

SUSTAINABILITY MALAYSIA – THE WAY FORWARD



WORLD
SUSTAINABILITY
COMMUNITY

Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia
(Corporate Sustainability & Responsibility Malaysia Welfare Society)

SUSTAINABILITY
MALAYSIA
- THE WAY FORWARD

INTRODUCTION

‘**SUSTAINABILITY MALAYSIA**’ is a pictorial presentation to introduce the concept and the embrace of sustainability in the country. It’s a publication mooted by ‘CSR Malaysia’ and Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia or ‘Sustainability Malaysia’ in short (a national body for Corporate Sustainability and Social Responsibility).

Corporate sustainability encompasses a great and noble ambition and focuses on the long-term continuity of the business itself. It involves the implementation of a business strategy that focuses on the ethical, social, environmental, cultural and economic aspects of doing business that will create

long-term stakeholder value. Sustainable corporations take into account the short, as well as the long-term effects of a plan, so as to not jeopardize the ability of the businesses to meet their financial requirements and time is a very crucial component that needs to be factored in.

Sustainability is also about taking into consideration other disciplines, besides business, in order to fully “manage resources across time” rather than for a moment in time. In a nutshell, the whole idea of sustainability is: conducting and growing your business without compromising on the prospects of the future generations.

Pictures do tell a thousand words. The pictures herein (submitted by com-

panies and organizations to ‘CSR Malaysia’) are put together to show what corporate Malaysia is doing for sustainability and social responsibility. They are also meant to inspire the embrace of corporate sustainability and responsibility by more and more companies and individuals to make Malaysia, in particular, and the world, at large, a better place for all.

However, it must be emphasized here that the use of pictures contained herein, some of which portray children, is solely for the purpose of creating a greater awareness for more people to come forward to help those in need and is in no way intended to violate any children’s rights.

EMBRACING SUSTAINABILITY: *The Direct Benefits to Companies*

The **BEST** agenda for Malaysian companies
(a national agenda mooted by Pertubuhan Amal Tanggungjawab Kemapanan dan Korporat Malaysia)

- B**ottom line – reduction of wastages, and the employment of greener resources lead to lower costs and efficiency of production, better brand image and competitive advantage, and inevitably, greater profits
- E**mployee benefits – reduced work-related illnesses, injuries and accidents lead to a healthier and more productive workforce sustained through a clean and safe working environment
- S**ocial standing – garnering the all-important invaluable respect and support from the community and the world through ethical and noble practices, and regulatory compliance and in addition, achieving a sense of pride for employees and company alike
- T**alents magnet – attracting the desired talents to be a perpetual part of the organization in addition to attracting new businesses and investors

ASPIRATIONS FOR SUSTAINABILITY



R. Rajendran

Chairman,
CSR Malaysia & Sustainability Malaysia

A RECENT STUDY carried out by 'CSR Malaysia' and the 'Sustainability Malaysia' revealed that companies that embrace sustainability have a clear vision on ensuring the companies' longevity and they develop strategies to that effect. To soar higher like other successful global companies, corporate Malaysia should adopt a greener supply chain, reduce pollution and waste and minimize its footprint, eliminate the use of disposable plastic items, optimize product life cycles, promote good environment quality, energy and water efficiency, increase productivity and optimize material usage, adopt good labour practices, look after employee welfare, promoting health and safety, while not forgetting to do good for the communities.



ABOUT 'CSR MALAYSIA'

'CSR MALAYSIA' is a social project as well as a publication that shares the unwavering commitment of corporations in Malaysia towards the community at large and their inherent roles as change agents in the socio-economic transformation of Malaysia. Its aspirations for Malaysia soar higher than just generating profits and developing world-class buildings and infrastructures. CSR Malaysia endeavours to promote sustainable economies by featuring sustainability and social responsibility initiatives of corporations in Malaysia and serving the needy.

CSR Malaysia acts as a bridge between corporate companies and needy causes by organizing events that benefit the poor and the underprivileged. CSR Malaysia also organizes the annual CSR Malaysia Awards with the support of Ministry of Women, Family & Community Development Malaysia where public listed companies are honoured for their outstanding sustainability and social responsibility efforts.

