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PORTFOLIO

## SPOGOMI WORLD CUP 2023

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### MEDIA PACK



The Malaysia Stage 2023 is the qualifying round for the SPOGOMI World Cup and the winner today will go on to represent Malaysia in Japan this November to challenge 20 international teams for the honour of becoming the very first World Champions. This media pack contains background information and relevant speeches.



### WHAT IS SPOGOMI ?

SPOGOMI stands for "Sport x Trash Pickup," a sport born in Japan in 2008 in which teams compete against each other for points awarded according to the amount and type of trash picked up in a given area within a one-hour time limit. On the day of the Malaysian qualifying tournament, a total of 30 teams and 90 people (3 people per team) compete to represent Malaysia in the final "SPOGOMI WORLD CUP 2023" against 20 other international teams in Tokyo, Japan this November 2023. <https://www.spogomi.or.jp/>

### 1. OBJECTIVES

The SPOGOMI WORLD CUP, which will be held for the first time in FY2023, is part of the Nippon Foundation's "Ocean and Japan Project CHANGE FOR THE BLUE," which aims to promote the international spread of SPOGOMI and create opportunities for people of all nationalities and generations to participate in marine litter reduction activities from Japan, leading to a

global movement to reduce marine litter. For more details of the event, visit <https://spogomi-worldcup.org/>



### 2. THE ORGANISERS - JAPAN

#### 2.1 Nippon Foundation

Share the pain. Share the hope. Share the future.

Since its establishment in 1962 as one of the largest foundations in Japan, the Nippon Foundation has been promoting activities in a wide range of fields, transcending race and national borders, including children, people with disabilities, disasters, oceans, and humanitarian assistance, using grants from boat race proceeds as financial resources. <https://www.nippon-foundation.or.jp/>

Represented by: Mr Udagawa Takayasu



#### 2.2 Change For The Blue

The project has been promoted since November 2018 as part of the Nippon Foundation's "Ocean and Japan Project," with the goal of raising the awareness of the entire society that each and every citizen should make the issue of marine litter his or her own and "No more litter in the ocean." <https://uminohi.jp/umigomi/>

#### 2.3 UNI QLO

About UNI QLO and Fast Retailing

UNI QLO is a brand of Fast Retailing Co., Ltd., a leading Japanese retail holding company with global headquarters in Tokyo, Japan. With a corporate statement committed to changing clothes, changing conventional wisdom and change the world, Fast Retailing is dedicated to creating great clothing with new and unique value to enrich the lives of people everywhere.

UNI QLO's JOIN: THE POWER OF CLOTHING campaign aims to encourage customers to be a part of environmental sustainability activities, raise awareness of global problems such as ocean pollution, and to inspire action that makes the world a better place. When customers purchase selected products during the campaign, UNI QLO's parent company, Fast

Retailing, donates the profits from the sales of those items. A total of US\$2 million was donated to the Nippon Foundation as a result of this campaign in 2022, to fund projects addressing marine issues, including the Spogomi World Cup.

For more information about UNIQLO and Fast Retailing, please visit [www.uniqlo.com](http://www.uniqlo.com) and [www.fastretailing.com](http://www.fastretailing.com).

Represented by En. Muhammad Zakiyudin Yusof

### 3. THE ORGANISERS – MALAYSIA PINK HIBISCUS CLUB

Established in 2005 with a group of Japanese mothers resident in Penang, the club grew from organising children's playgroup to teach Japanese language and culture to founding numerous Japan-related interest groups and events, including the Penang Kendo Club, the Penang Kimono Centre, Amazing Japan Expos and the annual street dance festival - the Penang Yosakoi Parade at Karpal Singh Drive. The group members have sought not only to share our Japanese culture to the people of Penang, but also to contribute back to the Penang society through charity works and civic initiatives such as the Penang Maths Platform and now, the Spogomi initiatives to help improve our natural environment

