

FOR IMMEDIATE RELEASE



The awarding of honorary youth eco champions in Malaysia

Petaling Jaya, Selangor, 15th March 2023 - The Eco Champion Awards is where WWF Malaysia honors outstanding young Malaysians for their dedication to protecting the environment. The chance for many individuals to carry out their environmental projects was provided. This event will be held on the 5th May 2023.

Before embarking on this course, WWF Malaysia provided upskilling classes led by experts in the industry in internet marketing, project management, and creative problem-solving. This year marks the 50th anniversary of WWF Malaysia's conservation initiatives in Malaysia. Over the years, WWF Malaysia has collaborated with governmental agencies, businesses, communities, non-governmental organizations (NGOs), and individual contributors to conserve the environment. WWF Malaysia is pleased to announce the six Eco Champions who will help define a future in which people and wildlife coexist.

These people were chosen based on their creative suggestions for obtaining net zero emissions, such as planting trees, collaborating with neighborhood groups on conservation initiatives, managing waste, and many other ideas. These winners will get a seed grant from WWF-Malaysia for their projects.

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World Environment Day / P.2

World Environment Day is an annual event that promotes environmental preservation awareness and action. Its principal goal describes the importance of significant changes in the way we eat, live, and move around in order to restore balance with nature. In order to inspire young people and encourage long-term environmental protection, WWF Malaysia wants to equip youngsters with the knowledge, skills, and self-assurance they need. With that being said, “The avenues we provide must create opportunities to develop skills, and we must recognise contributions made by the youth.”

For further information or enquiries, please contact Ms Zoe Kam from WWF-Malaysia at 03-10678920, fax: 03-67845591 or email zoekam@wwf.com.my

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Editor's Note: Established in 1972, WWF-Malaysia is part of WWF, the international conservation organization. Working to sustain the natural world for the benefit of people and wildlife, WWF-Malaysia's efforts to conserve nature focus on six major goals - forests, oceans, wildlife, food, climate and energy, as well as freshwater – and three key drivers of environmental problems – markets, finance and governance.



EVENT FACT SHEET

The awarding of honorary youth eco champions by WWF Malaysia

Date: May 5, 2023

Venue: Petaling Jaya, Selangor

PURPOSE: This event will be an award ceremony whose main purpose is to recognise the youth for their success in conserving the environment that impacted their communities and hopefully encourages other youths to do the same.

BACKGROUND: WWF Malaysia is a part of WWF, the international conservation organization which was established in 1972. The organization focuses on sustaining the natural world for the benefit of people and wildlife. WWF Malaysia has concluded their mission to find Eco Champions throughout the years. The Eco Champion Awards aims to celebrate inspiring Malaysians for their outstanding commitment to conserving the natural environment.

GUESTS: Nominated eco champions and the public

ACTIVITIES: The winners of the Eco Champion Award will be awarded with a seed grant to carry out their eco projects

VENUE: The event will be held in Petaling Jaya

DATE & TIME: This event will be held on May 5, 2023

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