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SUSTAINABILITY IS MORE THAN JUST DOING GOOD

CORPORATE SUSTAINABILITY is much more than just a buzzword for the businesses of today. Sustainable economic growth promotes jobs and stronger economies while countering the effects of climate change, pollution and other environmental factors. Being sustainable improves health, promotes safety, and saves money. Sustainability concepts should be adopted and integrated into more than one aspect of a business and across many levels of its organization. The practice of sustainability includes consideration and involvement of all the stakeholders while not neglecting the community as well as the environment.

Lee Seng Chee

Managing Editor, CSR Malaysia
Co-Chairman, Sustainability Malaysia



TRANSFORMING OUR WORLD:



THE 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and

developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth - all while tackling climate change and working to preserve our oceans and forests.

ABOUT 'SUSTAINABILITY MALAYSIA'

PERTUBUHAN AMAL TANGGUNGJAWAB KEMAPANAN DAN KORPORAT MALAYSIA better known as 'Sustainability Malaysia' is a national body for Corporate Sustainability and Social Responsibility in Malaysia. It aims to carry out activities and programmes to promote sustainability efforts on a global scale.

The objectives of 'Sustainability Malaysia':

- Raising corporate communities that are sustainability conscious in their businesses
- Instilling noble sustainability values in the younger generation
- Promoting the importance of corporate sustainability and social responsibility
- Creating a global community that loves and values the environment
- Carrying out welfare programmes involving corporate sustainability and programmes that help the needy
- Collaborating with corporate and government bodies to promote a sustainable community and to help the poor
- Honouring local and international corporate companies that champion sustainability and social responsibility causes

'Sustainability Malaysia' sees sustainability becoming more important for all businesses across all industries.

SUSTAINABILITY IMPACT

BY PRACTISING SUSTAINABILITY, companies can be more aware of the kind of impact they are having on all aspects of society be it economic, social or environmental. Embracing sustainable business practices has a positive impact on a company's strategic performance, employee satisfaction, project opportunities, and market advantage. Sustainable business practices extend into the lives of individuals involved which greatly impacts society as a whole.

"The term 'CSR' is still very relevant. Let's regard 'CSR' as Corporate Sustainability & Responsibility. The 'S' now takes on a new meaning - 'Sustainability' in the place of 'Social'"

from the CSR Malaysia team



Michelle Lee

Honorary Secretary
Sustainability Malaysia

THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

*By the Heads of State and Government and High Representatives
at a meeting at the United Nations Headquarters*

THIS AGENDA is a plan of action for people, planet and prosperity. It also seeks to strengthen universal peace in larger freedom. We recognise that eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development. All countries and all stakeholders, acting in collaborative partnership, will implement this plan. We are resolved to free the human race from the tyranny of poverty and want and to heal and secure our planet. We are determined to take the bold and transformative steps which are urgently needed to shift the world onto a sustainable and resilient path. As we embark on this collective journey, we pledge that no one will be left behind. The 17 Sustainable Development Goals and 169 targets which we are announcing today demonstrate the scale and ambition of this new universal Agenda. They seek to build on the Millennium Development Goals and complete what these did not achieve. They seek to realize the human rights of all and to achieve gender equality and the empowerment of all women and girls. They are integrated and indivisible and balance the three dimensions of sustainable development: the economic, social and environmental.

The Goals and targets will stimulate action over the next fifteen years in areas of critical importance for humanity and the planet:

PEOPLE

We are determined to end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment.

PLANET

We are determined to protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations.

PROSPERITY

We are determined to ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature.

PEACE

We are determined to foster peaceful, just and inclusive societies which are free from fear and violence. There can be no sustainable development without peace and no peace without sustainable development.

PARTNERSHIP

We are determined to mobilize the means required to implement this Agenda through a revitalised Global Partnership for Sustainable Development, based on a spirit of strengthened global solidarity, focussed in particular on the needs of the poorest and most vulnerable and with the participation of all countries, all stakeholders and all people.

The interlinkages and integrated nature of the Sustainable Development Goals are of crucial importance in ensuring that the purpose of the new Agenda is realised. If we realize our ambitions across the full extent of the Agenda, the lives of all will be profoundly improved and our world will be transformed for the better.