Represented by Ms. Emi Yamazaki

#### 3.1 The Penang Green Council

Penang Green Council [PGC Strategies Sdn. Bhd.] is a State Government Agency established since year 2011 by the Penang State Government. Penang Green Council (PGC) is tasked to nurture, facilitate, and coordinate environmental causes in Penang. PGC's initiatives unite Penangites in realizing our vision to empower everyone in practicing sustainable habits that preserve our city and home. PGC's role as the central hub of Penang aims to focus on the current competitive environment in harnessing green technology and supporting holistic green initiatives to achieve sustainable & resilient Penang. PGC moves in line with Penang2030's vision – "A Family focused Green and Smart State that Inspires the Nation" as the team focuses in Circularity, Climate Crisis & Adaptation and Sustainability Development to ensure the liveability of Penang State current and future habitants.

Represented by Ms. Josephine Tan General Manager of PGC

#### 3.2 MBPP

The City Council of Penang Island (MBPP) is the council that administers the city of Pulau Pinang, which includes the entirety of Penang Island, Malaysia. The City Council of Penang Island is responsible for urban planning, heritage preservation, public health, sanitation, waste management, traffic management, environmental protection, building control, social and economic development, and general maintenance of urban infrastructure.

Represented by Ybhg. Dato' Ir. Rajendran P. Anthony Mayor of the City Council of Penang Island (MBPP)

#### 3.3 CEMACS

The Centre for Marine and Coastal Studies (CEMACS) was established in August 1991 to undertake research and postgraduate training in Marine Science and Coastal Ecosystems. It provides the institutional mechanism for mobilising and integrating the University's considerable expertise and resources in marine science. The main objective of CEMACS is to enhance the capability of conducting integrated inter- and multi-disciplinary studies leading towards solving problems related to marine and coastal ecosystems.

Represented by Dr. Annette A/P Jaya Ram Deputy Director of CEMACS, USM

#### 3.4 Brewspark Technologies PLT

BrewSpark Group was founded in 2015 with one mission in mind: to develop technology and solutions for clients of all sizes.

The BrewSpark team of developers, automation specialists, and infrastructure engineers are proud of their ability to create websites, complex web platforms, applications, artificial intelligence, deep machine learning, and easy-to-use and maintain systems. The company provides comprehensive business support services, including Data Centers, Infrastructure, Business Development, Technology, Marketing, and Strategy, among others.

The team has a comprehensive understanding of branding and digital exploration; it has offices in Malaysia, Japan, and Europe; and it advises government agencies on the most recent technological trends, developments, and strategies. Spogomi initiatives is one of the organization's ESG initiatives that will contribute to the country's social and economic development.

Represented by Dr. Kazuki Foo

## 4. SPOGOMI WORLD CUP PRESS RELEASE

Georgetown, Penang 19th August 2023

An array of eco-warriors gathered at Dataran Pantai Queensbay Mall, ready to do battle with the mounds of rubbish which they hope to turn into gold. These were the contestants for Malaysia's preliminary round for the first-ever SPOGOMI World Cup event. In the end, it was a truly One-Malaysia Team of two youths and their teacher that bagged the coveted prize of a fully-sponsored trip to Japan this November to represent Malaysia against 20 other international teams for the title of SPOGOMI World Champion 2023.

SPOGOMI is a Japan-inspired event that turns a local gotong royong into a world-stage sporting event, much like soccer or triathlon. It takes speed, skill, stamina and strategy for a team of 3 members to be able to collect and sort over 17kg of rubbish in just one hour – so much so, the tagline of the event is, "Garbage picking is a Sport!" The event was organised locally by the Pink Hibiscus Club and co-organised with the Penang Green Council, supported by the City Council of Penang Island, Brewsparks and CEMACS. The event was sponsored by the founding organisation in Japan – the Nippon Foundation and UNIQLO.



