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NagaWorld Cleanup Day to promote good waste management

Kampong Thom, Cambodia, 18 December 2019 – NagaWorld Kind Hearts, the corporate social responsibility arm of NagaWorld, initiated the NagaWorld Cleanup Day in collaboration with GoGreen Cambodia. Encouraged by employees’ participation during World Cleanup Day last September, NagaWorld Kind Hearts continues to raise awareness on the negative impact of single-use plastic, as well as to promote good waste management among communities. Over 530 volunteers including NagaWorld employees, students and community members helped remove a total of 492 kilograms of trash from the streets of Baray and Stoung districts in Kampong Thom province recently.

Waste is an ever-growing global problem, with the world’s population producing more waste than our planet can sustain. According to a report by the World Bank, 2.01 billion tonnes of municipal solid waste is generated annually around the world with at least 33 percent not being managed in an environmentally safe manner.

As with other developing countries, Cambodia is facing a huge challenge in waste management exacerbated by increasing population growth and expanding urbanisation. There is limited public awareness of proper waste management and a lack of adequate waste collection and treatment facilities. According to a 2018 report by Cambodia’s Ministry of Environment, the amount of garbage produced in the country has surged at a rate of around 10% per year. In Phnom Penh alone, approximately 3,000 tonnes of trash is collected on a daily basis.

NagaWorld Managing Director, Mr. Pern Chen, said, “We have seen that cleanups are an impactful step in raising awareness on the solid waste problem. Along with the ‘Best Practices To Reduce Plastic Waste’ workshops, which were held on 23 and 24 August 2019 at NagaWorld, this activity in Kampong Thom is an effective way to create an immediate change and foster good habits. It also highlights the mismanaged waste issues – and hopefully helps improve them – as well as serving to inspire our communities.

“The challenge between humankind and global solid waste is far from over. We need more support to implement steps towards paving the way for a lasting change in the mindsets of people as to proper waste management. Let’s start with ourselves to protect our environment and make Cambodia cleaner and greener,” added Mr. Pern Chen.

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GoGreen Cambodia Founder Ms. Natalja Rodionova said, “Despite the fact that Cambodia is a developing country, we – the people in the communities of Cambodia – should pay more attention to environmental issues which can cause health risks to both humanity and our ecosystem. Thanks to NagaWorld Kind Hearts for taking yet another step in helping manage global solid waste, as much as we can. We are grateful to have this collaboration.”

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About NagaWorld Kind Hearts

Since its establishment in 1995, NagaWorld has embraced kindness of heart, contributing positively to the socioeconomic growth and development of Cambodia. NagaWorld Kind Hearts was formed in March 2014 by employees with NagaWorld’s full support to promote volunteerism towards Corporate Social Responsibility programmes focussing on 4 key pillars: Education Enhancement, Community Engagement, Sports Development and Environmental Care. At present, over 205,000 Cambodians have benefitted through these programmes.

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