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LITTER FREE CAMPAIGN (LIFC): A STUDY ON THE EMPLOYEES'
ATTITUDE AND THE ROLES OF KKCH

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SEPTEMBER 2011 - JANUARY 2012

DECLARATION

We hereby declare that the work contained in this research report is our own except those which have been duly identified and acknowledged.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Litter Free Campaign is a program that includes the Litter Free Event (LiFE). LiFE involved any event or program that prohibits people from littering during the event (Chua, 2000). While, Anti-Litter Bug is a program which does not focus on collecting the rubbish anymore, instead it is focusing on the litter bug reduction. This way is more effective compare to “*Gotong Royong*” which only collecting the rubbish and can lead to waste of time and energy, as people keep on littering, and local authority will pick up the rubbish later on. This is called as “throw- first-pick-up-later” syndrome.

Since its birth as Jesselton Sanitary Board¹ and now renamed as Kota Kinabalu City Hall (KKCH), it is the local authority in Kota Kinabalu which the core business is rendering services to people in the area. One of the functions of KKCH is to ensure that the city environment is clean and beautiful and also well-planned development. In order to achieve this, KKCH must address one of the fundamental challenges which the existence of litter-bug.

¹ Based on the Kota Kinabalu City Hall Official Website which has mentioned about Jesselton Sanitary Board