



## WWF-Malaysia

### Building Bridges for Sustainable Consumption and Production (BB4SCP) 2.0 Programme Report

#### FEE EcoCampus

FEE EcoCampus is an international award programme that guides all third level institutions on their sustainable journey, providing a simple framework to help make sustainability an integral part of campus life.

#### Eco-Schools

The Eco-Schools is the largest sustainable schools programme in the world, which is currently running in more than 60 countries. In our country, WWF-Malaysia is the National Operator and so far more than 180 schools have registered.

#### ONE PLANET CITY CHALLENGE

As part of WWF-Malaysia's climate mitigation endeavours, the OPCC is a sustainable cities programme where capacity building and climate action implementation which will be initiated and supported to address climate change efforts by Malaysian cities and councils.

#### Community Engagement and Education (CEE)

CEE is a cross-cutting function that supports conservation programmes through working with indigenous and local communities to deliver more inclusive and sustainable conservation outcomes.



**Why we are here**  
To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.  
[wwf.org.my](http://wwf.org.my)

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WWF · WWF - Malaysia Building Bridges for Sustainable Consumption and Production (BB4SCP) 2.0 Programme Report



## WWF-Malaysia

### Building Bridges for Sustainable Consumption and Production (BB4SCP) 2.0 Programme Report



# Food & Fashion

Planting the Seeds of Sustainability in Future Leaders



## ACKNOWLEDGMENT

The BB4SCP 2.0 team would like to express our gratitude for making the conference a huge success, we thank the following partners and stakeholders but not limited to:  
*Institut Pendidikan Guru Malaysia*  
*Institut Pendidikan Guru Kampus Temenggong Ibrahim*  
UEM Sunrise (Mall of Medini)  
FOLO Farm  
Renaissance Hotel  
Mondelēz Malaysia  
Buddhist Tzu-Chi Foundation Malaysia (Johor Bahru)  
Seelong Sanitary Landfill  
Social Enterprise Academy  
*Pusat Pembangunan Belia Johor*  
*Jawatankuasa Penduduk Larkin*  
All the Invited Speakers of BB4SCP 2.0  
BB4SCP Delegates and Green Mentors

WWF-Malaysia in partnership with *Institut Pendidikan Guru Kampus Temenggong Ibrahim* are the main organisers of BB4SCP 2.0 event in Malaysia.

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Selangor (MALAYSIA)



### Exhibitors



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## FOREWORD BY DR HENRY CHAN

CONSERVATION DIRECTOR/CEO, WWF-MALAYSIA



On behalf of WWF-Malaysia as well as our partners *Institut Pendidikan Guru Malaysia* and *Institut Pendidikan Guru Kampus Temenggong Ibrahim*, we would like to take the opportunity to express our gratitude for making the Building Bridges for Sustainable Consumption and Production Conference (BB4SCP) 2017 a huge success. This is the second year we gathered youth in our effort to enhance awareness and empower change in their habits towards a more sustainable lifestyle.

This year we chose Food and Fashion as the conference's theme because we feel these two elements are close to your heart. In a research carried by Acumen to help brands understand and connect with today's teenagers, it was found that young adults are spending a significant proportion of their budget on clothes followed by food.

In terms of youth empowerment, the composition of Malaysian youth could easily have made up of 60 to 70 percent of the nation's population of 31 million people. It is crucial that our youths are empowered as leaders and decision makers in mainstreaming sustainability lifestyle. With notable presence of international youth delegates in this conference, via enhanced technology and tools in information dissemination, we have the opportunity to form and expand sustainability networks beyond Malaysia.

Our role as consumers is inevitably important in making changes in the industry to help meet new sustainability goals. The food and clothing we choose everyday has an enormous impact on the planet and its people. Our choice can either continue to be a major part of the problem, or it can be a huge part of getting our planet on track. The choice is ultimately ours. Once again our heartfelt thanks to partners and members of the media for your continuous support in our conservation effort.



## MESSAGE BY MR THIAGARAJAN NADESON

HEAD OF MARKETS AND EDUCATION, WWF-MALAYSIA



The Building Bridges for Sustainable Consumption and Production conference on 'Food and Fashion' that took place in Johor Bahru last year was a groundbreaking event. It brought together over 100 youth delegates from Malaysia and 11 other countries representing working adults, university students, teacher trainees and volunteers from all parts of the world.

Organised by WWF-Malaysia and supported by the *Institut Pendidikan Guru Kampus Temenggong Ibrahim*, the four-day conference aimed to enhance awareness and empower change in youth towards a more sustainable lifestyle specifically on food and fashion.

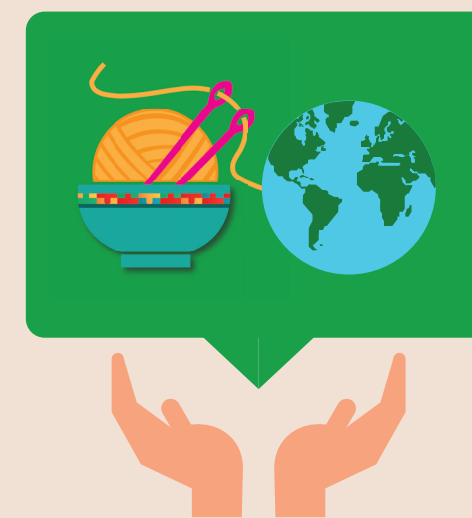
Through a variety of platforms, this unique gathering provided an opportunity for the young delegates to exchange thoughts and ideas. They took part in hands-on workshops, parallel sessions, mini projects, forum, round-table discussions, community service activity and field trips.

The field visit is one of the most important components in the conference where the delegates gained a more holistic understanding of the information shared during the discussions and presentations. The trip helped build a correlation between learning and hands-on experience.

Learning from the industry experts helped the delegates paint a better picture of sustainability. For instance, the FOLO farm visit and their partnership with Renaissance Hotel highlight the importance of creating a sustainable business cycle in food production that cares for our environment.

On behalf of WWF-Malaysia, I would like to express my gratitude to Mall of Medini Johor for becoming the venue sponsor and other partners that came on board to support the event. We are deeply pleased to have all the green vendors took part at the fair in our effort to bridge the gap between consumers and producers.

WWF-Malaysia's Education for Sustainable Development programme will continue to engage youth and place trust in their abilities to lead and act as full-fledged partners, who can make change happen. I sincerely hope the conference delegates will continue their sustainable journey by playing an active role to create a wave of change in their workplace, college, university and living community. We have now commenced a tracking tool on how our youth utilise their newly acquired skills and knowledge in shaping their lifestyle and others, especially with whom they are in close contact. The result of this tracking will be shared on periodic basis using a public-access platform.







## MESSAGE BY DR MAZLAN BIN ARIS

DEPUTY ACADEMIC DIRECTOR,  
*INSTITUT PENDIDIKAN GURU KAMPUS TEMENGGONG IBRAHIM*



First of all, I would like to express my gratitude and appreciation to the BB4SP 2.0 committee who have worked hard to ensure the smooth running of this international conference. Indeed, your commitment and cooperation is very much appreciated. It is hoped that this 5-day conference will not only be a field of discussion that focuses on issues that have been focused but can be used as a platform for information sharing so that multilateral interactions can be carried out to create a generation that prioritizes the concept of sustainable.

The younger generation in the future will be the prime activator for the green revolution of the millennium era. We at IPGKTI strongly welcome WWF-Malaysia especially the efforts made by gathering youths from various fields, cultures and backgrounds to be exposed to sustainability as these young people can be categorised as active users, future leaders and direction-makers. Hence, exposure to sustainable life is not only encouraged, but also becomes a necessity claimed and practiced by this generation before they set foot in the real world of working.

Conservation may not be our key business at the teacher training campus but that doesn't mean we shouldn't be a part of it. We believe if the future teacher trainees are educated on sustainability; the information will then be shared with their future students. This way the learning continues. As educators, this is an opportunity to widen their perspective on current environmental conservation issues and become better educators.

With the knowledge gained throughout this conference, I strongly call on your support to share them with others and continue to spread conservation messages especially to your future students. We hope teacher trainees who are involved in this conference are empowered by connecting their knowledge and skills to take action and find solutions to environmental issues within their respective campus areas.

On behalf of *Institut Pendidikan Guru Kampus Temenggong Ibrahim*, I would like to thank WWF-Malaysia and BB4SP2.0 supporters for this wonderful event. We look forward for future collaboration such as this because taking care of our planet is not a one man's job. It requires all parties to work together.

Thank you.



## THE RATIONALE OF BUILDING BRIDGES FOR SUSTAINABLE CONSUMPTION AND PRODUCTION (BB4SCP)

**SCP is about the use of services and related products, which respond to basic needs and bring a better quality of life while minimising the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardise the needs of future generations.**

**- as defined by the Oslo Symposium in 1994**



Earth Overshoot Day is the calculated illustrative calendar date on which humanity's resource consumption for the year exceeds Earth's capacity to regenerate those resources that year.

Our current natural resources are already over-exploited. According to Global Footprint Network, an international sustainability think tank, 2 August 2017 marks the day when the world's population has used up the entire base of natural resources that the Earth can produce for the year. Ideally, the date should be after 31 December 2017 but this year, the Earth Overshoot Day arrived earlier than last year. This is grimly equivalent to spending all of one's annual salary in 220 days and having to live off borrowed funds for the remainder of the year. This shows that if swift action is not taken, the Earth Overshoot Day would only get earlier every year. Recognising this need, WWF-Malaysia's FEE EcoCampus programme strives to inculcate a sense of environmental stewardship among students, and urge them to care for the planet through the Building Bridges for Sustainable Consumption and Production (BB4SCP) Conference.

Riding on the tremendous success and positive feedback from the 2016 BB4SCP, the second edition, dubbed as the BB4SCP 2.0, was held as a four-day, three-night event in Johor Bahru from 2 to 5 August 2017. The total participants increased to 113 youth delegates and it gained international participation. The delegates included highly passionate Green Mentors who were the alumni of the previous BB4SCP conference as well as other programmes organised by the ESD team of WWF-Malaysia.

