

Pavilion REIT launches Pavilion Loves Sustainability EcoHub

 theedgemaalaysia.com/node/802671

May 7, 2026

Pavilion REIT launches Pavilion Loves Sustainability EcoHub

07 May 2026, 03:37 pm



Pavilion REIT sustainability committee chairperson Nor Regina Abdul Rahim (left) with SWCorp CEO Khalid Mohamed.

KUALA LUMPUR (May 7): Pavilion Real Estate Investment (REIT) (KL:PAVREIT) launched the Pavilion Loves Sustainability initiative in conjunction with Sustainability Week 2026 on Wednesday (May 6), featuring several retailers at the EcoHub pop up in Pavilion Bukit Bintang and Pavilion Bukit Jalil.

In partnership with SWCorp, Pavilion Loves Sustainability aims to promote easy solutions for recycling and encourage the adoption of sustainable habits to integrate the circular economy into everyday activities.

Now in its fourth year running, the initiative includes clothing donation bins for shoppers to donate pre-loved items, as well as access to racks of upcycled products to help reduce textile waste.

The EcoHub also features reverse vending machines, where recyclable items such as PET (polyethylene terephthalate) bottles and aluminium cans can be deposited. Shoppers can accumulate rewards through the RVMplus app from depositing recyclables and redeem merchandise and beverages from on-site vending machines.

In addition, sensor-equipped smart recycling bins are provided for dry recyclables, specifically paper, plastics and cartons.

Nor Rejina Abdul Rahim, a director at Pavilion REIT, shared with *The Edge ESG* that Pavilion Kuala Lumpur, Pavilion Bukit Jalil and Intermark Mall have already implemented various recycling and waste management initiatives across their malls. This aligns with the Ministry of Housing and Local Government's mandate for malls to provide recycling facilities in 2026.

Such facilities include designated recycling donation bins for clothing, bags, accessories, shoes and soft toys across parking lobbies. There are also ReBag stations for shoppers to drop off or pick up clean and reusable bags.

"This initiative helps reduce waste and encourages practical, everyday sustainability, showing how even small actions can make a meaningful difference," said Nor Rejina.

Additionally, food waste is managed separately through Pavilion REIT's food compost machine at Pavilion Bukit Jalil, which processes up to 1,000kg of food waste daily from supermarkets, food courts and F&B outlets across Pavilion REIT malls. The compost is then converted into nutrient-rich organic fertiliser for shoppers.

According to Nor Rejina, this initiative has helped divert 188.6 tonnes of food waste from landfill, producing 17.6 tonnes of fertiliser in the process.

Pavilion Loves Sustainability is a tenant-led initiative that works on spreading awareness and impact. Tenants receive training on sustainability to further contribute to the outcome of the initiative.

Participating brands are then given visibility through sustainability storytelling, ESG-focused showcases, workshops and consumer engagement activities within the mall environment.

Pavilion REIT is also looking into working with universities to gather more data to align with Bursa Malaysia's sustainability reporting standards.

“In terms of the data that we collect, we also double-check it, because [tenants] will have to report up to us, and we have to make sure that we’re not accused of greenwashing. We do get audited by third parties to make sure that we’re not [fabricating anything],” Nor Rejina said.

Retailers in the EcoHub include textile recycler Upcycle4Better, DÔME Cafe, Dr Hauschka, and many others.

Edited By Tan Zhai Yun