

Back to School with Safer Schools campaign by Carlsberg

Carlsberg Malaysia pledges support for the second consecutive year to create worry-free learning environments in anticipation of classes resuming

Shah Alam, 27 September 2021 – In the shared fight against the COVID-19 pandemic, Carlsberg Malaysia has pledged RM1.6 million for the second consecutive year via its ‘Safer Schools’ campaign to provide a safer learning environment as students and teachers resume physical classes in October.

This year’s campaign comes on the heels of the announcement by the Ministry of Education that physical classes will resume on 3 October in phases to avoid further learning loss and increased challenges for home-learning with a priority for students’ safety on school grounds.

Stefano Clini, Managing Director of Carlsberg Malaysia, said, “At Carlsberg Malaysia, we stand fast on our purpose of Brewing for a Better Today and Tomorrow for the communities we operate in. While Malaysia has had excellent progress for vaccinations toward herd immunity, there is still a high degree of hesitance and uncertainty amongst parents and teachers for the resumption of physical classes. Our Safer Schools campaign aims to alleviate these fears and mitigate infection risks with our contribution that complements strict health and safety procedures in our joint efforts with educators, parents, and the Ministries of Education and Health against COVID-19 for safer learning environments.”

In response to the ministry’s focus for the safe reopening of schools, Carlsberg Malaysia is upgrading its contribution this year with ISRAK Solution’s contact-free, facial-recognition infrared thermometers to help schools digitalise attendance for contact tracing and efficiently monitor students’ temperatures upon arrival. The brewer is also partnering with WonderKlean, a CUCKOO Healthy Home brand under CUCKOO International (MAL) Sdn Bhd to provide full disinfection services for schools with reported COVID-19 positive cases within 48 hours.

In total, Carlsberg Malaysia’s RM1.6 million commitment covers a contribution of 622 facial-recognition infrared thermometers and disinfection services for up to 100 schools.

In addition to contributions in-kind, this year’s campaign will be launched with a catchy Safer Schools song with lyrics in Bahasa Malaysia, English, Mandarin Chinese and Tamil performed by local artistes and social media influencers Elica Paujin, Han Xiao Aii, and Rabbit Mac. The video features simple dance moves easily learnt and taught by teachers and parents of school-going children to inject a degree of fun and interactivity to the teaching of personal hygiene and protection measures against COVID-19.

Pearl Lai, Corporate Affairs Director of Carlsberg Malaysia, commented, “Prolonged school closures have impacted schoolchildren’s learning, health and well-being with UNICEF

estimating a staggering in-class learning loss of 1.8 trillion hours since the global pandemic began. Our donation, coupled with the creation of this song with music video, aims to address both the calls for classes to resume and the inevitable anxiety by focusing on the positive measures we all can take in our shared fight against the pandemic. Through this simple song and dance that can be performed with friends and teachers at school, schoolchildren can enjoy a simple stress-reducing workout, learn about the importance of personal hygiene and pandemic-defence measures, and ultimately promote good physical and mental health.”

Safer Schools is a continuation of the brewer’s extraordinary Safer Together initiatives in response to the needs of communities and stakeholders impacted by the pandemic since last year. During the 2020 campaign, disinfection services for schools in pandemic ‘red zones’ and over 2,000 handheld thermometers were given to more than 1,400 Chinese and Tamil vernacular schools nationwide, benefitting an estimated 1 million schoolchildren and receiving overwhelming response and encouraging feedback from educators, parents and members of the public.

Carlsberg Malaysia’s Safer Schools campaign is open to applications from public primary schools (*Sekolah Rendah Kebangsaan, Sekolah Rendah Jenis Kebangsaan Cina and Sekolah Rendah Jenis Kebangsaan Tamil*) in Peninsular Malaysia, Sabah and Sarawak. Applications for the facial-recognition infrared thermometers are open from 27 September 2021 to 11 October 2021, whilst applications for disinfection services can be made in the event COVID-19 positive cases are reported at schools.

Schools interested to apply are required to obtain consent from their respective President of the Board of Governors or Parent-Teacher Associations and submit applications via forms available at [CarlsbergMalaysia.com.my/Covid-19/Safer-Schools-2021](https://www.carlsbergmalaysia.com.my/Covid-19/Safer-Schools-2021).

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Incorporated in 1969 and listed on the Main Board of Bursa Malaysia Securities Berhad, Carlsberg Malaysia is part of Carlsberg Group with regional investment in Singapore and Sri Lanka. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world whilst Kronenbourg 1664 Blanc, Somersby, Asahi Super Dry, Connor’s Stout Porter are among the key premium brands in Malaysia. Approximately 600 people work for the Company, selling our products in a responsible manner and business managed sustainability.

