

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**FABER-CASTELL LAUNCHES TEACHER'S EDITION OF
'CREATIVE LEARNING BY SCORE A'**
*Creative Learning Programme Supported by MOE Expected
to Benefit 2400 School Teachers Nationwide*

SUBANG JAYA, 23 June 2022 – Faber-Castell, a brand that advocates and nurtures learning and creativity, has launched the Creative Learning by Score A, Teacher's Edition programme.

This programme is developed in response to the Ministry of Education's (MoE) call for a strategic partnership between the corporate sector and MoE to help cultivate creativity among teachers.

Focusing on the use of various creative teaching techniques and activities as well as the use of the right stationery in different creative methods, this programme aims to enhance the teacher's teaching techniques and the student's learning process. It also helps promote effective and interactive engagement between the teachers and the students.

For the first phase of this programme, the company with the support of MoE collaborated with the State Education Departments in six states -- Penang, Perak, Selangor, Kuala Lumpur, Johor and Sarawak. The first phase of the programme is benefited about 1,600 teachers and approximately 200,000 students in these six states. In Phase 2, which has been scheduled in November 2022 the programmes will be extended to another 3 states – Kedah, Negeri Sembilan and Pahang, which target to reach additional 750 teachers and 100,000 students. In total, will benefit around 2400 teachers and 300,000 students nationwide.

YB Senator Dato' Dr Mah Hang Soon, Deputy Minister of Education said the Ministry welcomes any sort of collaborations from the industries in all areas that will help with the enhancement of skills, knowledge and expertise among teachers and students towards strengthening national education.

"With the incorporation of techniques in Score A and the embracement of the 21st century learning approach PAK-21 (Pembelajaran Abad ke-21) into the classroom, I believe that the classroom teaching and learning would be more enjoyable, and students will be equipped with

the right skills and values for the future. With that in mind I must commend the efforts of Faber-Castell Malaysia in making this programme happen concurrently in six states,” he said.

“Creative teaching and learning are the key drivers to help students grasp information better and develop a student’s communication, critical thinking, problem solving and motor skills, among others,” he added.

Mr Andrew Woon, Managing Director of Faber-Castell Malaysia said Faber-Castell is always looking at innovative ways to improve teaching and learning techniques while at the same time engage and collaborate with educators.

“This programme is curated in line with our company’s “companion for life” tagline which aims to promote and cultivate creativity at any age, with no age limit.”

“We want to continue to inspire and offer creative experiences to our consumers while using our innovative products. Creativity is not limited to art, but also covers problem solving and learning process as well,” he said.

He added that creative learning is not just memorising information or rote-learning. It is more about acquiring and understanding information through the application of creative methods to facilitate the learning process.

For example, mind mapping uses visualisation to help with memory retention. It helps learners organise their train of thoughts by linking up information in a graphical way for better understanding and it also effective for revision. Usage of colours help with visualisation for this technique too.

“In this programme, the teachers will also be exposed to various creative and learning techniques to guide and motivate their students into finding that learning is fun and effective,” he added.

Some examples of creative techniques in Score A include River-flow Note-taking, which is a creative note-taking method when learning process-based or story-based with chronological flow. Another example is the Association Technique by breaking down information into smaller pieces and then using sensory stimuli, i.e., visual association, verbal association, and physical association, to connect with pieces of information. Teachers will be equipped with a

comprehensive Handbook on all the learning techniques and its accompanying activities, in hope to become a useful guide for long-term.

This programme offers a two-pronged approach. Firstly, it will equip teachers with learning techniques enhancements. These techniques will later be transferred to students to leverage their studies in classroom and at home. Secondly, students will be encouraged to apply and demonstrate the techniques learnt. Nominated students by their teachers will compete in a nationwide Score A Creative Learning Olympic at the end of the programme. Top 10 students from the primary and secondary schools will receive cash prizes, product hampers and certificate of participation.

Creative Learning by Score A was first introduced in 2020 to primary and secondary students. In the past 2 years, Faber-Castell has conducted a few effective learning workshops which among them include 7 Intelligences Effective Learning Skills, Brain Memory, and Critical & Creative Thinking.

Within the Score A Teacher's Edition, the company will hold expert-sharing sessions where five industry experts with different strengths and expertise in the academic field will share more practical applications of creative techniques at the workshops.

About Faber-Castell Malaysia

Faber-Castell Malaysia was established in 1978 with only eight staff. It started its production of natural rubber and PVC erasers back in 1980. Since then, it has developed into one of the largest eraser manufacturers in the world with an export of 90% or 150 million pieces of erasers, including writing instruments, such as the latest Fast Dry GEL PEN Innovation.

Keeping up with the company's philosophy of being innovative and competent, Faber-Castell Malaysia has achieved many recognised certifications, such as the ISO 9001, ISO 14001 and SIRIM and many more. In addition, Faber-Castell Malaysia was selected as the SUPER BRAND in 2002 for the stationery industry in the country besides being the Official Supplier for stationery products to the 16th Commonwealth Games held in Kuala Lumpur in 1998.

In 2022, the company launched the Smoothest Gel Pen – Fast Gel Z, a gel pen that comes with a new precision tip technology and signature fast dry ink. Aligned with the company direction towards sustainability, Faber-Castell has launched the breakthrough environmentally-friendly PVC-free Dust free eraser – Erasure. This eraser does not contain harmful PVC and phthalates, yet it is able to maintain its superior clean erasing dust rolls.

To cope with its rapid development, Faber-Castell Malaysia moved into its latest factory in Sept 2002. Officially on Nov 13, 2002, one of the factory's special features is the Pencil Tower housing the world's Tallest Pencil. Awarded by the Malaysia Book of Records and the world's longest pencil by Guinness



World Records, the Faber-Castell Pencil Tower measures 19.75 meters in height and 0.8 meters in diameter, making it a landmark in Malaysia.

In March 2018, Faber-Castell Malaysia launched a 90,000 sq. ft distribution centre in Subang Jaya. This new distribution centre features a digitalised operations process with improvement in delivery accuracy and system efficiency, warehouse management system and six loading bays.

Faber-Castell is also the first company in the stationery business to agree to a social charter that serves as a guiding principle for its staff welfare. In Malaysia, a collective agreement was signed between its staff union and Faber-Castell Malaysia on October 11, 2004.

For more information about Faber-Castell, visit their website at <http://www.faber-castell.com.my/>

Issued on behalf of Circuit Communications for Faber-Castell Malaysia. For more information about this release, kindly contact:

Angela Ho (angela@circuitcommunications.com)
Circuit Communications
03-5611 9186