### What is Sustainable Consumption and Production (SCP)?

SCP aims at doing more and better with less, increasing net welfare gains from economic activities by reducing resource use, degradation and pollution along the whole life cycle, while increasing quality of life. It involves different stakeholders, including business, consumers, policy makers, researchers, scientists, retailers, media, & development cooperation agencies, among others. The examples of practising SCP include carpooling (carbon emission reduction), using renewable energy sources such as solar or wind power, developing alternative fuel sources such as biofuels for transportation needs, using environmentally friendly cleaning products and papers certified by Forest Stewardship Council (FSC), recycling, and many more. Practising sustainable consumption and production can ensure that the environment has resources available long into the future. This concept requires a systemic approach and cooperation among actors operating in the supply chain, from producer to final consumer. It involves engaging consumers through awareness-raising and education on sustainable consumption and lifestyles, providing consumers with adequate information through standards, labels and engaging in sustainable public procurement, among others.



## ALIGNMENT OF SUSTAINABLE DEVELOPMENT GOALS (SDGs), EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD) AND SUSTAINABLE CONSUMPTION AND PRODUCTION (SCP) BLUEPRINT WITH BB4SCP

The aim of BB4SCP 2.0 is based on the Sustainable Development Goals (SDGs) No. 4 and No. 12 with the aspiration of the SCP blueprint from the 11th Malaysia Plan.

SDG4



### QUALITY EDUCATION

The primary goal of SDG 4 is to 'ensure inclusive and equitable quality education and promote lifelong learning opportunities for all'. One of the targets of SDG 4, 'target 4.7', focuses on the promotion and development of Education for Sustainable Development (ESD) with the inclusivity of human rights, gender equality and cultural diversity.

SDG12



### RESPONSIBLE CONSUMPTION

The primary goal of SDG 12 is to 'ensure sustainable consumption and production patterns'. The 'target 12.8', aims to ensure that everyone has the opportunity to gain awareness and acquire knowledge in sustainable development as well as the ability to live in harmony with nature.



### DEVELOP VALUES-DRIVEN MALAYSIANS



### LEVERAGE ICT TO SCALE UP QUALITY LEARNING ACROSS MALAYSIA



### PARTNER WITH PARENTS, COMMUNITY AND PRIVATE SECTOR AT SCALE

With SDG target 4.7 and SDG target 12.8, the BB4SCP aims to provide quality education on sustainable consumption and production which is also in line with Malaysia's aspirations on the SCP Blueprint. The 11th Malaysia Plan aims to promote growth to transform the nation into a high income nation by 2020 with an inclusion of SCP Blueprint that aims to enhance the growth into a green sustainable growth beyond the vision 2020. In-line with sustainable development, the SCP is also regarded in the blueprint as the game changer towards sustainable growth for Malaysia while achieving developed status.

To achieve SCP, synergic strategies and cooperation among stakeholders from private and public sectors, education sectors, non-governmental organisations, and the general public are essential. This will involve consumer engagement through awareness-raising education programmes on SCP lifestyles, as well as providing adequate information and consistent involvement in environmental-based activities.



## THE INSPIRATION BEHIND YOUTH EMPOWERMENT

8,000,000

The Department of Statistics in Malaysia reported that one-third of the total population in Malaysia consisted of youths, with an approximate 8 million people in the year 2013.

According to UN (2015) statistics, there were about 1.8 billion young people between the ages of 10 and 24 in 2015. This is the largest youth population ever. Most of them are concentrated in developing countries, with a majority from the world's 48 least developed countries.

The World Youth Report (2003), asserted that youth have a stronger awareness of environmental issues, a greater tendency to vocalise their beliefs and a crucial stake in the long-term environmental sustainability for many years to come.

The youth also constitutes a large part of the Malaysian population; thus, they are regarded as the generation of successors to our nation, the future leaders and decision makers with the potential to propel Malaysia's prosperity.

The objective of youth empowerment in BB4SCP conference, is also in line with the elements of MYP Thrusts which focus on empowering the youth via participation and involvement in various activities and events. Another aim of BB4SCP 2.0 is to empower youths to make more conscious decisions regarding their daily consumption habits by providing them with the opportunity to explore more sustainable options in regards to the BB4SCP 2.0 theme. In addition, this event also allows the youth delegates to discuss their ideas, expand their network, as well as learning to deduce solutions to the problems our Earth is facing.

### The 8Cs of Malaysian Youth Policy



The Malaysian Youth Policy (MYP) strategic plan seeks to develop Malaysian youth into positive characteristics with the '8Cs',

Caring

Competent

Character

Confidence

Cooperation

Considerate

Competitive

Contribution





# THE THEME OF BB4SCP 2017: FOOD AND FASHION

The theme of BB4SCP 2.0 was centred around Food and Fashion in relation to sustainable consumption and production. The Food and Agriculture Organisation of the United Nations reported that food waste is the third largest global contributor to carbon emissions and climate change, with 3.3 billion metric tonnes of greenhouse gases being released into our skies.

In addition to food consumption and waste habits, food producers also contribute to this global issue. Usage of chemicals and pesticides to stimulate crop yields, wastage of food during meal preparations, purchasing stock from unsustainable sources, as well as other environmentally harmful behaviours can be found among many food producers. This raises concern in regards to the long-term effects of those chemicals used on the wellbeing of the Earth and its inhabitants.

BB4SCP 2.0 also aimed to highlight the unsustainable fashion industry. Fast fashion has become a global trend where fashion producers aim produce clothing as fast and as cheap as possible. This has affected clothing purchasing behaviour, where clothes have become dispensable and disposable, which encourages rapid consumerism and waste.

In addition, high demand for fast fashion has resulted in diminishing land resources, as well as the use of synthetic materials, making textile waste non-degradable and environmentally damaging. Disposal of hazardous substances into water bodies and child labour also add to the list of unethical practices commonly found in the textile industry. According to the NACRO 2013 National Waste Report, 21 percent of Australia's exported second-hand clothing is sent to Malaysia. This indicates that Malaysia deals with both locally and internationally generated textile waste.

Therefore, BB4SCP 2.0 conference and fair aimed to cultivate youth on conscious decision-making in regards to their daily consumption habits. This opportunity allowed them to explore more sustainable options in regards to food and fashion consumption and production. In addition, this event allows the delegates to discuss their ideas, expand their network, as well as learn how to deduce solutions to problems our Earth is facing. Moreover, highlighting existing sustainable social enterprises and organisations can also inspire the youth by showing them that a sustainable life is possible, and that one can be successful while striving towards the Earth's conservation.

## NEWS



According to the Ministry of Agriculture and Agro-based Industry, Malaysians waste 15,000 tonnes of food daily, including 3,000 tonnes still being edible. That amount of food could provide three complete meals a day for over 2.3 million people.

Source: thestar.com.my



The clothing and textile industry is among the top three biggest contributors to global pollution, according to the New Straits Times (2016). This is because usage of copious amounts of water and harmful chemicals, together with greenhouse gas emissions are essential for textile production.

Source: thestar.com.my



# INTRODUCTION TO EDUCATION AND SUSTAINABLE DEVELOPMENT (SUSTAINABLE CONSUMPTION AND PRODUCTION, AND YOUTH ROLE IN SCP) BY MS NOR SHIDAWATI AND MS JOHLEEN KOH, WWF-MALAYSIA.

Youth comprises nearly **30** percent of the world's population. The involvement of today's youth in environment and development decision-making and in the implementation of programmes is critical



The ESD team very own Ms Nor Shidawati and Ms Johleen Koh, gave an introduction about sustainable consumption and production and the vital role of youth empowerment in sustainability. In line with Global Action Programme, Priority Action Area 4 on youth empowerment and mobilisation, 'Young people have the potential and motivation to drive the sustainable development movement and young activists and leaders, are both beneficiaries and drivers of this action area'.

Over one billion people fall within the age group of 18 to 35. They are the largest group ever to make the transition to adulthood. As youth are also an important consumer group, this means that they are also the largest consumer group. Thus, the youth will also impact and affect the future consumption pattern.

Apart from that, as part of new strategy of the ESD in the new fiscal year of 2017/18, the Youth Empowerment for Sustainable Consumption and Production (YESCP) and the Eco-Institute Programme have been merged into a new programme called the FEE EcoCampus. The FEE EcoCampus is an international environmental award education programme, that offers well-defined methods for educational campuses to take on or tackle environmental issues that also emphasise on youth taking the lead in sustainability effort. In addition, this programme is also an extension of the Eco-Schools programme providing opportunities for students of tertiary education to continue their sustainability journey.



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## The Experts of BB4SCP 2.0

The experts invited were very knowledgeable in their respective fields. They were selected based on their expertise, passion and their long-term involvement in good practices in the field of sustainable food production and consumption as well as sustainable fashion.

1

### Chef Mohamad Mahady Abdullah



Executive Chef,  
Renaissance Johor  
Bahru Hotel

In June 2015, Chef Mohamad Mahady joined Renaissance Johor Bahru Hotel as Executive Chef with over 25 years of experience. Born in Sibit, Sarawak and raised in Hull, England and later in Kuala Lumpur, Chef Mahady started his journey as a chef at the age of 15 in restaurants and clubs as an apprentice and steward. Fascinated with the culinary world, he ventured to Singapore and later joined the Cunard lines: the operators for the QE2 cruise ship sailing all over the world. From here, his full-fledged passion for creating good food began to grow and flourish, working in 7 different countries. His passion for healthy food sources started when his late son was diagnosed with cancer at an early age of 13. That has prompted him to realise his responsibility as a chef to both educate and serve the community with better sourced foods.

