



Cleanup. Unite. Conserve. Inspire.
A CORPORATE PROFILE





At **Cuci Malaysia** and **Clean Nation**, we believe change starts small — with one person picking up trash, one community taking pride in their surroundings, and one project that sparks a larger movement. **Cuci Malaysia** operates as a community-driven, non-profit initiative focused on environmental stewardship, while **Clean Nation** supports this mission as its social enterprise arm. Together, we function as a unified platform, delivering impactful programmes that are practical, scalable, and sustainable.

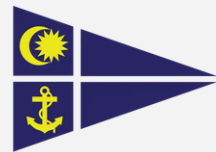
Our partnering brands, partners & agencies:



Kementerian Sumber Asli dan Kelestarian Alam



Parlimen Setiawangsa



Royal Selangor Yacht Club (RYSK)



Mission

To **spark a nationwide culture** of care through cleanups, creativity, and **community action** — one street, one kampung, one Malaysian at a time.

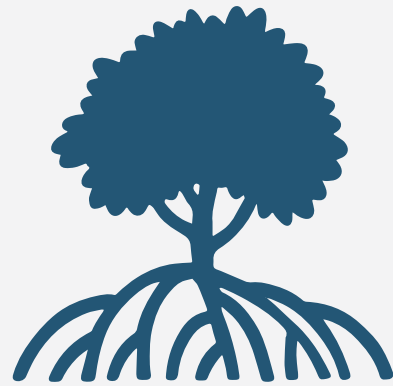


Vision

A Malaysia where **clean environments, proud communities, and sustainable habits** are second nature to everyone.

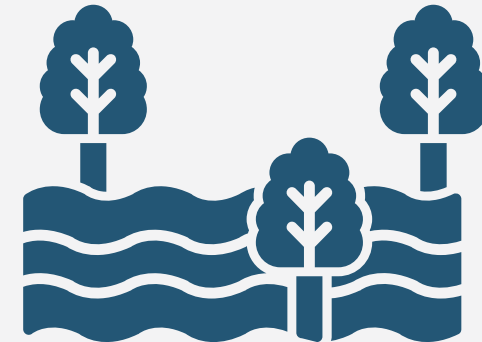


We focus our efforts in these areas:



Coasts & Mangroves

Cleaning beaches, mangrove forests, and fragile coastal zones before plastic hits the ocean.



Rivers, Lakes & Waterways

Keeping Malaysia's freshwater clean by tackling trash along riversides, lakes, and drains.



Hiking Trails & Forests

Protecting green lungs like Bukit Dinding by removing waste from trails and forest reserves.



Public Walkways & Hotspots

Tidying up urban hangout spots — parks, walkways, and streets where trash piles up fastest.

Here's what we do:

CSR Project Management

Organizing cleanup events that bring people together to reclaim public and natural spaces.



Team Building Experiences

Equipping changemakers — from volunteers to corporate teams — with skills and team spirit to take action together

Activation Campaigns

Partnering with businesses to launch campaigns that inspire real environmental impact.



Youth Empowerment Camps

Inspiring young Malaysians to take ownership of their environment and future.

ESG Consultation

Converting ESG frameworks into clear, actionable steps that drive both compliance and growth.



Learning Experiences

Creating fun, hands-on education that sticks — in schools, events, and communities.



We've removed more than 7,250 kilograms of waste from nature.

As the **social enterprise arm of Cuci Malaysia**, our scope is to empower the voice of brands like yours to speak louder about sustainability while offering a **unique experience** for your team collaborate and re-energize.

Since 2021, we've managed over tonnes of waste from beaches, forests, rivers, and city streets. That's hundreds of communities served, thousands of volunteers mobilized, and a mountain of waste diverted from nature. We've grown since then – from weekend cleanups to full-fledged campaigns, merchandise, training programs, and brand partnerships. But the heart of what we do remains the same:

Real people. Real impact. Real change.

7.25

MT Trash Collected
~40% Recycled

5.88

MT CO2 Saved
Based on W.A.R.M
Model

7

States Strong
Volunteers Across
Malaysia

2,8k

Volunteers
Nationwide

407

Post-Disaster
Engagement



Over the years, we've captured thousands of photos, stories, and moments from cleanups across the country — far more than we could ever fit into this profile. If you're curious to see more, we'd be more than happy to share. Just reach out — we love telling our story.

Some of our notable events:

- **Cuci Mega - Flood Aftermath Clean Up** (December 2021)
- **Temple Park, Rawang Clean up with Discover Selangor** (June 2022)
- **East Coast Post-Flood Relief** (December 2022)
- **Kempen Cuci Longkang** (January 2023)
- **Johor Post-Flood Clean Up** (March 2023)
- **Cuci Thaipusam** (January 2024)
- **Pantai Morib Clean Up with King Henry VIII College** (March 2024)
- **World Ocean Day with Klook** (June 2024)
- **Clean Up, Charge Up with Vitahealth** (July 2024)
- **Klang River Clean-up with RYSC** (July 2024)
- **Bagan Lalang Clean up with Agrobank** (September 2024)
- **Sustainable Innovation Outreach** (November 2024)
- **Beach Clean-up with Agoda** (February, April & November 2025)
- **Urban Clean-up & Beautification at PPR Desa Rejang with Hong Leong Bank** (June 2025)
- **Nature Site Clean Up, Restoration & Team Building with South Island Garment** (November 2025)

Why it matters?

Cleaner Environment



Malaysians are known for throwing rubbish everywhere. Over **30,000 tonnes** of waste is produced each day, with only **less than 5%** being recycled. Trash must be managed.

Responsible Consumption



Malaysia's landfills are overflowing. Total annual post-consumer plastic waste generation in Malaysia in 2016 was at **1.07 million tonnes**, equivalent to the weight of **10,000 blue whales**.

Cleaner Drainage & Water Systems



Poor maintenance of drains and irrigation canals, triggering flash floods during thunderstorms since most thrown rubbish end up **clogging our drainage systems**.

Disease Containment

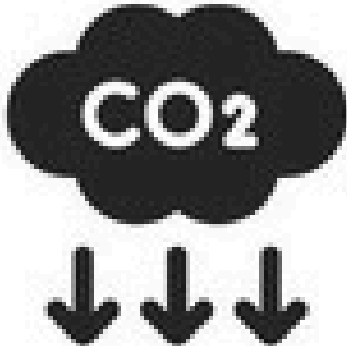


Unsanitary conditions of mismanaged trash provides a breeding ground for many types of diseases, such as **Dengue or Malaria**.



Why it matters?

Reduced Carbon Footprint



Malaysia targetted reduction of 40% in carbon footprint by 2020., through reduction in energy consumption and proper waste management. Burning trash, for example, adds to unnecessary air pollution.

Sustainable Living



11.2 billion tonnes of solid waste comes from humans alone, so there is an urgent need to manage trash. by collecting, transporting, processing, disposing various waste materials.

Nurturing Life Below Water



Precious marine life such as whales, turtles, dolphins have been found dead with plastic and cigarettes in their stomachs. An estimated of 100,000 sea creatures are killed by plastic litter every year.

Nurturing Life on Land



Plastic waste is a serious threat to the environment since it is composed of major toxic pollutants, causing great harm to plants and land animals.





- A CSR ARM OF CUCI MALAYSIA -

**Be the change.
Join the movement.**

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