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PETALING JAYA: OCBC Bank (Malaysia) Bhd and IJM Land Bhd have embarked on a strategic tie-up to promote sustainable living through a green home ownership programme that rewards purchasers for their environment, social and governance orientation.

OCBC and IJM recently signed a memorandum of understanding for the collaboration, which sets out to encourage and enable prospective homebuyers to make environmentally-conscious decisions by purchasing or investing in green-certified properties developed by IJM Land while reducing their carbon footprint and ownership costs.

OCBC Bank's role, as the first foreign bank to collaborate with IJM Land in its holistic approach to green residential properties, is to offer financing packages that reward sustainable practices.

The OCBC Green Home Financing Scheme is designed for purchasers of IJM Land's eco-friendly homes and offers competitive financing rates.

IJM Land CEO Datuk Wong Tuck Wai said: "It is now mandatory for every IJM Land's residential project to be green-certified. At the core of our commitment to sustainability is achieving net-zero carbon emissions by 2050, an ideal that is shared by our home financing partner, OCBC Bank. This commitment drives us to concrete actions, underpinned by a strong sense of purpose and drive to enrich the lives of current and future IJM Land property residents.

"With this, OCBC Bank and IJM Land are jointly enabling green homeownership, setting a transformative example that will benefit and lead the way for the property and financial sector at large. As part of the agreement, IJM Land will collaborate closely with OCBC Bank to expand their efforts in promoting sustainable living for our green-certified properties," he added.

OCBC consumer financial services head Anne Leh said, "We believe this synergistic collaboration will help to shape the industry for a more sustainable future."