

Zurich Malaysia Launches “Care For What Matters” Brand Campaign in Commitment to Creating a Brighter Future Together

Kuala Lumpur, 30 August 2023 – Zurich Malaysia today unveiled its new “Care For What Matters” brand campaign, reaffirming its commitment to creating a brighter future for all through positive impact.

The “Care For What Matters” brand campaign encompasses an array of impactful initiatives that reinforce Zurich Malaysia’s commitment to embrace a sense of responsibility towards what truly matters. In addition to the brand campaign film, another key highlight is the upcoming “Karnival Kita OK!” weekend, scheduled to take place from 22 to 24 September at the Central Market. This event promises a vibrant assortment of workshops and booths involving a diverse range of local sellers and organisations, including clothing, accessories, food, and more. The event embodies Zurich Malaysia’s dedication to being there for one another and contributing to a brighter, more vibrant future together.

Visitors of “Karnival Kita OK!” will also be able to access a photo exhibition showcasing Zurich Cares, a forest conservation and restoration project that Zurich Malaysia is actively involved in to protect key endangered tree species in Merisuli Sabah and save them from extinction.

Junior Cho, Country CEO/Head of Zurich Malaysia, said, “We firmly believe that our actions today pave the way for a brighter tomorrow. The “Care For What Matters” brand campaign is an extension of our ongoing efforts to support and care for people from all walks of life. It signifies our determination to create a brighter future for Malaysians that is not only financially secure but also socially and environmentally responsible”.

Urban Climate Resilience Program

As part of its commitment to the planet, Zurich Malaysia also announced the launch of the Urban Climate Resilience Program and introduced the parties who share the common goal of addressing climate issues and building climate resilience within urban communities.

Cho added, “We are thrilled to launch the Urban Climate Resilience Program in Malaysia and announce a meaningful three-year collaboration that aligns with Zurich’s sustainability ambitions as well as the core of our brand campaign. Through direct collaboration with the Z Zurich Foundation and the appointed global partners, the C40 Cities Climate Leadership Group (C40) is set to combine efforts with Kuala Lumpur City Hall (KLCH), whilst the Resilient Cities Network (R-Cities) will join forces with Majlis Bandaraya Melaka Bersejarah (MBMB).”

Datuk Kamarulzaman Mat Salleh, Kuala Lumpur Mayor, said, “KL is beginning to see the devastating impacts of extreme heat and floods more frequently. As the local authority, I recognise it is important that Kuala Lumpur City Hall acts now to ensure a safe and resilient tomorrow, especially for our most vulnerable populations. In KL, we are always thinking ahead as we build a future where everyone can thrive even as our climate changes. In line with this as well as the spirit of Malaysia Madani, Kuala Lumpur City Hall is looking forward to partner with C40 and the Z Zurich Foundation to further strengthen our city’s climate resilience through the Urban Climate Resilience Program, which will be undertaken with deep community engagement in selected neighbourhoods in our city.”

Datuk Hj. Shadan Hj. Othman, Melaka Mayor, said, “Being a historic city with UNESCO World Heritage status, we recognise the importance of building community resilience to carry our cultural heritage forward in the face of climate challenges. Thus, it is with great enthusiasm that the City of Melaka is joining the new Urban Climate Resilience Programme. I look forward to working closely with the Resilient Cities Network and the Z Zurich Foundation to create a more sustainable and resilient future for our communities, our city, and our country.”

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The objective of this programme is to build sustainable, resilient communities that can withstand, recover from, and thrive in the face of climate-related disasters. Zurich Malaysia aims to be at the forefront of bringing impactful changes in the adaptation of systems in selected cities in Malaysia, ensuring enhanced support for those who are vulnerable.

For further insights into the #CareForWhatMatters brand campaign and Zurich Malaysia's holistic approach to building a brighter tomorrow, please visit www.zurich.com.my/CareForWhatMatters.

