our world today.

"The environment is important to our core business of packaging, therefore, we are committed to helping Malaysians exercise their role in

the preservation of Mother Nature," she said. FRIM head of eco-tourism and urban forestry programme Dr Noor Azlin Yahya said conservation of the forest was crucial as it was home to a wide variety of unique plants and animals. "It provides for sustenance for humanity and plays a pivotal role in balancing our ecology.

"It is imperative to impart a spirit of environmental consciousness to our young so that they will appreciate and understand the importance of protecting and preserving our environment," she said.

FRIM director-general Datuk Dr Abdul Latif Mohmod said FRIM is

frequented by the young and old who seek to escape from the concrete jungle.

The institute wants to set up more facilities to educate walk-in visitors, especially the young, and organise activities for them.

"We are thankful to Tetra Pak for their support and for making the EEC a reality.

"We hope the children who visit FRIM will appreciate what Mother Nature has blessed us with, and understand how they can play a part in conservation," he said.

Tetra Pak employees planted trees around the EEC, while pupils from Tabika Kemas in Kepong participated in nature activities and beverage carton recycling. Both Tetra Pak and FRIM hope the EEC will encourage visitors to recycle beverage cartons.

The EEC is open from 9am to noon on Saturdays, and on request during weekdays from 8.30am to 4.30pm.

Prior to their visit, visitors are advised to contact the FRIM's One Stop Centre (Pusat Perkhidmatan Setempat) first.

For details about FRIM, EEC and the "Nurture for Nature" programme, go to www.frim.gov.my and www.tetrapak.com.my.



Children from Tabika Kemas learn to recycle beverage cartons at FRIM.