The winning team of GOMI HEROES, comprising of Mr. MONESSH A/L GOPALKRISHNAN (17 years old), Mr. MUHAMAD NAUWFAL BIN ABDULLAH (16 years old) and Mr. Chung Boon Jin (41 years old) won with total points of 4000, pitching them just ahead of the second place SISTA of 3 ladies with 3672 points. 3rd place went to EARTH HEROES who amassed 2180 points.

The 27 competing teams collected in total of 348.13 KG of rubbish in one hour, of which 186.17kg were recycled. Mr. Peter Davis, an athlete and environmental influencer from Kuala Lumpur was found chipping in with the clean-up too, albeit an effort he's been advocating as he witnesses first-hand how much rubbish is being thrown away in Malaysia without a thought for the environment.

Please find supporting documents and photos attached for your perusal and use.

Please do not hesitate to contact us if you have any further queries [emispgomimalaysia@gmail.com](mailto:emispgomimalaysia@gmail.com) or 0123909083



## 5. SPEECHES

### 5.1 Speech by Miss Yoshino Maho - Nippon Foundation

Welcome to the Malaysia stage of the Spo-GOMI World Cup.

My name is Maho Yoshino from the Nippon Foundation presents this event. First of all, Thank you all for coming today.

As many of you may know, marine litter has become a serious global issue, and sadly, even in Japan, where I reside, we have issues with litter.

Most of the litter in the ocean is not from the sea, but from the land. Trash that is littered or left behind on land ends up flowing into the ocean through rivers.

While we were searching for a solution, we came across "Spo-GOMI" which was born in Japan. By combining litter collection with sports, we can make the activity enjoyable while competing in teams.

By spreading this Spo-GOMI worldwide, we want to create opportunities for people all over the world to take action against marine litter.

Spo-GOMI is a sport that anyone can win, regardless of age or gender, depending on teamwork and tactics.

The winning team will receive a ticket to the finals to be held in Japan in

November. The game lasts only one hour, so let's pick up as much litter as we can.

Let's enjoy Spo-GOMI and grab a ticket to Japan!

### 5.2 Speech by Organising Chairperson - Ms Emi Yamazaki

On behalf of the organising team for the Malaysia Stage competition of Spogomi World Cup 2023, I'd like to extend our warmest welcome and appreciation for your attendance here today!

As first-time organiser of this event, we were a bit apprehensive with the responsibilities that fell upon us, and being a Penang-based NPO that was mainly engaged in sharing Japanese cultural events in Penang, this event may have looked somewhat of a digression from our normal activities. However, when we considered how holistic waste management is the cornerstone of effective countermeasures against debilitating climate change, the unique concept of the event and the opportunity to help

improve our environment, convinced us that we HAD to bring this event to Penang. Not only because Penang is Malaysia's leading state in waste and environmental management, but because this event satisfied our long-held criteria and objective to introduce ideas, innovations and events that are inspired by Japan, but made Uniquely Penang... In other words, a Japanese-inspired event that is fully participated by the local people in Penang.

I'm therefore delighted to say that the journey that has culminated to this morning's competition has been blessed, firstly thanks to the incredible support from the founder of Spogomi – the Nippon Foundation, the generosity of our Sponsor Uniqlod that enabled 30 teams to participate this year and the enthusiastic and super-efficient Co- and supporting organisations – The Penang Green Council, the MBPP, Brewsparks and CEMACs. Not forgetting of course ALL the volunteers that made up the bulk of the support staff as referees, judges, helpers, performers and executors of the event.

I sincerely hope that the event helped to create lasting memories in the minds of the participants, forge friendships among those worked together from Japan and Malaysia and created an impact large enough so that the concept of picking up garbage as a sport will continue to flourish beyond today's competition and till to the next Spogomi World Cup in 2024.

Thank you very much for your kindest attention. Terima Kasih, Arigatou gozaimashita.