SUPPORTING CHARITIES & PROJECTS

Supporting charities have helped corporate Malaysia in many ways. The charitable element of a company can be a cutting-edge advantage for its brand showing the world that it embraces ethics and is trustworthy. It can also define a company as different from its competition, which not only aids the brand image but can be an important recruitment tool for attracting top talents.

“The simplest acts of kindness are by far more powerful than a thousand heads bowing in prayer.”

Mahatma Gandhi









SUPPORTING CHARITIES & PROJECTS

'Sustainability' may be a big word but it's fun. Look for charities that you believe in and are endearing to you. Not only will it benefit the recipient, but you'll also be happier in the giving of your time and means. Such opportunities for corporate employees will help to instill a sense of pride in themselves and their organisations as they give.

“There is not a man of us who does not at times need a helping hand to be stretched out to him, and then shame upon him who will not stretch out the helping hand to his brother.”

Theodore Roosevelt

SUPPORTING THE CHILD

Society has the power to bring about the winds of change by empowering and helping children in need. Corporate Malaysia can reach out, empower and do its part to give the children a better place to live in. Children with disabilities are one of the most marginalized and excluded groups in society. They are confronted on a daily basis with discrimination in the form of negative attitudes or just pure indifference, lack of adequate policies and legislation for their well-being. They are effectively prevented from realizing their rights to respect, healthcare, education, and even survival. Let's be generous in giving them a big helping hand.

No one is useless in this world who lightens the burdens of another.

Charles Dickens









SUPPORTING THE CHILD

Every child has the right to grow up in a safe, inclusive and nurturing environment. Children are our future and lending a helping hand to the needy ones goes a long way to helping them fulfill their dreams and desire for a better life, and ultimately contributing to the sustainability cause in Malaysia in more ways than one.

Children are our most valuable resource.

*Herbert Hoover,
31st President of the United States*



BE A VOLUNTEER & MEET WELFARE NEEDS

Volunteerism is a healthy basic expression of human relationships. People would want to feel that they matter to others and they need to participate in their societies and to be a meaningful part of it. Social relationships on the back of volunteer work are critical to individual and community well-being. Values such as solidarity, reciprocity, mutual trust, belonging and empowerment, permeate the spirit of volunteerism and they all contribute significantly to quality of life, and ultimately augur well for the sustainability cause in Malaysia.

“Welfare's purpose should be to eliminate, as far as possible, the need for its own existence.”

Ronald Reagan









BE A VOLUNTEER & MEET WELFARE NEEDS

People all over the world partake in volunteerism for a myriad of reasons. Helping to eliminate poverty, to improve basic health and education, to provide safe water supply and adequate sanitation, to tackle environmental issues and climate change, to reduce the risk of disasters or to combat social exclusion are some of them. In all of these endeavours, the on-going volunteer work carried out by Corporate Malaysia contributes to generating well-being for people and their communities, and to taking sustainability causes in this nation to greater heights.

“Until the great mass of the people shall be filled with the sense of responsibility for each other's welfare, social justice can never be attained.”

Helen Keller

SUPPORTING THE ENVIRONMENT

Sustainability is also about stabilising the tumultuous relationship between human culture and the natural environment, two of the planet's most complex systems. The persistent calls by environmentalists to reduce, reuse and recycle are urgent ones and need to be heeded before it is too late for all of us. Corporate Malaysia is actively doing its part in sustaining the environment in Malaysia through efforts in minimising the depletion of natural resources, going 'green', reducing pollution, creating a greater awareness on the importance of a sustainable environment, cleaning up of garbage and wastes, helping wildlife to thrive in better living conditions, and the list goes on.

“When we feel related with our environment we are able to develop and improve the quality of our involvement, since connectedness and concern are remedies against ignorance and envy.”

Erik Pevernagie









SUPPORTING THE ENVIRONMENT

There are many practical ways to help protect the environment in our everyday lives. Get involved in tree-planting activities, community garden activities and clean-ups in the community and in the rivers. Get into the habit of minimising consumption and wastes. Try to reuse items and find more purposes for them instead of them ending up in a landfill. Trees are indispensable in helping to save energy, prevent natural disasters, provide oxygen and clean the air, and help counter the effects of climate change.

