



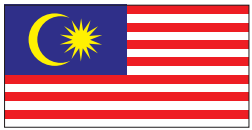
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“Alam sekitar adalah keindahan yang perlu dijaga demi generasi akan datang. Walau dari mana pun asal usul kita, alam sekitar meyatukan dan mendamaikan jiwa-jiwa sang penghuninya.”

*“Our environment is a shared beauty we must protect for future generations. No matter where we come from, it unites us and brings peace to every heart that calls it home.”*

**Muhamad Azizi bin Zainal Abidin**

Bahagian Keselamatan,  
SPRM Perak.



**KEEP  
MALAYSIA  
CLEAN™**



**SURUHANJAYA PENCEGAHAN RASUAH MALAYSIA**

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# Together, for a Clean Malaysia

As Malaysians, we hope for a country that our children and grandchildren can be proud of - admired not only for its progress, but also for the integrity, courtesy and generosity of its people.

**Keep Malaysia Clean** (KMC) arises from this shared hope. It is a people-driven aspiration, carried forward by the independent Consultative and Corruption Prevention Panel (PPPR) of the Malaysian Anti-Corruption Commission (MACC) as an invitation to all to help nurture a Clean Malaysia through:

Clean  
Values



Clean  
Society



Clean  
Environment



- **Clean Values**
- **Clean Society**
- **Clean Environment**

As a voluntary initiative, it provides a common platform for sustainable corruption prevention - enabling us to live by the enduring principles of trust, respect and responsibility that we uphold together.

Thank You.

# The KMC Story

In early 2023, during a meeting of the PPPR, a senior academic reflected on Malaysia's steadfast journey against corruption. At that time - and still today - our nation stands midway on the global Corruption Perceptions Index (CPI). Neither at the top nor the bottom - not yet a crisis, but certainly not the position we aspire to.

For decades, the Malaysian Anti-Corruption Commission and its predecessor institutions have worked tirelessly to uphold integrity through enforcement. Yet one truth is clear: enforcement alone cannot defeat corruption.

Fines, imprisonment and other sanctions are necessary to safeguard social order. But punishment sometimes teaches the young to fear consequences rather than understand the right from the wrong. While convictions in court punish wrongdoing, lasting change depends on the values nurtured in classrooms, homes, workplaces and communities. Without strong moral foundations, laws are simply not enough.

# Why Prevention Matters

Almost every day, corruption makes the news. But the real story starts much earlier - in the smaller choices we inadvertently make: a favour, a shortcut, a compromise. Left unchecked, these can grow into misconduct and over time, corruption in its many damaging forms.

Prevention means:

- **Awareness**  
Understanding how corruption harms us all.
- **Responsibility**  
Choosing integrity, even in the smallest decisions.
- **Culture**  
Making honesty, fairness, and trust part of everyday life.

# A Shared Responsibility

The law must be imposed, and enforcement agencies will continue to play their part. Yet experience shows that prevention cannot succeed if it relies only on enforcement. This role belongs to all of us - parents, students, teachers, workers, business leaders, civil servants and communities. When we choose integrity in everything that we do, we strengthen enforcement and we help build a safer, more trusted Malaysia.

# Contributing Together

**Keep Malaysia Clean (KMC)** extends the fight beyond punishment into prevention. It invites Malaysians to:

- **Identify** the values that help keep corruption away.
- **Practise** integrity even in the smallest decisions.
- **Honour** the principles we want to preserve for future generations.
- **Support** one another in building a culture where corruption has no place.

# KMC in Practice

Through KMC, we embrace:

- **Clean Values**  
Living with integrity at the individual level.
- **Clean Society**  
Taking small actions that stop wrongdoing in communities and organisations.
- **Clean Environment**  
Caring for our natural resources and built spaces.

We already live by these principles: teaching honesty to children, helping neighbours and choosing the harder right over the easier wrong. KMC hopes to bring these everyday acts together as part of a shared effort for a cleaner Malaysia.

# The KMC Invitation

It is about sustaining our collective spirit - our convictions, our dreams, our hopes - for a Clean Malaysia. To shape a future for our children and for the generations to come.

God willing, let us together **Keep Malaysia Clean.**

## TAB 1

## About KMC

**Keep Malaysia Clean (KMC)** is a voluntary, people-driven initiative guided by the independent Consultative & Corruption Prevention Panel (PPPR) of the Malaysian Anti-Corruption Commission.

It is an open invitation to help nurture and sustain a clean Malaysia through:



Clean  
Values



Clean  
Society



Clean  
Environment

## TAB 2

# Participation

Participation is voluntary. Malaysians may choose to be part of KMC as:

- **Individuals**  
Finding ways to reflect honesty and care in daily choices.
- **Families**  
Nurturing respect, fairness and responsibility in their own way at home.
- **Communities**  
Coming together to protect shared spaces and strengthen neighbourliness.
- **Schools & Universities**  
Encouraging learning, student initiatives and creative projects that nurture clean values.
- **Businesses**  
Supporting integrity, fair practices and transparent governance in ways befitting their role.

KMC does not replace or diminish the many values-driven initiatives already present or being developed in our society. Instead, it complements them through the lens of corruption prevention - converging these efforts through **Clean Values, Clean Society, and Clean Environment** towards the shared aspiration of a clean Malaysia.