### 5.3 Speech by Consul General of Japan in Penang - Mr Kawaguchi Yoshiyasu

Good morning, Selamat pagi, ohayou gozaimasu.

First and foremost, I would like to congratulate the organizers, sponsors and supporters for today's event: the SpoGomi World Cup 2023 – Malaysia Stage competition. I am delighted to be invited to give some remarks at this momentous event on behalf of the Consulate General of Japan in Penang.

As we are all aware, this event is the preliminary tournament to select the Malaysia representative for the first SpoGomi World Cup, where 20 teams from all over the world will compete in Tokyo, Japan, this November.

I am impressed with the eagerness of all the participants of this tournament. All of you were flagged off early in the morning to collect rubbish in the designated area within an hour. The rubbish collected are being checked against the recycling criteria, and soon the winning team will be announced by the organizers. I am sure that everyone used this chance today to further bond with your family, friends, schoolmates, or the community while aiming for the championship, as well as making a positive impact on the environment!

In conjunction with Penang Green Initiatives, today's SpoGomi event will undoubtedly contribute to expanding the promotion and improvement of the quality of daily life through conservation and protection of the environment, with the aim towards building a sustainable and resilient Penang, Malaysia and the world.

Last but not least, congratulations to all the participants for your utmost effort today, and all the best to the team that will be

representing Malaysia this November. May the upcoming SpoGomi World Cup 2023 be a great success.

Thank you, terima kasih, arigatou gozaimasu.

#### 5.4 Speech by Mayor of the City Council of Penang Island - Dato' Ir. Rajendran P Anthony

Good morning, ladies and gentlemen!

It is my honour and privilege to stand before you on this special occasion today. As we gather here for the SPOGOMI World Cup 2023 award ceremony, I am filled with gratitude and hope for our future. I am also excited as the Champion Team for the SPOGOMI World Cup in Malaysia, who will be representing us in the SPOGOMI World Cup in Japan, will be announced in a while.

I am proud that Penang has been chosen to conduct the first SPOGOMI event in Malaysia, and the City Council of Penang Island has the privilege of being one of the supporting partners in making this meaningful event a success. Having it held in Penang gives us a great opportunity to educate the participants and the public on the importance of environmental conservation and waste segregation. This event also allows us to expose Penang, its beauty and its heritage to the eyes of the world.

Penang has always been the pioneer in environmental conservation and protection. We have continuously put in a lot of effort to safeguard the environment since more than a decade ago by implementing various policies that will help conserve the environment and save the earth.

Ladies and gentlemen,

The average waste generated in Penang is about 2,200 tonnes daily, of which 700 – 800 tonnes are generated on the island every day. However, we have only one active landfill in Penang, which is the Pulau Burung Sanitary Landfill. Based on a study by Usains Tech last year, Pulau Burung Sanitary Landfill will reach its full capacity in 2036. So, something has to be done to prolong the lifespan of our landfill. In 2017, the State government implemented the Waste Segregation at Source Policy. We hope that the active diversion and reduction in waste generation can not only prolong the lifespan of our only active landfill but also reduce the waste management cost, which takes up a significant portion of both City Councils' annual budgets. Individuals, institutions and businesses must segregate their waste into two streams – recyclables & general waste. Failure to comply with this policy will result in a compound of RM 250.

The 'No Plastic Bag Day' campaign has managed to salvage a whopping amount of 33 million plastic bags from being littered into landfills. The initiatives continued when the 'No Single-Use Plastic Campaign' and 'No Plastic Straw Campaign' discouraged merchants from giving out plastic bags and straws by default. Instead, they are provided only upon request, with charges applied or none altogether. These implementations have recorded a very high rate of success as evidence shows that Penangites have the habit of making sure they have a reusable bag with them all the time and premises putting up reminders to encourage shoppers to bring their own bags. The efforts from both shoppers and vendors together as a community can create positive impacts while inspiring others to adopt greener practices for a brighter and sustainable future in Penang.