For more information on Zurich Malaysia's latest Insurance and Takaful plans, please visit www.zurich.com.my.

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Notes to editor:

About Zurich Malaysia

Zurich Malaysia is a collective reference term for the Zurich Insurance Group (Zurich) business subsidiaries operating in Malaysia: Zurich General Insurance Malaysia Berhad, Zurich Life Insurance Malaysia Berhad, Zurich General Takaful Malaysia Berhad and Zurich Takaful Malaysia Berhad. Zurich Malaysia offers a broad range of comprehensive insurance and takaful solutions; helping individuals as well as business owners understand and protect themselves, their businesses and their assets from risk. Zurich Malaysia has an integrated branch network in major cities nationwide as well as dedicated agency and distribution channels nationwide to serve the needs of its customers. For further information on Zurich Malaysia, visit www.zurich.com.my.

About Z Zurich Foundation

The Z Zurich Foundation works alongside Zurich Insurance Group employees and other stakeholders as well as with governments and NGOs in pursuit of a future where people can thrive in the face of increasing climate hazards, where those of us feeling the stresses of life are empowered to speak up, and where the marginalized in our society can reach their full potential.

The Z Zurich Foundation is a Swiss-based charitable foundation established by members of the Zurich Insurance Group. It is the main vehicle by which Zurich Insurance Group delivers on its global community investment strategy.

Visit the Z Zurich Foundation's website to learn more about its work: <https://zurich.foundation>. Follow Z Zurich Foundation on [LinkedIn](#), [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#).

About Resilient Cities Network

Resilient Cities Network (R-Cities) is the world's leading urban resilience network. It brings together global knowledge, practice, partnerships, and funding to empower its members to build safe and equitable cities for all. Its unique city-led approach ensures cities drive the agenda to benefit the communities they serve. At work in nearly 100 cities worldwide, the Resilient Cities Network supports on-the-ground projects and solutions to build climate resilient, circular and equitable cities while also facilitating connections and information-sharing between communities and local leaders. For more information, please visit <https://resilientcitiesnetwork.org/>.

About C40 Climate Change Leadership Group

C40 is a network of nearly 100 mayors of the world's leading cities working to deliver the urgent action needed right now to confront the climate crisis and create a future where everyone, everywhere can thrive. Mayors of C40 cities are committed to using a science-based and people-focused approach to help the world limit global heating to 1.5°C and build healthy, equitable and resilient communities. Through a Global Green New Deal, mayors are working alongside a broad coalition of representatives from labour, business, the youth climate movement and civil society to go further and faster than ever before.

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The current Chair of C40 is Mayor of London Sadiq Khan; three-term Mayor of New York City Michael R. Bloomberg serves as President of the Board. C40's work is made possible by our three strategic funders: Bloomberg Philanthropies, Children's Investment Fund Foundation (CIFF) and Realdania.

To learn more about the work of C40 and our cities, please visit [our website](#), or follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

About Dewan Bandaraya Kuala Lumpur

Dewan Bandaraya Kuala Lumpur (DBKL) or Kuala Lumpur City Hall, is the governing body for the capital city of Malaysia, Kuala Lumpur. As the local authority, DBKL strives to provide a sustainable and resilient city for all by promoting physical and socio-economic development programmes, development control, and enhanced municipal services with excellence city governance. For more information, please visit www.dbkl.gov.my.

About Majlis Bandaraya Melaka Bersejarah

Majlis Bandaraya Melaka Bersejarah (MBMB) or Melaka Historic City Council, is the governing body entrusted with the development, preservation, and administration of the historic city of Melaka, Malaysia. MBMB's mandate is to safeguard and promote the unique cultural, historical, and architectural heritage of Melaka while ensuring the city's sustainable growth, resilient, dynamic, smart and prosperity. MBMB will continue to improve its quality of service towards residents of Melaka and tourists, with the vision to lead the world class cosmopolitan city.