



KEMENTERIAN SUMBER ASLI, ALAM SEKITAR
DAN PERUBAHAN IKLIM



Kelestarian demi generasi masa hadapan



MYDIN PRIHATIN #forfuture

THE FUTURE STARTS NOW

What is MYDIN PRIHATIN #forfuture



Expanding from our community engagement CSR, MYDIN Prihatin, MYDIN Prihatin #forfuture focuses on the area of sustainability to positively leave a footprint to our customers.

We believe our existence comes with responsibilities to help Malaysians live healthier and happier lives with our own steps, actions, and initiatives simply because we believe the future of the nation starts now!

Kelestarian demi generasi masa hadapan



Rakan Strategik:



STRONGER TOGETHER

PUBLIC- PRIVATE PARTNERSHIP

We are absolutely thrilled and deeply appreciative to have received support from the **Ministry of Natural Resources, Environment and Climate Change** for MYDIN Prihatin #forfuture.

As the largest wholesale and retailer, we realize we can never do it alone. It fills us with excitement to explore the sustainability journey to know that our efforts are being recognized and encouraged.

Our contributions may seem modest, but we firmly believe that every little effort counts and can create a ripple effect of positive change.

LAUNCH EVENT



KEMENTERIAN SUMBER ASLI, ALAM SEKITAR
DAN PERUBAHAN IKLIM

MYDIN Prihatin

Majlis Pelancaran MYDIN Prihatin #forfuture

1 OGOS 2023
SELASA

2.00
PETANG

Pentas Utama MYDIN USJ,
Subang Jaya, Selangor

ATUR CARA:

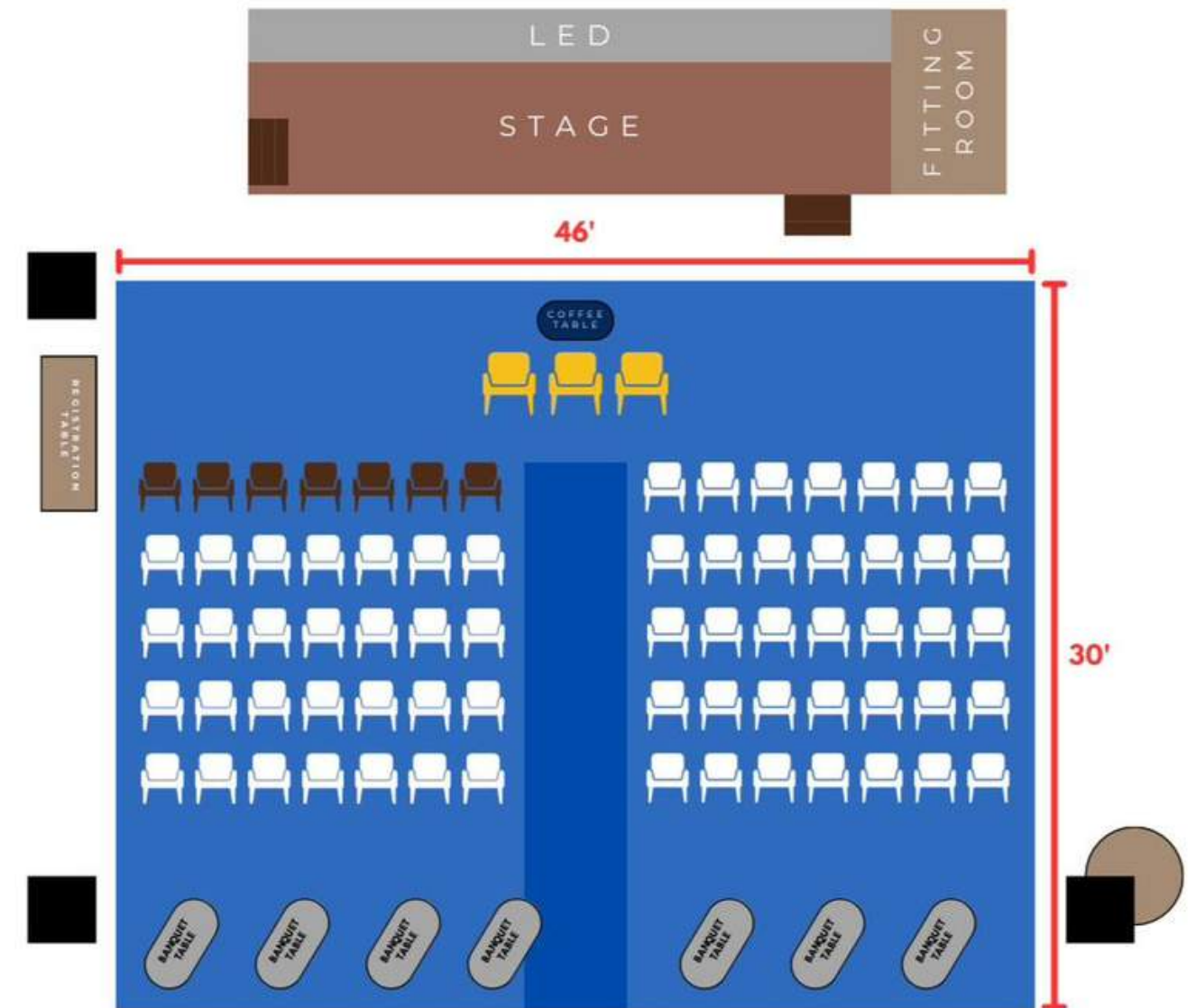
- 2.00 petang Ketibaan Tetamu Jemputan & Rakan Media
- 2.15 petang Ketibaan **YBhg. Datuk Wira (Dr) Haji Ameer Ali Mydin**
Pengarah Urusan Mydin Mohamed Holdings Berhad
- 2.30 petang Ketibaan **Yang Berhormat Tuan Nik Nazmi Bin Nik Ahmad**
Menteri Sumber Asli, Alam Sekitar dan Perubahan Iklim
- 2.35 petang Ucapan Alu-Aluan Pengerusi
Bacaan Doa
- 2.40 petang **Ucapan Aluan**
Pengarah Urusan Mydin Mohamed Holdings Berhad
- 2.50 petang **Ucapan Pelancaran**
Menteri Sumber Asli, Alam Sekitar dan Perubahan Iklim
- 3.00 petang Gimik Pelancaran dan Tayangan Video Pelancaran "MYDIN Prihatin #forfuture"
Sesi Penyerahan Memento Rakan Strategik MYDIN Prihatin #forfuture
Sesi Bergambar
Sesi Penyampaian Demo Sistem Solar oleh GSPARK Sdn Bhd
Lawatan Ringkas ke Reruai Pameran MYDIN Prihatin #forfuture
Hidangan Minum Petang
Bersurai