While it has all along been initiatives taken by respective states, in May 2023, Natural Resources, Environment and Climate Change Minister Nik Nazmi Nik Ahmad announced that the federal government has set to ban the retail use of plastic bags across all business sectors, including roadside stalls. Malaysia produced an estimated amount of 148,000 metric tonnes of food plastic packaging in 2020. I hope all of us here know that this is not a small amount and is not something we Malaysians should be proud of. This should serve as a wake-up call for us to relook into our plastic consumption habits.

If you haven't already known, we have a man-made island named Pulau Gazumbo, known for its rich marine ecosystem. But sadly, the island has become heavily polluted with plastic waste (plastic bags and plastic bottles) washed ashore during high tide. As such, the Chief Minister of Penang, YAB Tuan Chow Kon Yeow, had announced the conservation initiative of Pulau Gazumbo as a Middle Bank Marine Sanctuary during the Phase 2: Accelerating Penang2030 launch.

Ladies and gentlemen,

We are gathered here as a diverse group of individuals representing different backgrounds, experiences and perspectives. And yet, it is this diversity that empowers us to tackle environmental challenges collectively. Today's event is not just a sports game; it's a call to action. Together, we aim to create an opportunity for action and a global

movement to reduce marine litter that transcends national and generational boundaries. On top of that, through this type of event, we are also encouraging everyone to stop littering because a clean and litter-free environment will enhance attractiveness, invite more tourists, and benefit the local economy.

Before I end my speech, I would like to congratulate Pink Hibiscus Club as the organiser and Penang Green Council as the co-organiser for taking up the challenge to organise the very first SPOGOMI event in Malaysia. Thank you to our supporting partners, CEMACS USM and Brewspark, and of course to the esteemed sponsors – The Nippon Foundation, Uniqlo Malaysia, Japan Travel Bureau, Lions Club of George Town, and the venue sponsor - Queensbay Mall and Asia Green Group. Thank you for your generosity and commitment. Without any one of you, our event will not be so smooth today.

The responsibility to safeguard the environment lies within the hearts and hands of each one of us. Congratulations to the Champion today! Go out there and make Penang and Malaysia proud in Japan soon!

Thank you.

#### 5.5 Speech by Nippon Foundation - Mr Udagawa Takayasu

It's a pleasure to meet all of you here. I'm Takayasu Udagawa from the Nippon Foundation.

First of all, I would like to convey my heartfelt appreciation to Uniqlo Malaysia. I'd also like to extend our gratitude to

- The Ministry of Youth and Sports of Malaysia
- The Mayor of the Penang Island City Council
- The Consulate General of Japan in Penang
- The Penang Green Council
- The Brewspark, The CEMACS and Other Sponsors, and members of the media and staff for their presence here today. Additionally, a big thank you to Pink Hibiscus for organizing today's remarkable competition.

Thank you very much for taking part in the Malaysia stage of the Spo-GOMI World Cup and for your dedication today. How did you find your first experience with Spo-GOMI? Did you enjoy it? I certainly hope so.

Actually, I participated in a preliminary tournament held in Japan just last weekend. Although our team could not win and I faced frustration, the city became markedly cleaner. I think it's one of the fascinating aspects of Spo-Gomi, even if you don't win, it leaves you with a positive sentiment.

Moving on, let's offer warm congratulations to the winning team.

Carrying the thoughts and sentiments of all the players who have gathered here, I am looking forward to seeing your dedication shine in the upcoming Final Stage set for November in Japan.

In conclusion, I hope that today's tournament will serve as an opportunity to promote Spo-GOMI events throughout Malaysia.

Once again, thank you so much.

#### For media inquiries regarding this matter, please contact:

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#### SPOGOMI WORLD CUP2023

Turning "Trash Pickup" into a Competition and Saving the World's Oceans in the process Saturday, September 19th, 2023, at 9:00am Dataran Pantai Queensbay, Penang