“When the last tree is cut and the last fish killed, the last river poisoned, then you will see that you can't eat money.”

John May



SUPPORTING ANIMAL WELFARE

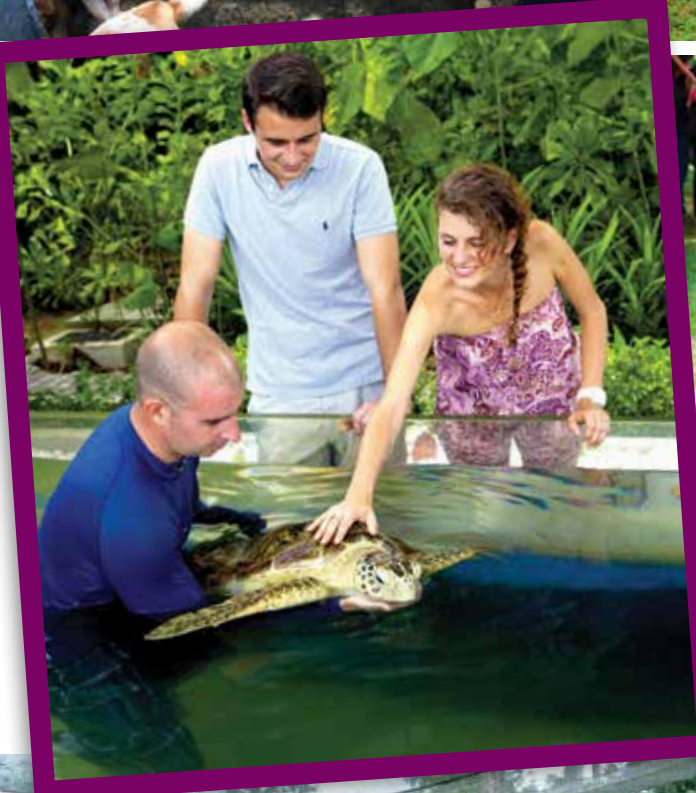
Ensuring animal welfare is a human responsibility that includes consideration for all aspects of animal well-being, including proper living environment, management, nutrition, disease prevention and treatment, responsible care and humane handling, among others. There are still many animals that are not properly cared for in Malaysia, especially the stray ones, but there are also companies, organisations as well as individuals in the country reaching out to take care of them through providing shelters, adoptions and monetary contributions.

“Never, never be afraid to do what's right, especially if the well-being of a person or animal is at stake. Society's punishments are small compared to the wounds we inflict on our soul when we look the other way.”

Martin Luther King Jr.









SUPPORTING ANIMAL WELFARE

Animals should be treated with respect and dignity and those in the wild would need the right environment and ecological balance for them to live and thrive. Their existence and well-being is essential to our very own well-being and we need to be mindful not to destroy their living environment, but instead, maintain and enhance it. It is heart-warming that Corporate Malaysia has been supporting efforts in promoting animal welfare in the nation.

Societies that lack respect for animals eventually lose respect for human beings.

Wayne Gerard Trotman



An annual Corporate Sustainability and Social Responsibility event proudly organized by CSR Malaysia and Pertubuhan Amal Tanggungjawab Kemapanan & Korporat Malaysia to honour outstanding corporations in Malaysia that have excelled in the role of change agents in the socio-economic transformation of Malaysia. Corporate Malaysia's aspirations go beyond mere profits or building world-class buildings or infrastructures. These caring organizations promote sustainable economies by helping marginalized communities and making environmental efforts to preserve our natural heritage for future generations.


DIGI

BANK BAKYAT

CANON

AXA AFFIN

AIRASIA



BANK ISLAM



EXIM BANK



IJN



ASPEN VISION DEVELOPMENT



BERJAYA STARBUCKS



RHB BANK



KPJ



TOP GLOVE



TENAGA NASIONAL BERHAD



**RONALD Mc DONALD HOUSE
CHARITIES MALAYSIA**



TESCO



UM LAND



AIRASIA X



TAN SRI LEE LAM THYE



LBS BINA



SALCON BHD



PETRONAS



LEXIS HOTEL GROUP

**POH KONG HOLDINGS BERHAD****ASTRO RADIO****WESTPORTS HOLDINGS****AXIATA****MCDONALD'S MALAYSIA****SUNWAY GROUP****HEINEKEN****PHARMANIAGA BERHAD**

The CSR Malaysia Awards event celebrates the CSR achievements of these outstanding corporations and is a source of inspiration for other corporations to emulate them. The Awards judging criteria comprise the clarity of purpose and goals of the company for the corporate sustainability and responsibility (CSR) initiative, the impact and frequency, creativity, sincerity and strength of the CSR team, reporting transparency and the amount of contributions given out.