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EVENT LAYOUT

LAYOUT & ARRANGEMENT

MYDIN PRIHATIN #forfuture



INFO :



3 SOFA



70 BANQUET CHAIR



STRATEGIC PARTNERS



COFFEE TABLE



BOOTH (3'x6')



**VISSION,
MISSION &
OBJECTIVES**



VISION

TO BECOME THE LEADER AND EPITOME OF SUSTAINABILITY IN THE NATIONAL RETAIL INDUSTRY.

MISSION

01.

FOSTER SUSTAINABLE PRACTICES AND PROMOTE RESPONSIBLE RETAILING IN EVERY FACET OF MYDIN OPERATIONS

02.

CONTRIBUTE TO A GREENER AND MORE SUSTAINABLE FUTURE THROUGH THE APPLICATION OF INNOVATIVE SOLUTIONS FOR ENVIRONMENTAL CONSERVATION.

03.

INSPIRE AND BUILD SUSTAINABLE COMMUNITIES ACROSS OUR SUPPLY CHAIN AND AMONG OUR CUSTOMERS.

OBJECTIVES



01.

REDUCE 15% OF ENERGY CONSUMPTION AND CARBON EMISSION BY THE YEAR 2030.



02.

INSPIRE CONSUMERS AND BRAND STRATEGIC PARTNERS FOR SUSTAINABLE PRACTISES TO REDUCE AT LEAST 50% WASTE AND PLASTIC USE BY THE YEAR 2030.



03.

FOSTER COMMUNITY ENGAGEMENT AND EDUCATION BY REACHING OUT TO 10,000 PEOPLE PER ANNUM

MYDIN PRIHATIN

#forfuture

SUSTAINABILITY FOCUS



REDUCE PLASTIC BAGS



ENERGY EFFICIENCY



CLIMATE RISK

FOR THE
HAPPINESS
OF FUTURE
GENERATIONS



Disturbing Facts About Plastic

50% OF PLASTICS ARE
USED ONLY ONCE

IT'S EXPENSIVE TO
MANUFACTURE PLASTIC.

MOST PLASTIC ITEMS TAKE 450
YEARS TO BIODEGRADE.

Towards **ZERO** singlet plastic bags



MYDIN Prihatin #forfuture is on a mission to reduce plastic usage and create a greener future. With a staggering amount of use plastic bags by consumers, we realize the importance of immediate action.

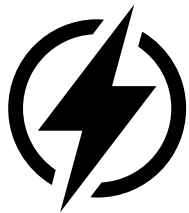
Our mission is to spread awareness, incentives, and inspire change for the future. We believe, together, we can make a difference by choosing reusable bags, practicing responsible waste management, and embracing sustainability.



Commitment to RENEWABLE ENERGY



SOLAR PANEL INSTALLATION
14 OUTLETS
NATIONWIDE by 2025



26,464,764 kWH/YEAR
ANNUAL SOLAR POWER GENERATION



639,918/ annum
TREE PLANTED

OUR SUSTAINABILITY ALLIANCES



ANACLE DATA

MYDIN collaboration with Anacle leverages innovative Internet of Things (IoT) and cloud-based leverage data management, visualization, real-time detection, and remote monitoring to minimize the company's carbon footprint and reduce energy and water consumption.

