

With this first beach clean, Blu Hope is kick-starting a series of monthly quantitative clean-ups in close collaboration with OEEO under its Sabah Plastic Neutral Platform, part/parcel with DBKK's new 'Love Clean KK' Program officially launched on Saturday 2nd April.

These quantitative clean-ups scientifically coordinated by Tropical Research and Conservation Centre (TRACC) to collect marine debris will provide vital baseline data enabling better waste management policies to be created and facilities provided to DBKK and all other key parties moving KK/Sabah Plastic Neutral forwards.

Part/parcel with OEEO's International Solidarity Cleanup with 9 other countries, this first LOVE Clean KK beach clean collaboration involved many key stakeholders working to-

gether to ensure the total Plastic waste collected actually leaves the island (e.g. Sabah Parks, DBKK, YTL & Berjaya Grp to name a few) - the key message being that waste management is a shared problem/responsibility requiring unparalleled collaboration between both local stakeholders, National & International parties.

As well as Blu Hope's extra strong emphasis on Sabah's youth driving Sabah Plastic Neutral forwards, Berjaya Grp sponsored lunch, Sabah's very own Packaging Warehouse provided environmentally sustainable packaging for this landmark event and the other organisations/schools involved were University Malaysia Sabah (UMS), Sabah International Conference Centre (SICC), JCI Tanjung Aru, UPcycled Shack, Rotary Club of Kota Kinabalu, Zero Waste

Sabah, Forest Solutions, Siung Films, Ripple, Kinabalu International School's Eco Warriors and Young Explorers Academy.

All the collected waste plastic from this first beach clean is now being safely stored ready for Blu Hope's first 'Plastic-furniture/building material Pilot' with DBKK's LOVE Clean KK campaign later this year - showcasing 'KK/Sabah Leading the Way' ...

Blu Hope as an organization aims to tackle the plastic pollution problem starting by making Kota Kinabalu Plastic Neutral by end-2024, Sabah Plastic Neutral by end-2026, and Borneo Plastic Neutral by end UNESCO Ocean Decade/UN Restoration Decade/2030.