2

### Mr Will Chua



Co-founder of FOLO  
Farm

Will is the co-founder of FOLO Farm. After spending the first 7 years of his career in the civil engineering and business cum construction sector, a quarter-life crisis led him to further his studies in the academic world. Upon graduation, he joined the Singapore's public service, heading the country's International Organisations portfolio at the Economic Development Board. With the support of his amazing ex-boss, he foolishly embarked on a year in search of meaning, somehow always ending up on the grounds of Plum Village with him ended up growing food with his loved ones for his loved ones, relieved that he will not be facing his next life crisis. Will runs the FOLO Farm with genuine passion to provide pesticide free vegetables with compost produced from food waste collected from homes, restaurants, food businesses and hotels.

3

### Dr Shazwin Mat Taib



Senior Lecturer at Faculty  
of Civil Engineering,  
Universiti Teknologi  
Malaysia (UTM)

Shazwin Mat Taib is Senior Lecturer at Faculty of Civil Engineering, Universiti Teknologi Malaysia (UTM). She obtained her Bachelor degree in Economics (Corporate Management) from Shiga University Japan. After graduated, she experienced 4 years working with International Japanese manufacturing and US multinational technology-based industry. Shazwin received her Master and Ph.D degree in Development Science from Hiroshima University in 2011. Her passion in improving the local community lifestyle has led to her research work establishment in resource recovery niche area on solid waste management and sustainable consumption approach.

Being attached to one of five Research University in Malaysia, she has numbers of fresh young students to groom and develop their ability as new generation leaders to handle various sort of environmental engineering issues. She truly believes that involvement of early career researcher in decision making process and communicating research findings is critical at every level.



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### Prof. Dr. Esther Daniel



Senior Lecturer at Department  
of Mathematics and Science  
Education, Faculty of Education,  
University of Malaya.

Esther is attached to the Department of Mathematics and Science Education, Faculty of Education, University of Malaya. As a teacher educator for more than two decades, her area of expertise and background is in science education, environmental education, technology integration in the classroom and learning and cognition. As a Master trainer for new lecturers of institutes of Higher Learning, she has conducted numerous training workshops and seminars related to research and pedagogies. Her research has also focused on science education, in particular, environmental education. She has worked with WWF-Malaysia in conducting in-depth research and training teachers in infusing environmental education. That includes numerous training modules for the teaching and learning for environmental Education. Her latest book is entitled 'Biology Education in a Changing Planet'. In 2016, Esther received the UNESCO-HAMDAN international award for effective training of teachers in Paris from the Director General of UNESCO and the Venus International Women's Award (VIWA) for a 'Lifetime Achievement in Science Education (Specialisation-Biology)'.

5

### Dr Lee Keok Cheong



Senior lecturer  
in Environmental  
Studies and Special  
Needs Education

Lee Keok Cheong is trained as a geographer. She was teaching in Kuala Terengganu for five years before posted to teacher training institute as a lecturer preparing teachers to teach in primary schools. She has a Masters and PhD degree in Curriculum Development and Pedagogy. She has been involved in Environmental Education with WWF-Malaysia since 1990, preparing teaching modules and conducting workshops for lecturers in teacher training institutes and teachers in schools all over Malaysia. Next, she has shifted her interest to include education for special needs students, training teachers to teach these children. She is currently the key personnel in curriculum development of school syllabus for these children and also teacher training level. Besides that, she is also the key trainer for inclusive education. She has always believed in and adopted the green lifestyle and influencing the community to make changes.

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### Ms Lara Rath and Ms Anuja Aggarwal



Co-Founders,  
Secondsguru

Lara Rath and Anuja Aggarwal are the co-founders of Secondsguru, a platform that offers a practical guide to sustainable living. Based in Singapore, it seeks to make green living easy for everyone. Both Lara and Anuja hold MBA degrees in finance and have worked in the banking industry across India, Hong Kong and Singapore. Anuja also holds a diploma in mass communications and has experience in the publishing industry in Asia. With 20 years of work experience between them, they bring an interesting perspective to the talk on sustainable fashion today.





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## Ms Sharmila Wallace



Ethical fashion blogger  
- Fashionably Kind

A seasoned business and technology journalist, Sharmila Ganapathy - Wallace is an ethical fashion blogger based in Malaysia who writes about ethical fashion issues and sustainability in the fashion world. She founded her ethical fashion blog Fashionably Kind in August 2016 and believes it is entirely possible to dress well and do good at the same time. When she's not blogging, Sharmila spends her time running her own editorial services business and practising yoga. She is contactable at [fashionablykindblog@gmail.com](mailto:fashionablykindblog@gmail.com).

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## Mr Rosihan Juara Baharuddin



Chief Executive  
of Social Enterprise  
Academy

Juara has been a publisher for more than 25 years, and is a co-founder of 'neOOne Associates' Sdn Bhd, a human potential solutions provider. Juara graduated from Loughborough University of Technology with a Bachelor of Science (Hons.) in Chemical Engineering and obtained his diploma in Ontological Coaching from Newfield Network, USA. His involvement in the Malaysian National Service Program (MNSP) from 2003 to 2016, as coach, trainer and designer has been the cornerstone of his training experience. This vast experience has enabled him to turn his passion in coaching practice in supporting MNC's and government agencies to adopt coaching culture for organizational development. His experience in implementing a coaching culture in organisations includes work with Lafarge Cement, Dutch Lady, SME Bank, Bank Rakyat, BSN, MBO, Selangor Tithier Agency and MNSP.

He is also a member of International Association of Coaching (IAC) Malaysian Chapter and a life member of the National Writers Association of Malaysia (PENAM). He is presently the secretary of Malaysian Association of Facilitators (MAFa).

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## Mr Al Jazurra Khan



Business Development  
Officer of Social Enterprise  
Academy

Al's involvement in Social Enterprise started in 2016 doing collaborative work with Malaysian Global Innovation & Creativity Centre (MaGIC). His involvement with the 3rd sector had started since 1999, contributing his time providing training for orphanages, schools and marginalised communities. Al's entrepreneurship journey started with running his own financial planning practice for 15 years, after working in a local venture capital initiative. Al graduated from Middlesex University, UK with a degree in Finance. He brings his substantial knowledge and experience in finance and entrepreneurship to SEA Malaysia.

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## Ms Nor Shidawati bt Abdul Rasid



Senior Manager,  
Formal Education,  
WWF-Malaysia

Nor Shidawati started her career with WWF-Malaysia as an Education Officer 13 years ago. Currently, she is the Senior Manager for Formal Education component of Education for Sustainable Development (ESD) Programme. At the initial stage of her career with WWF-Malaysia, she was instrumental in leading a five-year environmental education (EE) policy project which saw the development and advocacy process on the proposal to include EE policy statement in the National Education Policy to Ministry of Education, Malaysia. Additionally, she managed and led the Eco-Institutes Project before moving to her current position. She graduated from Universiti Kebangsaan Malaysia with a degree in Education majoring in Teaching English as A Second Language (TESL). Before her career in conservation, she had a six year teaching stint in Malaysian public and private education institutes. She is trained in Environmental Education, project and programme development and management, youth and urban development and strategic planning.

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## Ms Johleen Koh



Manager of FEE  
EcoCampus Programme,  
WWF-Malaysia

Johleen Koh ventured from the private sector and environmental consultancy to an NGO in Education for Sustainable Development 6 years ago. A marine biology graduated from Universiti Malaysia Sabah with the passion to create awareness and bring about change for a better environment. Currently, the Manager for the FEE EcoCampus Programme in WWF-MY, envisioned to empower youth by arming them with knowledge and experience as well as inspiring them to lead and take action for a better future. She also believes that it takes one person's greed and foolishness to bring down Mother Nature but it also takes one human to bring equilibrium on Earth. Therefore, she dedicates her work on building a sustainable future where everyone plays their part on this world stage.

12

## Ms Chitra Devi



Sustainable  
Seafood Manager,  
WWF-Malaysia

Chitra Devi has been working on local and international programmes for WWF-Malaysia since the year 2006. Working tirelessly to protect Malaysia's marine ecosystem, Chitra draws attention to the effect of inefficient, illegal and destructive fishing practices and fast depleting fish stocks are having on coastal fishing communities and generally, the people of Malaysians. Chitra played vital role in the formation of National Steering Committee for Ecosystem Approaches to Fisheries Management and the most notable of all, the Save Our Seafood (SoS) campaign to promote sustainable seafood consumption. One of her long terms goals is to conserve fishery resources from destructive fishing practices by working together towards the reformation of fisheries and marine resource management.