The collaboration with Anacle, **measure, monitor and manage** MYDIN energy and water consumption with the Anacle, Sunspot user-friendly system and mobile view to reduce utility cost and carbon footprint.

MYDIN commitment to energy management reflects our dedication to sustainable practices and environmental preservation. the company continuously monitors and analyzes its energy usage to identify areas for improvement, implementing measures like optimized HVAC systems and energy-saving equipment.



SMART DATA



**WASTE
MANAGEMENT**

FATHOPES ENERGY

WASTE TO-WEALTH CONVERSION

The collaboration with FatHopes Energy is a proactive approach to an innovative Waste Management System to encourage the public towards smart waste management.

FatHopes system capitalizes on advanced data-driven processes to track, manage, and analyze waste in real time.

MYDIN aims to turn waste into valuable resources, through effective waste management, contributing to a circular economy, and reducing harm to the environment. With certifications from respected sustainability organizations and full licensing from the Malaysian Palm Oil Board, the collaboration is dedicated to environmental sustainability and good governance turning waste into valuable resources.

FROST TECHNOLOGIES

In a collaborative effort with Frost EMD, MYDIN embarks on an innovative solution for energy efficiency to protect the environment for future generations.

Leveraging sophisticated technology, MYDIN closely monitors the usage of cooling equipment and optimizes energy efficiencies for sustainable solutions.

This enhancement is crucial in their commitment to reducing energy consumption and ensuring a greener future for generations to come.



**ENERGY
EFFICIENCY**



**SMART
LOGISTIC**

GOLOG GOBUILDERS

Leveraging smart technology, MYDIN aims to reduce carbon emissions by minimizing the number of trucks and heavy vehicles on the road.

This forward-thinking approach not only enhances operational efficiency and inventory management but also underscores MYDIN's commitment to sustainability. The integration of advanced analytics, automation, and real-time tracking optimizes logistics processes, leading to improved forecasting accuracy and reduced stockouts.

The collaboration demonstrate dedication to minimizing our ecological footprint and contributing to a more environmentally friendly retail industry.



RENEWABLE ENERGY

GSPARX

GSPARX Sdn. Bhd. (GSPARX) is a wholly owned subsidiary company of TNB Renewable Sdn. Bhd. (TRe), a company within the Tenaga Nasional Berhad (TNB) Group. With the focus on a green retail generation business, GPARX unlocks values in the local renewable energy market by investing in Solar PV systems for retail electricity customers.

GSPARX COMMIT TO 21 YEARS TENURE WITH MYDIN
MOHAMED HOLDINGS BERHAD IN 8 MYDIN OUTLETS

MYDIN MANJOI, PERAK

MYDIN GONG BADAQ, TERENGGANU

MYDIN KUALA TERENGGANU, TERENGGANU

MYDIN SEREMBAN 2, NEGERI SEMBILAN

MYDIN MUTIARA RINI, JOHOR

MYDIN MERU RAYA PERAK

MYDIN BUKIT MERTA JAM, PULAU PINANG



**RECYCLE &
UPCYCLE**

LIFELINE CLOTHING

The collaboration of MYDIN with Lifeline Clothing Malaysia, a company with passion and mission to reduce Malaysian fabric waste pollution and divert textiles away from landfill has successfully inspired and encouraged our consumers to divert **27,930 kg** of textiles from landfill **within less than 6 months** of collaboration.

By working together hands in hand, our retail platform **has contributed to avoiding 51,391 kg** of carbon dioxide for the nation.

SERVEDECK

ServeDeck's integration into MYDIN digitalization blueprint enhances data collection, analysis, and maintenance practices, aligning with the principles of Environment, Social, and Governance (ESG).

ServeDeck enables proactive maintenance planning, minimizing energy waste, reducing downtime, and extending asset lifespans. The collaboration fosters employee engagement, collaboration, and communication across departments and locations, facilitating better maintenance issue reporting, cost-saving practices, and real-time feedback on sustainability initiatives.

ServeDeck simplifies compliance and reporting by providing accurate, real-time data on maintenance activities and relevant metrics, supporting comprehensive ESG reports. This comprehensive integration nurtures a culture of identification, sustainability, and collective responsibility within MYDIN, driving commitment to environmental conservation and social responsibility.



**CLOUD
REPORTING**



**SUSTAINABILITY
IMPACT**

CAMPAIGN SHOUTOUT

Articles

Press Release

Website

The Stories of Impact

Social media

THE FUTURE STARTS NOW

EVERY STEP OF TODAY IS THE BEGINNING OF BETTER TOMORROW

Kelestarian demi
generasi masa hadapan

