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USR LADS @ Spritzer EcoPark: UiTM Perak Landscape Architecture Students Advocate for Environmental Stewardship

SDG

23/07/2025 / MUHAMMAD FALIHIN JASMI



Taiping, 21 June 2025 — Universiti Teknologi MARA (UiTM) Perak Branch successfully hosted the *USR LADS @ Spritzer EcoPark* programme, a university social responsibility (USR) initiative aimed at deepening environmental awareness and civic responsibility among future landscape professionals. Organised by the Landscape Architecture Design Students (LADS), the event took place at **Spritzer EcoPark, Taiping**, in close collaboration with **Spritzer Malaysia**.

With the theme “**Citra Alam**”, the programme engaged **70 students** from the Diploma and Bachelor

of Landscape Architecture programmes, accompanied by **four academic staff members**. Practical activities such as **area clean-up, tree planting, and landscape maintenance** were carried out across the EcoPark grounds. These actions not only contributed to the ecological enhancement of public green space but also instilled a strong sense of teamwork, responsibility, and environmental stewardship.

A key highlight of the event was a **knowledge-sharing session** conducted by Spritzer Malaysia's Sustainability Department. The session included a corporate video presentation, insights into the company's environmental strategies and PET recycling efforts, followed by a guided tour of Spritzer's operational facilities. The tour featured visits to the **Rainforest Corridor, PET Recycling Area, Production Floors**, and **ASRS Logistics Centre**, providing students with valuable exposure to sustainable industrial practices and corporate environmental responsibility.





The programme directly supported multiple **United Nations Sustainable Development Goals (SDGs)** which is **SDG 13: Climate Action** through education and advocacy on climate issues, **SDG 4: Quality Education** via experiential outdoor learning, and **SDG 11: Sustainable Cities and Communities** by contributing to the beautification and ecological value of shared public spaces.

The integration of civic engagement with practical landscape activities helped students to develop essential soft skills including **leadership, communication, and collaboration**, reinforcing their role as responsible stewards of both built and natural environments.

The programme concluded with a final round of **tree planting and recycling initiatives**, reaffirming the hands-on approach to sustainability and solidifying students' contributions to the community and environment.

USR LADS @ Spritzer EcoPark stands as a model for student-driven sustainability efforts, reflecting UiTM Perak's unwavering commitment to nurturing graduates who are both professionally skilled and socially conscious.



Tags: **Fakulti Alam Bina (FAB), Spritzer Malaysia, UiTM Cawangan Perak, Universiti Teknologi MARA (UiTM)**

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