# THE DELEGATES OF BB4SCP

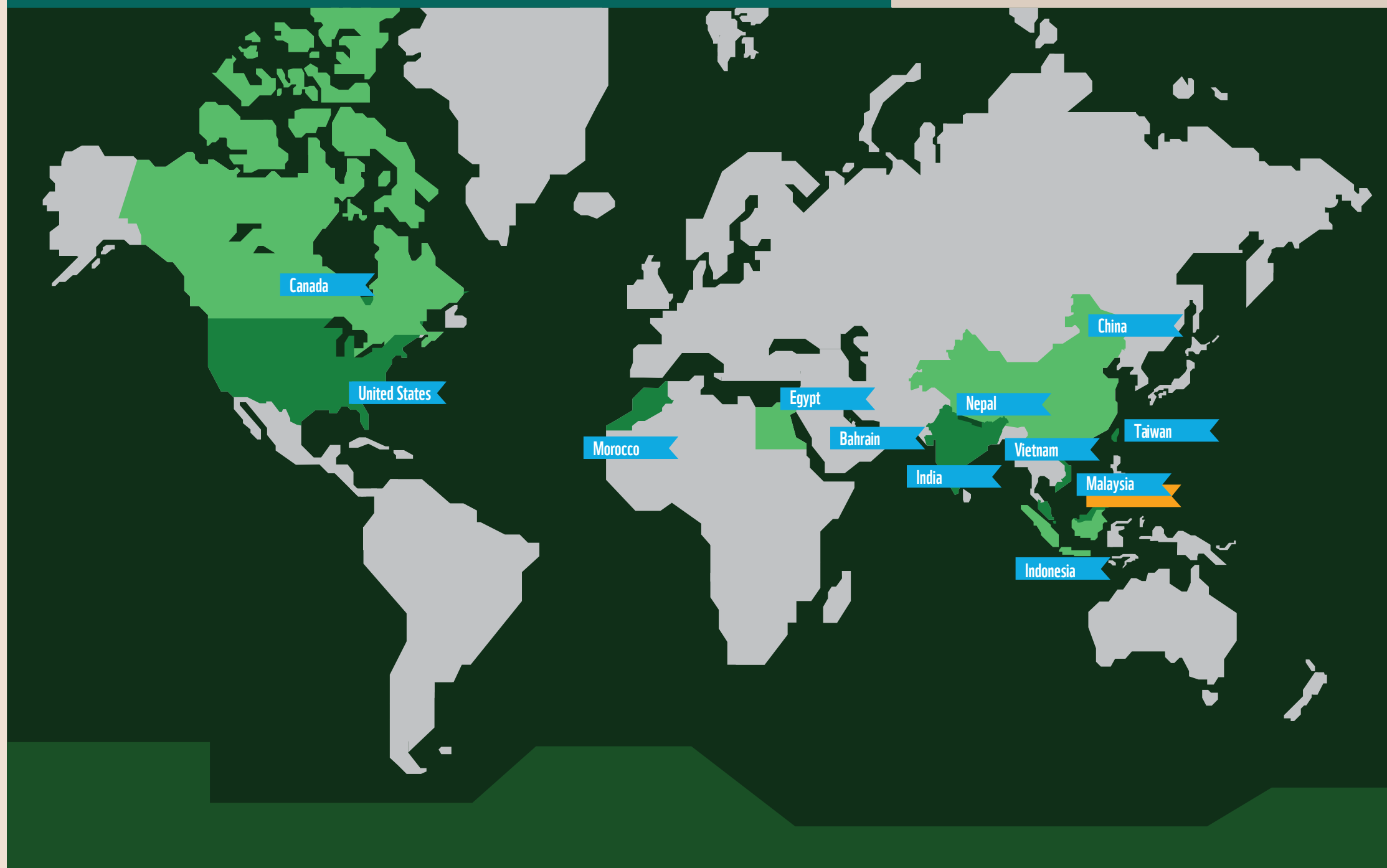
Based on food and fashion, the conference featured parallel workshops and field trips conducted in partnership with several social enterprises, hotel and food production companies with green practices.

## The Green Mentors

Abdul Qayyum	Muhammad Mirza Masa'ud
Angel Tey Shu Han	Nik Izni Nik Abdul Rahim
Darshan Chandra Seharan	Nur Afniotavia A. Razak
Dhavina Sella Perumal	Ranjinie Kalidass
Fatin Nabilah Norzaidi	Sally Peh
Kanagaprabhu Kanagambaram	Sharanmugi Kunusegara
Khou Jerome	Siti Nurputeri Najihah Joha
Mohd Fitri Zakaria	Wong Zi Ni
Mohd Hafzi Manap	Yap Rui Zhi
Mohd Hasif Izzat Madi	Yunothz Raj Krishnasamy

## The Delegates

<b>Bahrain</b> Mohammed Almusalem	Nur Amielia Nabila Sumun
<b>Canada</b> Sunila Zehra	Nur Fakhirah Qurratu'ain Zuhaidi
<b>China</b> Niu Ziru Chuhan Yin Chang Cheng-You Billy Cheng	Syamila Aimi Yahaya
<b>Egypt</b> Omar Samir	Mohd Khairil Nizam Baba
<b>India</b> Varshini Vijayakumar	Pravin Kumar Sugumaran
<b>Indonesia</b> Sarah Tsabituddinillah	Adam bin Alias
<b>Malaysia</b> Cindy Banun Loh Yi Xin Alvin Dan Low Jin Shen Kelly Heng Sharifah Musaisha Ainna Syed Mustafa Nur Najwah Kamal Muhammad Fauzan Misran Mohammad Nur Fitry Mohd Yani Grace Lee Ern Lin Fatin Zafrah Mansur Ho Pui Jin Cheang Yeu Huang Low Suan Ee Lee Yee Hui Intan Zahrah Mat Hussin Nur Hazimah Abd Karim Siti Zulhusna Zulkefli Siti Khairina Ida Harniza Juharisam Nur Farah Farhana Effendy Onn Izzati Abd Wahab Nor Aliya Abdul Patah Nur Izzatul Mubarakah Muhammad Ramdhan Nur Syuhadah Alsyrira Mohd Radzi Anne Aris Lim Jia Yie Tharisini Paranthaman Tan WenXin, Margerate Thevyaa Manivasagam Laura Yep Wan Muhammad Shafiq Wan Abdul Rahim Fook Han Heng Tang Poh Yee Jolene Tan	Nurul Aqilah Shukor
	Nur Asyila Azmal
	Zairil Haziq Danial Roselan
	Muhammad Norikmal Yusop
	Laila Zainal
	Rosilah Samad
	Mythily Sadasivam
	Kartik Ettikan
	Dhivek Mohan
	Mughilashene Verasingam
	Uma Sivasangari
	Saravanan Munusamy
	Geethanjali Sundararajan
	Yuvaranee Ravinther
	Maria R.O.K Samy
	Jegatiswary Murugan
	Vaithiswari Shekar
	Krisnaveni Raman
	Sivachanthini Pathmanathan
	Ang Pei Sing
	Poospa Kumaran
	Saangetaa Subramaniam
	Lydia Murukan
	Sharmilah Ambualagan
	Fong Ruijing Regine
	Aik Yin Hui
	Rashinee Vadivelo
	Srividhya Govindasamy
	Kirrtana Manivinnan
	Shalini a/ p Muniandy
	<b>Morocco</b> Zhour Sabri
	<b>Nepal</b> Pratima Tamang
	<b>Taiwan</b> Wang Yu Lin Yen Ying Chi
	<b>USA</b> Emily Hunter
	<b>Vietnam</b> Phuong Phan My Vo Phuong Nguyen Kim Ngọc Anh Chu Thị Dung Tran Thao Tran



# THE FOOD CHAPTER



In the food chapter, the youth delegates were exposed to and trained in the field of sustainable food production (zero waste cycle) via farm to table concept to reduce food wastage. In addition to that, the youth also learnt to produce compost with suitable food waste as well as identification of edible food which is past the expiry date.

## SUSTAINABLE FOOD CONSUMPTION AND PRODUCTION (INDUSTRY AND CONSERVATION)



In the context of sustainable food industry, experts, Chef Mahadi from Renaissance Hotel and Mr Will Chua of FOLO Farm (FOLO stands for Feed Our Loved Ones) were invited to provide input and knowledge as a good example in smart partnership in food waste management and food production. Their partnership consists of collection of food waste from Renaissance Hotel Cafe by FOLO Farm, where the food waste is transformed to food compost to be used in vegetable production in FOLO Farm. In return, Renaissance Hotel will also purchase the pesticide-free vegetables from FOLO Farm. This is a good example of 'Farm to Table' concept and 'loop-closing' of waste in food waste minimisation and management.

FOLO Farm is a family-run farm on a mission to feed the world with nutritionally power packed, super organic vegetables. FOLO Farm's vision in the long run is to feed, not just immediate families and their community, but also the society as well as creating community and wellness movement, by inspiring others to join them and form similar FOLO-type farms. In this field trip, Mr Will Chua whom the delegates met during the first session, explained and demonstrated the role of FOLO Farm in upcycling food waste and to be transformed to compost. FOLO Farm primarily obtained the food waste from the restaurant of Renaissance Hotel in Johor Bahru apart from homes, restaurants, and other food businesses. In return, Renaissance will also purchase the vegetables grown in FOLO Farm.





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**Farm to Table Concept @ FOLO Farm**  
“Upcycling food waste for food production”

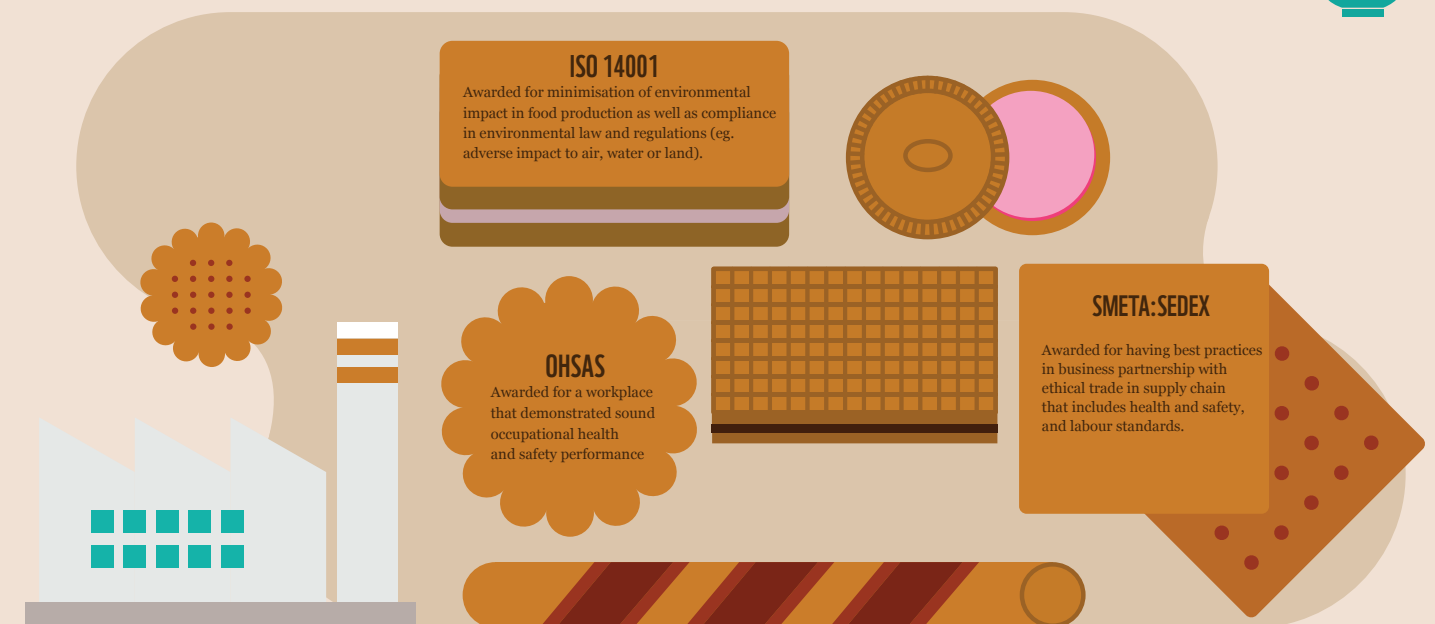


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**Farm to Table Concept @ Tzu Chi**  
Foundation “Practice Vegetarianism  
for sustainability”

A field trip took place at Tzu Chi centre at Johor Bahru. Tzu Chi, literally translated as compassionate relief, is a Taiwanese international humanitarian and non-governmental organization (NGO) with over 10 million members worldwide throughout 47 countries. It is operated by a worldwide network of volunteers and employees and has been awarded a special consultative status at the United Nations Economic and Social Council.