Find out more at www.carlsbergmalaysia.com.my

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与 Carlsberg “安全校园” 计划安心重返校园

马来西亚 Carlsberg 集团连续第二年承诺支持打造安全的学习环境准备恢复课堂教学

（莎亚南 27 日讯）在齐心抗疫的过程中，马来西亚 Carlsberg 集团连续第二年通过“安全校园”计划承诺 160 万令吉，为学生与教师于 10 月起恢复实体课打造更安全的学习环境。

今年的计划紧随教育部宣布实体课将于 10 月 3 日起分阶段恢复，以避免更多学习缺失和居家学习的种种挑战，并优先注重学生在校内的安全。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示：“马来西亚 Carlsberg 集团坚持为我们经营地区的社群酿造更美好的今天和明天的宗旨。虽然马来西亚在疫苗接种和迈向全体免疫进度良好，但家长和教师对恢复实体课仍然抱有高度的犹豫和不确定性。我们的‘安全校园’计划旨在减轻这些恐惧，同时降低感染风险，并通过我们的捐助互补严谨的健康与安全措施，与教育工作者、家长、教育部和卫生部共同努力对抗疫情，打造更安全的学习环境。”

为了响应教育部对安全重开学校的重视，马来西亚 Carlsberg 集团将升级今年的捐助为 ISRAK Solution 品牌的无接触人脸识别红外线测温仪，协助学校电子化出席记录以方便接触者追踪，并有效监测学生到校时的体温。该计划也将与 CUCKOO International (MAL) Sdn Bhd 旗下的 CUCKOO Healthy Home 品牌 WonderKlean 合作，在 48 小时内为出现新冠病毒确诊病例的学校提供全面消毒服务。

马来西亚 Carlsberg 集团 160 万令吉的承诺总共涵盖 622 台人脸识别红外线测温仪，以及为多达 100 所学校提供全校消毒服务。

除了实物捐助，今年的计划也将与由本地艺人及网红 Elica Paujin、韩晓爱和 Rabbit Mac 以国文、英文、中文和淡米尔文演唱的动感歌曲配合“安全校园”启动。该视频也含有简单易学的舞蹈动作，让教师和家长在教导孩子关于个人卫生和防疫安全措施时注入乐趣和互动性。

马来西亚 Carlsberg 集团企业事务总监赖焯竹指出：“孩子们的学习、健康及福祉因学校长期关闭而受影响，联合国儿童基金会（UNICEF）估计，课堂教学时间自全球疫情暴发以来失去了 1.8 万亿小时。我们的捐助，加上这首歌曲和音乐录影带的创作，旨在应对恢复课堂的呼声和难免的焦虑，并专注于我们能够采取的积极措施共同抗疫。以这首简单的歌曲和舞蹈动作，孩子们可与朋友和教师在学校一起动一动，享受简单的减压运动，学习个人卫生和防疫措施的重要性，并促进良好的身心健康。”

“安全校园”是延续该酒商特殊的“同心安全”（Safer Together）倡议的一项计划，以响应去年以来受疫情影响的社群和利益相关者的需求。该计划在 2020 年为疫情红区学校提供了消毒服务，以及为超过 1400 所华小和淡小捐赠了超过 2000 部手持测温仪，惠及了约 100 万名莘莘学子，也得到了教育工作者、家长和市民的热烈反应及良好反馈。

马来西亚 Carlsberg 集团“安全校园”计划的申请开放给马来西亚半岛、沙巴及砂拉越的公立学校，即国民小学（SK）、国民型华文小学（SJKC）、国民型淡米尔文小学（SJKT）。人脸识别红外线测温仪的申请期为 2021 年 9 月 27 日至 2021 年 10 月 11 日，而有出现新冠病毒确诊病例的学校则可申请消毒服务。

有意申请的学校必须获得学校董事部或家教协会主席的同意，并登入 CarlsbergMalaysia.com.my/Covid-19/Safer-Schools-2021 获取有关表格以提交申请。

更多详情，请联络许仲强 Andel Khoo（019 356 3909 / andel.cc.khoo@carlsberg.asia）、黄俊翔 Ng Choon Siang（019 243 6876 / choonsiang.ng@carlsberg.asia），或 陈毅瀚 Nicholas Tan（012 940 8607 / nicholas.eh.tan@carlsberg.asia）

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