

# Beach Clean-Up “Love and Clean Our Beaches” Campaign

On 21<sup>st</sup> May 2026, Department of Fisheries Pahang, with full support from Bumi Armada Berhad has organised the “*Love and Clean Our Beaches*” campaign at Pantai Anak Air, Kuantan, involving 105 participants from various Pahang’s state government agencies, including the Pahang State Fisheries Office and waste management agencies, as well as representatives from local communities, educational institutions and volunteers.

A total of 352 kg of waste was collected during the programme. The initiative aimed to increase public awareness on reducing pollution in marine ecosystems, particularly plastic pollution and was organised in conjunction with the upcoming World Turtle Day celebration on 23 May 2026. This initiative reflects our commitment to environmental stewardship and aligns with the United Nations Sustainable Development Goals (SDGs), particularly SDG 14: Life Below Water, SDG 11: Sustainable Cities and Communities, SDG 13: Climate Action and SDG 15: Life on Land.