The objective of this field trip at Tzu Chi was to enable the delegates to learn about practicing vegetarian lifestyle in a moderate way. Raising animals for meat requires massive amount of energy, food, land and water. By practicing vegetarian lifestyle, we could reduce the consumption of those resources. Guided by Ms Khoo Hui Xian from Tzu Chi, the delegates had the opportunity to experience the process of preparing the ‘Magic Rice’, an instant rice product of Tzu Chi which provides food relief to those who are suffering from natural disasters and war in their country.



Another field trip, based on sustainable food production took place at Mondelez is a multinational company, with HQ based in USA. There are three branches in Malaysia which are located in Seberang Prai, Shah Alam and Johor Bahru as the largest.

The field trip visit consisted of three activities, the introductory briefing, tour to the production line and tour to the waste-water treatment plant. Youth delegates experienced and learnt the best practices in Mondelez that demonstrated ethical and environmental friendly approach in food production.

Mondelez’s zero waste policy ensures that all wastes generated are either recycled, reused or as last resort, to be sent to incinerators. Expired products are handled by certified external contractors of the manufacturing team, and are usually recycled as animal feed. The zero waste policy also includes minimisation of canteen food waste. Next, the delegates also learnt that the wastewater treatment plant complies with the Malaysian Department of Environment (DOE) standards in terms of effluent standards. Mondelez has also installed rainwater harvesting system that harvests the rainwater for cleaning and toilet flushing instead of treated water. In addition to that, electricity consumption is also reduced via installation of inverter.

## Zero Waste Policy

Wastes generated are either recycled, reused or as last resort, to be sent to incinerators.

Includes minimisation of canteen food waste.

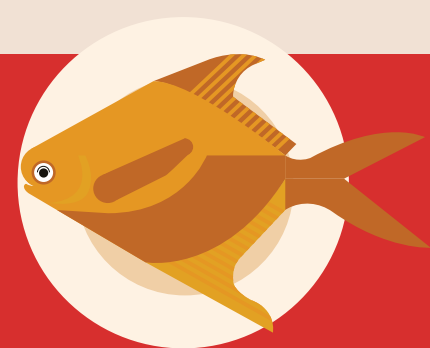
Expired products are handled by certified external contractors of the manufacturing team, and are usually recycled as animal feed.



## Take Home Message

A visit to Mondelez’ has shown and demonstrated to the youth delegates that responsible food production with zero waste generation is a possible practice. Consumers on the other hand, need to create a demand for sustainability so companies can inject the values into their businesses.





## Save Our Seafood (SOS Guide)

### Recommended

Species	Harvest Method	Origin
Lala Clam	Hand Collection	M
Clam	Hand Collection	PM
Blood Cockle	Bottom Culture	PM
Green Mussels	Raft Culture	M
Sandfish	Raft Culture	Sabah
Tilapia	Farmed	M
Pangasius	Farmed	Vietnam
Bentle Clam	Hand Collection	Vietnam
Pollock	Trawl	Alaska
Salmon	Purse Seine	Alaska
Hoki	Mid-water/ Bottom Trawling	New Zealand
Albacore Tuna	Pole & line/ Troll & jig	Pacific Ocean
Sardine	Purse Seine	Portugal

In addition to sustainable food industry that encompasses ethical and cleaner production, conservation in food industry is also equally important. Ms Chitra Devi from the Marine programme of WWF-Malaysia was invited to educate the youth delegates by introducing and raising awareness on the importance of conservation especially in seafood industry. Ms Chitra Devi mentioned that more than 85 percent of the world's fisheries have been pushed to or beyond their biological limits. Pollution, overfishing and consumption are those main contributors to the degradation of ocean biodiversity. According to a report by The Star (2014), Malaysians are among the world's top fish consumers, eating at least 56.5kg of fish per person each year.

[http://d1kjvfsq8j7onh.cloudfront.net/downloads/wwf\\_seafood\\_guide\\_2\\_o\\_english\\_1.pdf](http://d1kjvfsq8j7onh.cloudfront.net/downloads/wwf_seafood_guide_2_o_english_1.pdf)

## Take Home Message

Apart from sustainable food production and consumption in industry and conservation, the youth delegates have learned and experienced best practices in food production in the context of upcycling food waste to be turned to food compost, appreciating the value of food, and zero waste in sustainable food production.

Next, during a video session, via a short TED Talk series titled 'The global food waste scandal by Tristram Stuart', the delegates were exposed to the ugly side of retail industries. The video highlights the issues of supermarket as the biggest contributor to food waste. This is something that the general consumers are not aware, whereby fruit and vegetable harvests that are not in desirable shapes or sizes will be disposed, instead of feeding them to livestock or be sold at a lower price. The farmers disposed, sometimes a third or even more of their harvest because of cosmetic requirement standards. The harvest that has been disposed, can be used to feed the poor. The people do have power to stop this tragic waste of resources and bring about the change. We are reaching ecological limits that our planet can bear and we should think about what we can start by urging the retailers to accept and sell any vegetable and fruit harvests regardless of their shapes.



TED Talk series on The global food waste scandal by Tristram Stuart



From farm to table concept via smart partnership between FOLO Farm and Renaissance Hotel, Puan Harlina binti Kasmani and Encik Ismail bin Saliyan, two lecturers of IPGK Temenggong Ibrahim which were invited to share their knowledge on Compost and Edible Garden. The overall objective of this session was to teach the delegates on personal food production based on the best practice of IPGK Temenggong Ibrahim which set aside a section of their institute grounds for farming.

By producing your own food, one could minimise the environmental impact resulted from demands of food industry. The delegates were guided on types of waste that can be composted and the processes involved during composting and steps to create an edible garden. The delegates also learnt about types of organism that involved during the composting process. After the introduction, the delegates were guided to composting using the 'Takakura Home Method' which consist of three steps that uses materials such as brown sugar, water, plastic bottles and of course food waste. With this method, the delegates will be able to grow their own vegetables.

A session of Life of Product (Life of Pie), were conducted by Ms Jessie Chew and Ms Mathi Vatani from WWF-Malaysia with the aim to reduce retail food waste purchased. They highlighted the food life-cycle by focusing on carbon foot-prints. In line with the video session on The global food waste scandal by Tristram Stuart, the undesired food that was out of shape consists about 46% which never reach our plate from the farm. The packed foods that we do not finish, open, or purchase will end up as composting material. In actuality, the food are still edible for several more days even though the food has reached their expiry date or best before date. Earth Overshoot Day was also mentioned again by Ms Jessie Chew and Ms Mathi Vathani as all the resources on Earth that is re-served for the year 2017 are finished and we are currently utilising from the year 2018.



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Compost and Edible Garden Workshop by Puan Harlina binti Kasmani and Encik Ismail bin Saliyan, Lecturers of IPGK Temenggong Ibrahim

## CALL TO ACTION!



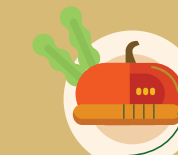
The food that are not in desirable shapes could be sold at lower price while discounts can be given for an almost expired food.



Communities can be persuaded to not discard food waste but organise them to be made into bio enzyme.



Waste separation starts from the home with family.