**STAR MEDIA****SHELL****KPMG****BHPETROL****NESTLE****KUMPULAN PERANGSANG
SELANGOR BERHAD**

Across the board, sustainability is becoming more important for all companies and many executives feel that a sustainability strategy needs to be in place in order to be competitive today and in the future. Such strategy ought to incorporate a business approach to creating long-term value for the companies by taking into consideration how they operate in the ecological, social and economic environment. As the expectations on corporate responsibility increase and as transparency becomes more prevalent, more and more Malaysian companies are recognizing the need to act on sustainability and simultaneously, discharge their corporate social responsibility to contribute positively to a better world for all. The CSR Malaysia Awards is part of a noble initiative to honour these companies and individuals for their outstanding contributions to corporate sustainability and social responsibility endeavours in the nation.

**WORLDWIDE HOLDINGS BERHAD**

CORPORATE SUSTAINABILITY & SOCIAL RESPONSIBILITY HEROES OF MALAYSIA - 2020



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Canon





Lights, Camera, Action!



Signing ceremony between CSR Malaysia and Bernama News Channel



DATO' R. RAJENDRAN & DATUK ZAKARIA ABD WAHAB

CSR MalaysiaTM

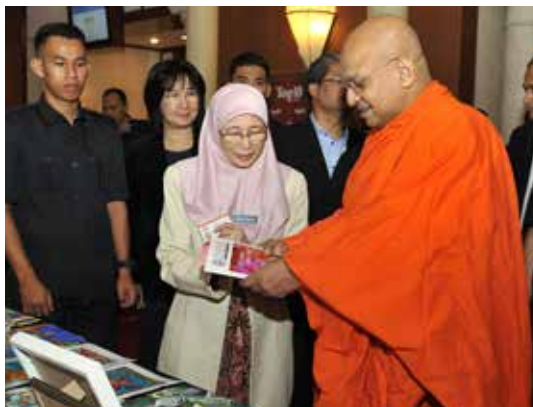
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**THE MAKING
OF "CSR
MALAYSIA" TV
PROGRAMME TO
PROMOTE THE
SUSTAINABILITY
CAUSE**



THE CSR MALAYSIA CARNIVAL

THE CSR MALAYSIA CARNIVAL is held in conjunction with the Annual CSR Malaysia Awards event. This Carnival serves to create a greater awareness of the works and initiatives of charitable, welfare, non-governmental organisations (NGOs) in Malaysia and of the sustainability initiatives by Corporate Malaysia among the public and the giant companies in the nation. It helps the participants of the Carnival in soliciting and getting the required support and help they need to further their works of sustainability and charity in the country.





DONATIONS

CHARITABLE CONTRIBUTIONS have numerous benefits. They go a long way in improving the quality of life for the needy and underprivileged, in mitigating the brutal effects of natural disasters, in kick-starting and realising sustainable initiatives for the benefit of mankind and also in increasing the standing of your company in the eyes of the public. The opportunities to contribute to charitable and sustainable causes are endless and charitable contributions are extremely helpful. We just need to do what we can, where we are and with what we have. Corporate Malaysia has touched many a life in this nation and promoted sustainability causes with its generous charitable contributions.





'CSR MALAYSIA' & PERTUBUHAN AMAL TANGGUNGJAWAB KEMAPANAN DAN KORPORAT MALAYSIA DOING ITS PART FOR THE COMMUNITY





a publication by:

rha media sdn bhd

(908984-T)

for Pertubuhan Amal Tanggungjawab Kemapanan dan Korporat Malaysia [PPM-011-14-20062019] & CSR Malaysia [PP 18109/03/2013(033386)]

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