

COMMUNITIES/GENERAL PUBLIC

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Why We Engage

- To build trust, public buy-in and support
- Gain higher rates of public participation in community programmes
- Increase visibility and understanding of the Group’s businesses and its positive socioeconomic impact
- Ensure the welfare of local communities is taken care of
- Address growing awareness on green consumerism

How We Engage

- Engagement sessions with local communities
- Corporate Social Responsibility (CSR) programmes
- Mainstream print and electronic media (Facebook, Instagram, LinkedIn, YouTube and company website)
- Social media – Facebook, Instagram, YouTube, LinkedIn and company website
- Awareness/educational programmes related to Environmental, Social and Governance (ESG), energy and environmental solutions

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Value Created for Communities/General Public

- Greater awareness on environmental issues and initiatives
- Provision for a sustainable and safe environment
- Incentives for recycling through reward points and cash

Value Created for Malakoff

- Positive public and brand image
- Increased awareness on Malakoff’s sustainability initiatives and moving forward plan
- Increased public awareness on sustainability and environmental impact
- Increased recycling rate and recyclable tonnage

Key Concerns Raised

- Environmental impact on our operations
- Quality of services provided
- Employment opportunities

Risks

- Community complaints and negative media coverage
- Wrong information provided to the public
- Losing Government concessions due to failure in meeting Key Performance Indicators (KPIs)

Our Responses

- Organise environmental programmes for public participation
- Organise community engagement programmes to strengthen bond and build community trust

- Promote recycling centre to raise awareness on recycling and waste recovery activities
- Provide continuous operational improvement programmes and activities
- Adoption of green initiatives such as green machinery such as electric vehicles and equipment and the use of bio-degradable products
- Communicate sustainability initiatives being undertaken e.g. green initiatives, recycling and waste management
- Provide employment opportunities for local communities

Opportunities

- New developments in green initiatives, recycling and sustainable waste solutions
- Growth within a controlled environment due to being a concession business