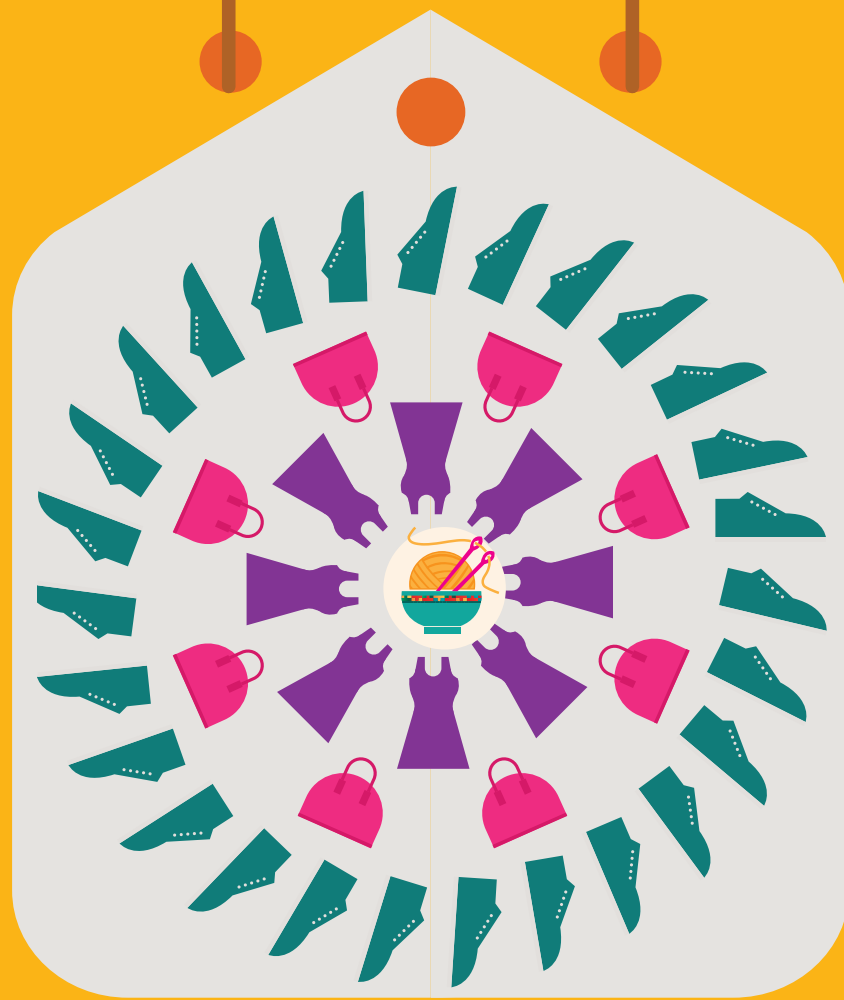


To be a vegetarian, strong will is crucial



Extra unfinished food that has been ordered can be packed to be brought home

# THE FASHION CHAPTER



The conference also drew the delegates' attention to the fashion industry which is the second biggest polluter of fresh-water resources on the planet. A quarter of the chemicals produced in the world are used in textiles. Our high demand for fast fashion is making it worse as it puts pressure to fashion producers to create clothing as fast and as cheap as possible. Now clothes have become dispensable and disposable, which encourages rapid consumerism and waste.

## INTRODUCTION TO SUSTAINABLE FASHION

Experts from Singapore, Anuja Aggarwal and Lara Rath from SecondsGuru introduced to the delegates on the definition of sustainable fashion. Also known as eco fashion, the aim is to limit environmental impact and be socially responsible. One of the many ways to practice sustainable fashion is to purchase from an ethical brand while at the same time, examine the tags of clothes indicating types of materials used for that particular clothes. As advocates of green living, clothes that are made from organic cotton or recycled materials are highly recommended.

In addition to sustainable fashion, fashion blogger Ms Sharmila Wallace gave an introduction and why fast fashion thrives. It thrives because of cheap prices, attractive design, effective marketing strategies and ease of availability. The ugly side of fast fashion that we are not aware of, are the polluting chemicals and synthetic materials used in clothes manufacturing. A shirt from fast fashion industry takes approximately 200 years to biodegrade while the carbon footprint is estimated to be 15kg which is equivalent to 7.4 kilograms of coal burned.

What can be done to reduce the waste and reduce carbon footprint? The delegates were educated and guided to make decisions to reduce the environmental impact of fast fashion. Purchasing less but good quality clothes, supporting ethical fashion, buying pre-loved items and most importantly, to care for your apparel. Caring for our apparel will prolong their lifespan and reduce purchase of new apparels thus closing the waste generation loop.

### Take Home Message

Being a responsible fashion consumer lies in the hands of every individual from all walks of life. We need to only purchase apparels that we need and caring for our apparels will help reduce the environmental impact in terms of waste generation and carbon emission.



**Introduction to Sustainable Fashion**  
by Anuja Aggarwal and Lara Rath,  
Co-Founder of SecondsGuru, Singapore.



**Why Fast Fashion Thrives**  
by Ms Sharmila Wallace, Fashionably Kind

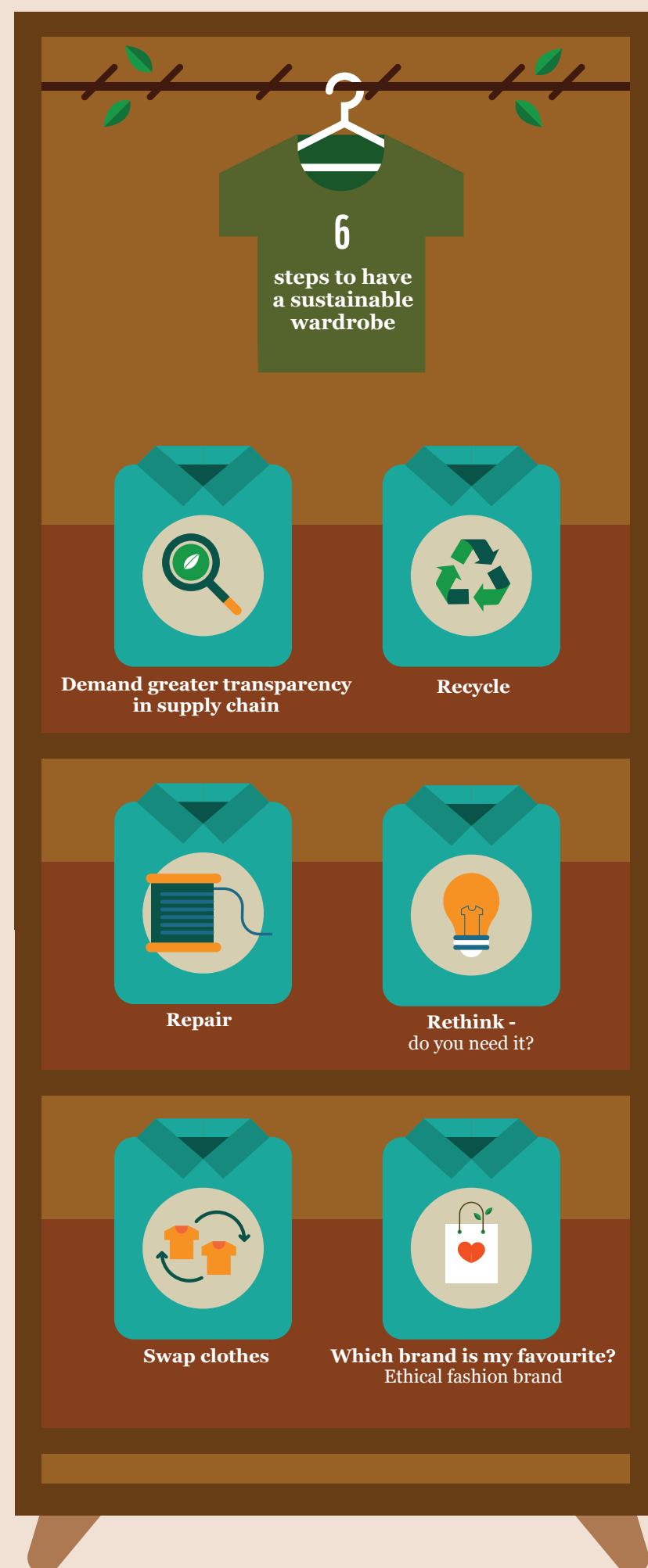






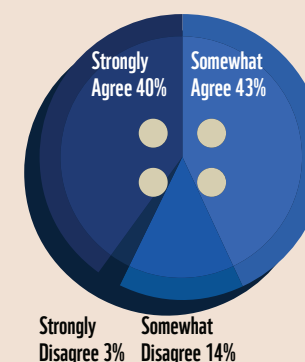
In continuation on sustainable fashion and reduction of fast fashion, Dr Lee Keok Cheong from IPGK Raja Melewar guided the delegates on how to take action to mitigate against the environmental perils of fast fashion. Fast fashion is considered similar to fast food. It encourages wastefulness and over-consumption, making the fashion industry the world's second largest polluter. To adopt a sustainable fashion, people should buy less, choose well and take care of it so that the clothes purchased can last longer.

As part of call to action activity, the delegates were assigned to design a sustainable wear. The design was to consider the aspects of fashion-informed, dynamic, intelligent and sophisticated youth. The design was to be created according to zero waste and up-cycling which is transformation of materials into products of equal quality. This fun activity was also accompanied by a short competition that took place with scoring based on creativity and originality, sustainability and marketability.

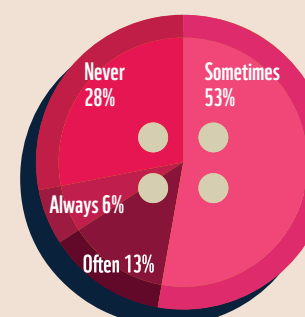


## SURVEY RESULTS

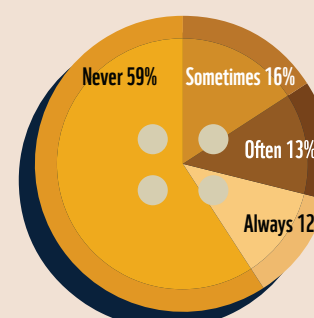
Does sustainability mean the production of eco-friendly products?



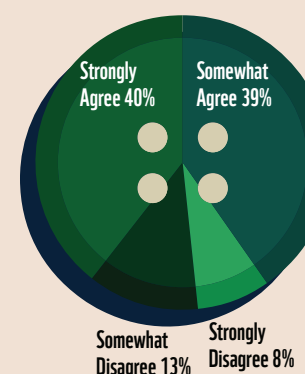
How often do you throw away your clothes?



Do you buy second hand clothings?



Natural materials are the best materials to make clothing.



After learning about sustainable fashion and taking actions to reduce fast fashion waste, the delegates were taken one step further in several activities on social survey, dignified shopping and waste disposal facility at Seelong Sanitary Landfill.

In the social activity, delegates experienced conducting a social survey at Medini Mall. The objective of this 'action' was to gather information about people's awareness on sustainability, frequent action on sustainability and the link between sustainability and fashion consumption. In terms of their awareness on the meaning of sustainability, majority of the respondents agreed that sustainability means the production of high quality eco-friendly products using renewable resources and in an ethical way. The delegates managed to interview a total of **126** respondents on that day.

In the frequency of action and based on sustainability, mixed responses were given on influence of advertising on fashion. Majority of the respondents claimed that they do not buy their clothes according to trend. Most of them also claimed that they wear the clothes bought and seldom throw away their clothes. However, only a small amount of them claimed that they do not purchase second hand or better known as preloved clothing.

