



WEBINAR TALK ON

CIRCULAR ECONOMY FOR A SUSTAINABLE ENVIRONMENT

BEM Approved CPD: 2

Ref No : IEM23/HQ/056/T (w)

Organised by : Public Sector Engineers Special Interest Group, IEM



Presented by:

Puan Sarifah binti Yaakob

14 MARCH 2023, TUESDAY
3.00PM - 5.00PM

REGISTRATION FEE :

IEM STUDENT : FOC

IEM MEMBERS: RM15

NON IEM MEMBERS: RM70

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SYNOPSIS

Solid waste generation is increasing and the waste composition is becoming more complex with the "Throw Away Culture", "Industry Revolution" and "Change of Lifestyle". The management of waste for final disposal is becoming very challenging due to scarcity of suitable land for landfilling, environmental pollution, social impacts and high cost for waste transportation and treatment. The need for sustainable waste management is therefore very urgent and critical. The way forward is to transform our waste management from Linear Economy to Circular Economy. What is it, how to do it and what is my role? Let's join our webinar Talk on 14 March 2023."

SPEAKER'S PROFILE

Sarifah binti Yaacob has more than 30 years experience in environmental fields after completing her degree in Civil Engineering from University of Southwestern Louisiana, USA in 1987 and MSc in Environmental Engineering in University Technology of Malaysia (UTM), Johor in 1993. After completing her MSc, she worked as Environmental Consultant at Lankhorst Environmental Services Sdn. Bhd. in 1993 specialized in Environmental Impact Assessment (EIA) and Environmental Management Plan (EMP). From 1997 to January 2018, she attached to Alam Flora Sdn. Bhd., one of the largest Solid Waste concessionaires in Malaysia. During her tenure in Alam Flora, which is more than 21 years, she involved and led many big tasks including preparation of the 20-year SWM Master Plan, National SWM Strategic Plan, Solid Waste Privatization Plan, Solid Waste Tariff and Financial Model, recycling programmes for Putrajaya, Waste Collection and Cleansing Services Concession Agreement, solid waste treatment technology proposals, solar projects proposal, participated in Kuala Lumpur Waste To Energy tender, solid waste trainings, internal audit, R&D and green technology initiatives. She has been appointed by Malaysian Green Technology and Climate Change Corporation (MGTC) as Waste Technical Expert for Green Technology Financing Scheme (GTFS) proposal and Green Investment Tax Allowance (GITA) evaluation report. She was the subject matter expert (SME) for development of Malaysian Standards and National Occupational Skills Standards relevant to solid waste management. She was also one of the committee member for developing the National Occupational Skills Standard (NOSS) for Solid Waste Management and Public Cleansing Services for Department of Skills Development under Ministry of Human Resources and technical working committee member for Guidelines of construction waste management under CIDB. Since February 2018, she established AM PM International Sdn Bhd, which offers environmental consultancy and training as well as solid waste management services. She completed several projects including Industrial food waste survey in Selangor and Kuala Lumpur, Waste collection & Cleansing training module comply to NOSS requirements, Plastic waste composition study at landfill and transfer station at Kuala Lumpur, Nilai, Kuala Terengganu and Johor Bahru, Plastic waste composition study in Kuala Lumpur and development of 3R (Reduce, Reuse and Recycle) Policy for Shah Alam Municipal Council. Recently she has been appointed as waste consultant by UN Habitat and German Development Corporation. She currently involved in public awareness programmes and founded 1GreenMalaysia campaign as part of initiatives to inculcate green practices amongst Malaysian.