## TAB 3

## Shared Values

For over half a century, the **Rukun Negara** has guided us as a sovereign and dignified nation:

1. Belief in God
2. Loyalty to King and Country
3. Supremacy of the Constitution
4. Rule of Law
5. Courtesy and Morality

From this foundation to the vision of today's **Madani**, each national framework has shared the same goal - to strengthen unity, responsibility and integrity. The 13th Malaysia Plan (2026 - 2030) carries this aspiration forward to build a just, inclusive and harmonious society - one that is ethical, progressive and committed to environmental sustainability.

## TAB 4

## Clean Choices

Corruption and neglect affect us all - raising costs of living, reducing opportunities and weakening trust both at home and abroad.

When we embrace clean values, the benefits can be far-reaching.

- Safer and more caring neighbourhoods.
- A stronger economy built on fair competition
- A nation respected for its integrity and trustworthiness.

## TAB 5

# Moving Forward

KMC will unfold in three phases, each building on the other:

- **Phase 1: Awareness**  
Inspiring Malaysians to envision their Clean Malaysia.
- **Phase 2: Action**  
Inviting citizens, schools, businesses and communities to participate.
- **Phase 3: Sustainability**  
Embedding clean values into institutions and passing them on to future generations.

The long-term aspiration is for Malaysia to strengthen its standing on global trust indices, improve our position on the Corruption Perceptions Index (CPI) and nurture a society where clean values are our national culture.

## TAB 6

## Working Together

KMC will succeed only through collaboration with:

- **Civil Society**  
NGOs, youth groups and professional associations.
- **Government Partners**  
Ministries and agencies.
- **Businesses**  
From GLCs and SMEs to private-sector trade and industry groups.
- **Global Alignment**  
In step with the UN Sustainable Development Goals, ESG initiatives and international anti-corruption conventions.

Together, these partnerships will strengthen the call for **Clean Values, Clean Society, and Clean Environment**, ensuring the participation of all.

## TAB 7

## Staying Accountable

KMC is committed to openness and independent oversight, and program progress will be reported through:

- **Independent Monitoring**  
Milestones reviewed by the PPPR.
- **Public Reporting**  
Regular updates and open feedback channels.
- **Clear Indicators**  
Progress measured through CPI scores, public engagement, community involvement, people's contributions and behavioural surveys.

## TAB 8

# Be Part of the Journey

Stay connected with the **Keep Malaysia Clean** journey. As we make a hopeful start in this national effort, resources to support the initiative will continue to be developed and shared as we move forward together in the following ways.

- **Microsite/Website**  
Updates, pledge cards, teaching kits and downloadable materials.
- **Social Media**  
Stories and activities from across Malaysia.
- **Contact Channels**  
Hotline and email for feedback, volunteerism and ideas.
- **Partner Tools**  
Guides for communities, schools, and companies to run their own KMC activities.

**KMC is a work in progress** - and every suggestion will help us shape a Clean Malaysia together. To begin with, you can reach us at [www.keepmalaysiaiclean.com](http://www.keepmalaysiaiclean.com).

## TAB 9

# Funding for Sustainability

KMC is sustained through integrity, transparency and accountability. Seed funding was provided by MACC's Prevention Division, while PPPR members volunteer their time and expertise. Future resources will come from voluntary contributions and partnerships, with reciprocity and fair treatment of all participants and supporters as a guiding principle. All costs and expenses will be published, accounts audited and funding sources disclosed - ensuring KMC not only promotes clean values, but practises them in its own operations.

## TAB 10

# Meet the PPPR

- **Independent Mandate**

The Panel Perundangan dan Pencegahan Rasuah (PPPR) - or Consultative and Corruption Prevention Panel - is one of five (5) independent oversight bodies established under the Malaysian Anti-Corruption Commission Act 2009 (Act 694). Its mandate is to advise, monitor and consult on MACC's work, with a particular focus on corruption prevention and engagement with society.

- **Shared Mission**

As an independent panel, the PPPR members come from different backgrounds - law, education, science, governance, business, entrepreneurship and media. We do not hold all the answers, nor do we have all the knowledge. But we share one commitment: to walk alongside Malaysians on the KMC journey in corruption prevention, adding voices in the collective effort to build a Malaysia that is clean, trusted and respected.

## Panel Members

### **Datin Yasmin Ahmad Merican**

*(Strategy & Governance Practitioner)*

Institutional transformation expert and former partner of global consulting firm



### **Prof. Emerita Datuk Dr. Asma Ismail**

*(Bioscientist & Microbiologist)*

University leader and scientist, Vice Chancellor, former Director General and advisor on higher education.



### **Dato' Lee Heng Cheong**

*(Law Consultant & Arbitrator)*

Former Court of Appeal judge with wide experience in law and arbitration.



### **Prof. Dr. Sarjit Singh Darshan Singh**

*(Social Anthropologist)*

Professor and researcher in anthropology and sociology.



### **Tn. Hj. Ali Hassan Mohd. Hassan**

*(Business Entrepreneur)*

Entrepreneur and mentor, advisor to SME and youth enterprises.



### **Prof. Dr. Haidar Dziauddin**

*(Professor of Law, Media and Human Rights Advocate)*

Academic and former university rector specialising in law, rights and integrity.



### **En. Kamaruddin Mape**

*(Media Personality)*

Journalist and communications practitioner with extensive experience in broadcasting and news.



# Together, for a Clean Malaysia



[www.keepmalysiaclean.com](http://www.keepmalysiaclean.com)