On the link between sustainability and fashion consumption, nearly all respondents agreed on the importance of quality in clothing and majority of them claimed that high quality clothing can be purchased at low prices. Design is top priority for majority of the respondents and they supported natural materials as the best material to make clothing. Nearly all of the respondents mentioned that price influences their clothes buying decision.

The outcome of the survey which raised the awareness of the delegates on the issues of the perils of unsustainable fast fashion, could be a guide for the delegates to take action to reduce fashion-related waste. In addition to that, this exercise shows also shows the need for data analysis before embarking on crafting a solution.





In the culture of materialism, it's easy for youths to grow up without a sense of gratitude and empathy to the less fortunate people around them. The community service, adopted from the concept *Kedai Jalanan*, was conducted at the *Rumah Pangsa Larkin* to inculcate values and teach both gratitude and understanding.

Every resident had the opportunity to select 5 pieces of clothes that were obtained via donations from the delegates and partners of BB4SCP as well as from members of the public. By the end of the session, delegates realised that not every clothe donated was appropriate for the recipients.

## Take Home Message

We need to change our habit on clothes in general. It should begin even before the purchase. Think of quality over quantity - this will save us from having to throw out pieces after one season. Before donating, try swapping with your friends - one person's trash might be another person's treasure. Be mindful when donating, think about the suitability of the clothes from the receiver's end - revealing/fancy party clothes may not be appropriate for daily wears.

### Dignified shopping (Kedai Jalanan)



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## The Not So Fun Facts!

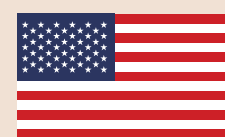
How much do we waste :



Hong Kong  
120 clothes per year per person



Singapore  
170 clothes per year per person



USA  
240 clothes per year per person

### The invisible cost of fashion



-Water intensive ;  
high use of chemicals  
-Energy intensive

## Fun Facts!

There have been various efforts initiated by some of the big brands in fashion towards sustainable fashion. These efforts include, but not limited to



Use of recycled materials for new products.



Use of organic and ethical raw materials for sustainable fabrics.



Provide repair services for old products of the brand.



Provide platform for potential reuse of brand products.



Provide CEPA to increase consciousness and expectations of sustainable products.

## CLOSING THE LOOP

In the activity which is the final part of closing the loop in sustainable consumption and production, the delegates were brought to a waste disposal facility at Seelong Sanitary Landfill. This visit gave the delegates a real life view of what a landfill is. Seelong Sanitary Landfill has been identified as one of the best sanitary landfills in the country in terms of management system in handling waste. Upon arrival at the landfill, the delegates were brought to the education centre whereby the delegates were briefed about the safety and the operation of the landfill.

Next the delegates were given the opportunities to visit the leachate treatment plant and methane gas management plant. Treated leachate is channelled into river if the discharged meet the standard based on the Department of Environment of Malaysia (DOE). Methane gas released from the landfill is harvested and sold to TNB for electricity generation.

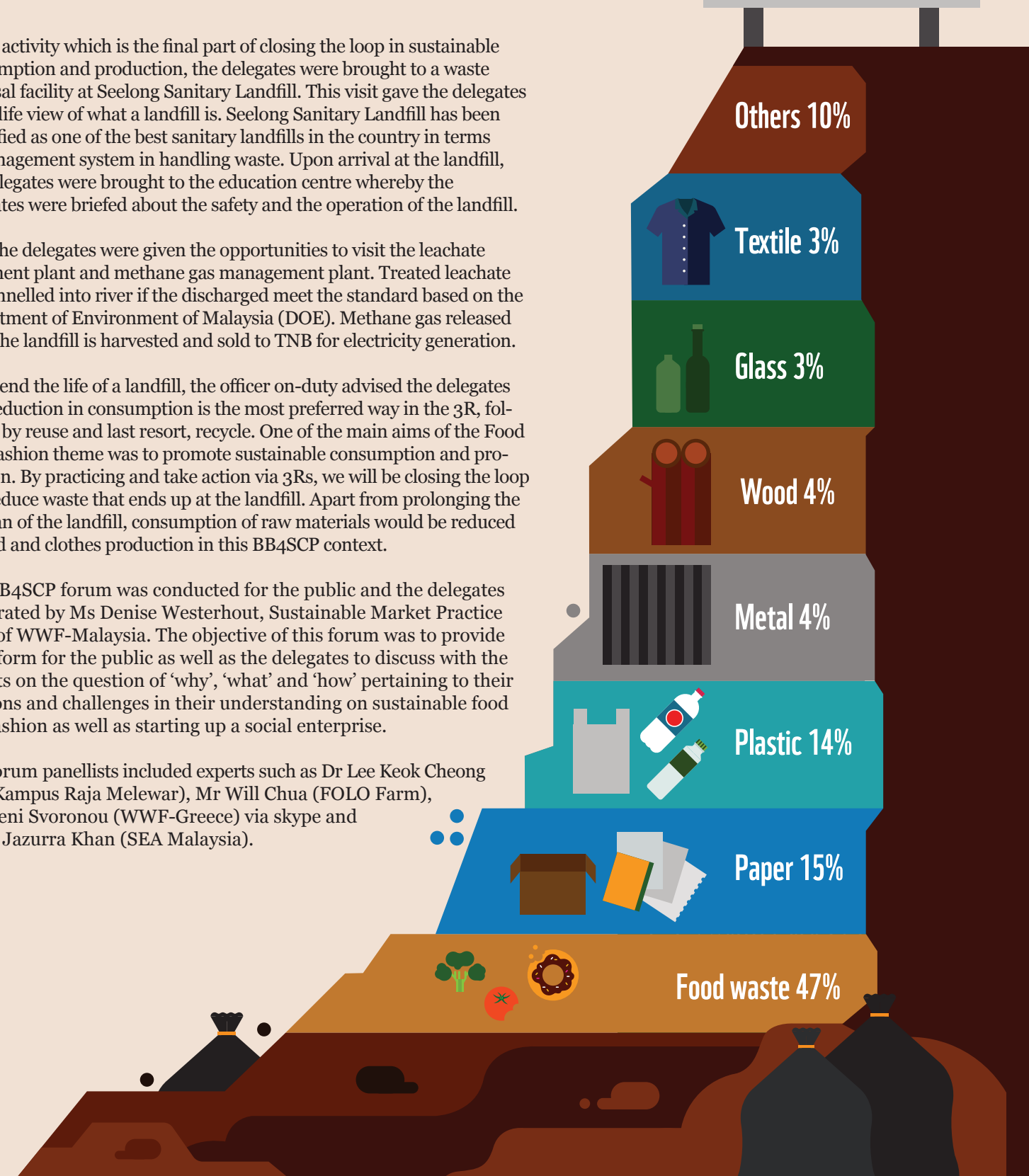
To extend the life of a landfill, the officer on-duty advised the delegates that reduction in consumption is the most preferred way in the 3R, followed by reuse and last resort, recycle. One of the main aims of the Food and Fashion theme was to promote sustainable consumption and production. By practicing and take action via 3Rs, we will be closing the loop and reduce waste that ends up at the landfill. Apart from prolonging the lifespan of the landfill, consumption of raw materials would be reduced in food and clothes production in this BB4SCP context.

The BB4SCP forum was conducted for the public and the delegates moderated by Ms Denise Westerhout, Sustainable Market Practice Lead of WWF-Malaysia. The objective of this forum was to provide a platform for the public as well as the delegates to discuss with the experts on the question of 'why', 'what' and 'how' pertaining to their passions and challenges in their understanding on sustainable food and fashion as well as starting up a social enterprise.

The forum panellists included experts such as Dr Lee Keok Cheong (IPG Kampus Raja Melewar), Mr Will Chua (FOLO Farm), Ms Eleni Svoronou (WWF-Greece) via skype and Mr Al Jazurra Khan (SEA Malaysia).



### THE AVERAGE COMPOSITION OF SOLID WASTE IN MALAYSIA

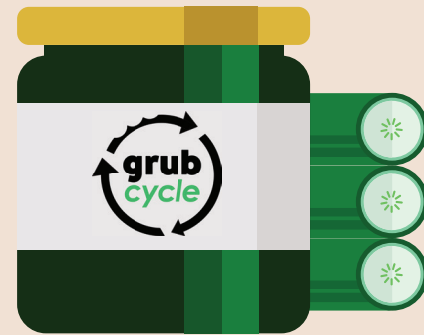




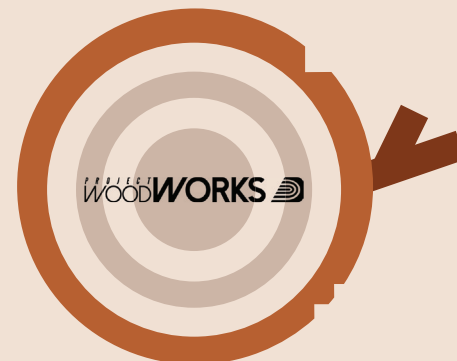
# SOCIAL ENTERPRISE ACADEMY (SEA) WORKSHOP AND BB4SCP EXHIBITION

As continuity of the conference, SEA in partnership with BB4SCP 2.0, organised the Social Enterprise Academy (SEA) Starter Workshop. A total of 40 delegates selected through their outstanding participation in the conference, get to attend this workshop. In the context of sustainable consumption and production, the workshop focused on conservation effort in businesses that emphasises on 3Ps - Planet (Environment), People (Social), and Profit (Economy). The core business strategy of social enterprise is in the focus of human and environmental well-being in a profitable or non-profit form. Facilitated by Mr Rosihan Juara Baharudin, the Chief Executive of SEA, this highly beneficial workshop provided introduction on the ideas and concepts of social enterprise and their potential use which includes how to benefit the community without compromising the environment. As an avenue to develop their own ideas and solutions, the delegates were also empowered and guided on strategies and to start an enterprise of their own. The workshop also served as an opportunity for the delegates to hone their skills to move forward in sustainability based on the talks and visits they did earlier.

