

# MEDIA STATEMENT

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## LAUNCH OF 'JOM BELI PRODUK HIJAU' CAMPAIGN TO PROMOTE MALAYSIAN ECO-PRODUCTS

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The Ministry of Natural Resources, Environment and Climate Change (NRECC) is thrilled to announce the “Jom Beli Produk Hijau” campaign, which will run from September to December this year. This is the result of a joint effort between Malaysian Green Technology and Climate Change Corporation (MGTC) and Shopee Malaysia to build awareness and promote the purchasing of green products in our country.

The campaign will feature certified green products under the MyHIJAU Mark recognition scheme and other green verified labels. Among the available household items are detergents, paints, packaging products, kitchen utensils, paper, and many more.

By partnering with Shopee, a prominent e-marketplace in the country, this initiative aims to leverage the digital landscape and reach a broader audience, advancing our shared goal of sustainable consumption and production. Recognising consumers' adopting sustainable products plays a pivotal role in this journey; the campaign aims to build awareness and highlight the importance of making green products accessible.

Under the MyHIJAU Mark recognition scheme driven by the MGTC, the government aims to have 50,000 green products and services in the market by 2030. We are now halfway through the journey. Therefore, collaboration such as this will help us achieve or, even better, exceed the target.

Celebrating its 10th anniversary, the MyHIJAU Mark is a recognition programme that identifies products and services that meet environmental standards. Over twelve thousand products and services have been registered in the directory. Our ultimate aspiration hinges on fostering a genuine desire within people to embrace these eco-conscious choices, transcending awareness into meaningful action. This calls for innovative campaigns like what we have today.

The “Jom Beli Produk Hijau” campaign offers RM5 vouchers for a total purchase of RM20 and RM20 vouchers for a total purchase of RM50 for all green items. There will also be grand prizes for the lucky draw winners sponsored by various companies.

I urge everyone to come on board and join this campaign. We hope to propel a transformative shift in consumer behaviour, steering society towards a more sustainable future, one purposeful purchase at a time.

**MINISTRY OF NATURAL RESOURCES, ENVIRONMENT AND CLIMATE  
CHANGE  
(NRECC)**

**4th SEPTEMBER 2023**

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