In line with the theme, Food and Fashion, the BB4SCP fair consisted of exhibitions featuring environmental NGOs and social enterprises from both local and abroad showcasing their eco-products, eco-campaigns and environmental initiatives. Each exhibitor was also given the opportunity to pitch and promote their environmental organisation and eco-products thus creating more awareness to the audiences. In line with the Social Enterprise Academy (SEA) Starter Workshop, exhibition highlights on existing sustainable social enterprises and organisations that can also inspire the youth by showing them that a sustainable life is possible, and that one can be successful businessman while striving towards the Earth's conservation. Products sold at the exhibition featured the best practices on waste reduction, minimal negative impact on the environment and so forth.



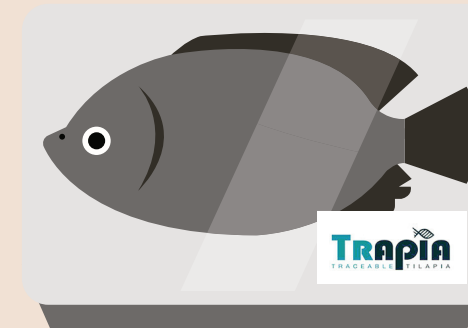
**Grub Cycle:** A social supermaker that is dedicated to reducing food waste.



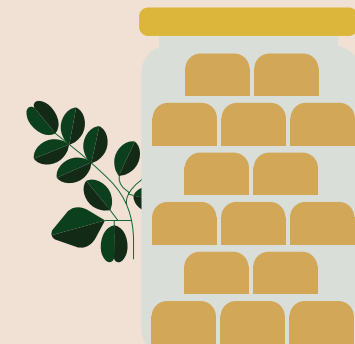
**Project Woodworks:** A social enterprise that innovates product by upcycling wood waste.



**iCycle:** A solution provider of waste separation & recycling.



**Trapia:** The one and only Aquaculture Stewardship Certified (ASC) in Malaysia providing Tilapia fishes for the high end tilapia market.



**Moringa Factory:** A Social Enterprise selling highly nutritious Moringa products.



**Perbadanan Pengurusan Sisa Pepejal dan Pembersihan Awam (PPSPPA):** Educating the public on 3R to reduce waste generation.



**Bakey's Edible Cutlery:** A social enterprise that strives to reduce disposable plastic cutlery by producing and selling edible cutlery that is made from millet.



**Husk's Life:** A leading provider of high quality eco-friendly biodegradable rice husks products that has the potential to replace plastic ware.



**Vive Snacks:** A social enterprise that promotes healthy eating via snacks produced from natural and organic ingredients.

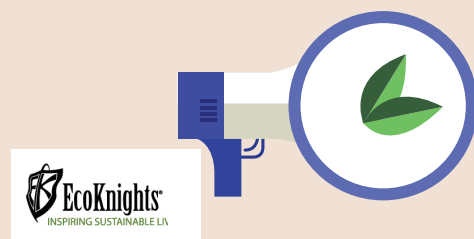




**Etrican:** A social enterprise creating responsible fashion items, made from organic cotton sourced directly from its origin. All products are certified by the GOTS (Global Organic Textile Standard) organisation.



**Dresstal:** A social enterprise spearheading South East Asia sharing economy of new and used dress in order to promote sustainable fashion.



**EcoKnights:** A registered not-for-profit environmental organisation providing and delivering development and environmental interventions for various communities and organisations.



**Renaissance JB:** A luxury hotel in the heart of Johor Bahru working with FOLO Farm towards loop-closing of food waste through food waste minimisation and management.



**Tzu Chi:** A Taiwanese international humanitarian and non-governmental organisation (NGO) looking into living in harmony with the earth through various environmental protection efforts.

## THE ASPIRATIONS OF BB4SCP 2.0

In the first installment of BB4SCP held in the year 2016, a comprehensive list of resolution as a result of youth participants' discussion based on three commodities, seafood, energy and wood-based product was conceived. The resolution represents the youth's voice and opinions on achieving sustainable consumption and production in Malaysia.

During the BB4SCP 2.0, the process of improving and strengthening the resolution took place at the roundtable discussion session. From three themes in BB4SCP 1.0, the roundtable discussion expanded to eight themes respectively with the participation and inputs of experts, moderators, inputs from BB4SCP delegates, and rapporteur. The experts consist of professionals from Social Enterprises, NGOs, educators from universities and Teachers Training Institute, WWF-Singapore and WWF-Malaysia.

The aim of the BB4SCP 2.0 roundtable discussion session was to strengthen and improve the existing BB4CP resolutions as well as brainstorming new resolutions which in turn to be transformed to top 3 aspirations for each theme. The challenges and action plans faced in achieving the aspirations and the role of youth will be documented and presented to the TN50 secretariat and relevant stakeholders. Those aspirations represent the voice of the Malaysian youth and their desires to create an environmentally-conscious society and better environment via a sustainable consumption and production.



## THE EIGHT THEMES OF THE ROUNDTABLE DISCUSSIONS

- a) Palm Oil and Timber
- b) Electricity
- c) Sustainable Seafood
- d) Education and Youth Empowerment
- e) Food
- f) Fashion
- g) Youth Entrepreneurship
- h) Society's Role



# THE ASPIRATIONS OF BB4SCP 2.0



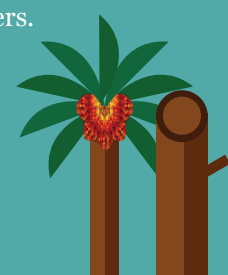
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## PALM OIL & TIMBER

**Expert:** Dr Adrian Choo (WWF-Malaysia),

**Moderator:** Farisha Zainol Abidin (WWF-Malaysia)

1. We urge on increasing the awareness on biomass production from palm oil,
2. We encourage the usage of sustainable production of palm oil and timber products,
3. We condemn on the clearing of mangroves area by all developers.



2

## SOCIETY'S ROLE

**Expert:** Ms Lee Sheu Jeen (WWF-Malaysia)

**Moderator:** Ms Mathi Vatani (WWF-Malaysia)

1. We urge the society to be part education in behavioural changes,
2. We urge the society in minimising food waste,
3. We urge the society to push for sustainable implementation of policy.



3

## ELECTRICITY

**Expert:** Mr Phubalan Karunakaran (WWF-Malaysia)

**Moderator:** Dr Hong Chern Wern (WWF-Malaysia)

1. We believe that renewable energy should be developed in Malaysia with more than 50% of electricity produced from renewable energy,
2. We encourage energy efficiency and conservation of energy along with the development of green and renewable energy,
3. We encourage fiscal incentives to be implemented to promote the practice of energy efficiency and energy conservation.



4

## FASHION

**Ms Sharmila Wallace (Fashionably Kind) and Mr Al Jazzura Khan (Social Enterprise Academy-SEA)**

**Moderator:** Ms Ayiesha Almas (WWF-Malaysia)

1. We encourage demand for recycling, renewing, reusing, upcycling fashion, second hand and pre-loved fashion,
2. We urge to educate and create awareness on consumption and production of fashion and apparel,
3. We encourage sustainable fashion innovations in terms of materials, quality, price, design, accessibility, and technology.



# WORDS OF WISDOM BY THE LEADERS IN SUSTAINABILITY

I hope that they will get proper knowledge from the experts, and obtain skills so that they will know what and how to do. What we want is for the youth to be leaders with proper skills and knowledge.

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Dr Lee Keok Cheong

As a future teacher, we see ourselves as influencers and educators that actually can influence future generations to make changes in environment and sustainability.

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Khou Jerome

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## SUSTAINABLE SEAFOOD

**Expert:** Ms Chitra Ventakesh (WWF-Singapore) and Ms Chitra Devi (WWF-Malaysia)

**Moderator:** Dr Yong Ee Ling (UTM)

1. We urge to push on awareness creation/raising among the consumer,
2. We encourage the call for the implementation of sustainable seafood production and demand,
3. We urge for implementation of policies and regulations by the government/incentive to support sustainable production of seafood.



6

## EDUCATION & YOUTH EMPOWERMENT

**Expert:** Dr Lee Keok Cheong (IPGK Raja Melewar) and Ms Nor Shidawati Abdul Rasid (WWF-Malaysia)

**Moderator:** Jessie Chew (WWF-Malaysia))

1. We encourage 'walk the talk' action on sustainable practices,
2. We urge for education in sustainability to the youth of Malaysia,
3. We encourage opportunities to connect with nature & appreciate natural resource



7

## FOOD

**Expert:** Mr Will Chua (FOLO Farm)

**Moderator:** Ms Johleen Koh (WWF-Malaysia)

1. We urge everyone to purchase and consume food that is only healthy, locally produced and organic,
2. We urge for every community to have a farm in every community powered by food waste,
3. We encourage the youths to take the lead in those initiatives.



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## YOUTH/SOCIAL ENTREPRENEURSHIP

**Expert:** Mr Rosihan Juara Baharuddin (Social Enterprise Academy-SEA)

**Moderator:** Mr Saufi Aiman Mohd Jamil (WWF-Malaysia)

1. We encourage the youth to instil themselves with enterprising mindset,
2. We urge the youth to transform their mindset, thus turning fear into opportunity,
3. We encourage 'caring for the environment/community' as a pre-requisite in business.



*Harapan saya sebagai seorang bakal guru, khususnya gugu pendidikan khas, saya ingin mendidik anak-anak murid saya untuk mencintai alam sekitar. Jangan tebang pokok, jangan buang sampah merata-rata, tanam lebih pokok, sebab kita bukan mewarisi bumi ini dari nenek moyang tapi kita meminjam dari generasi masa depan. Apa yang kita punjab, kita haruskan pulangkan balik.*

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Nur Amielia Nabila Sumun

As a future teacher, I believe everyone should play their role in saving our earth, so I hope I can educate my student and get them involved in undertaking volunteering activities, especially on making our environment a better place.

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Ms Siti Nurputeri Najihah Johari