



The mark of responsible forestry





Managing Supply Chains Through the ESG Lens

In a survey report, 78% of MNCs will remove suppliers that endanger their carbon transition plan by 2025. But are SMEs on the supply chain ESG-ready?

Cover story on pages 6 & 7

Changing Consumption And Production

WWF gives a primer on sustainable production and consumption, and what that means for us

A Culture Of Growth And Support

For Telekom Malaysia (TM), its people are at the core of the techco's value creation story

10

There Is Still Water For Everyone

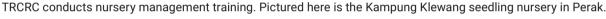
Air Selangor plans to achieve water resilience in the face of climate change challenges

11

2 FOCUS









Mobilising seedlings at TRLC Merisuli.

From seeds to forests



By ADRIHANI RASHID and AFZAA AZIZ Photos courtesy of TRCRC

ARTH is home to over 3 trillion trees.

Restoration ecologists have mapped out the global potential for restoration and estimated 0.9 billion hectares where trees can grow outside of urban and agricultural areas which is space for 1 trillion new trees.

In recent years, a global tree-planting movement has taken hold with the realised potential of trees as a nature-based solution to capture carbon from the atmosphere and get us closer to net zero emissions. There is an increased interest from the general public, government agencies, and corporate bodies to plant as many trees as possible, wherever possible.

The demand for trees, at the speed and scale of desired restoration projects, may outstrip the supply

of diverse planting materials. This mismatch poses real risks to the ecological integrity of tree-planting projects. The 'simplicity' of tree planting is an attractive solution.

However, reforestation is not a magic bullet. Tree planting is one of many solutions for reducing emissions and enhancing existing ecosystems. Before undertaking a restoration project: additional considerations must include the local ecology, deep on-the-ground knowledge, and the communities within the landscape.

A 'greener' supply chain

The Kew Gardens' "Ten Golden Rules for Reforestation" highlights that poorly planned or executed tree-planting projects may lead to negative impacts, either to an erosion of biodiversity or a counterproductive increase in CO2 emissions. These Ten Golden Rules emphasise biodiversity, also known as the variety and variability of life on Earth. This variety and variability exist on three levels: ecosystems, genetics and species.

When carrying out a reforestation project, planning for a sufficient supply of high-quality planting material with an appropriate level of species and genetic diversity is crucial to ensuring the ecological integrity of the project.

One way to think about this is in terms of the tree-planting "supply chain".

In its simplest form, a supply chain transforms raw materials into finished products that go to market. For tree planting, the raw material is a seed, and the finished product is an ecosystem restoration to a functioning forest

With the rise of conscious consumerism, more and more shoppers are making decisions that consider



Tree tagging helps TRCRC to identify their tree stock data effectively and efficiently, allowing for easy identification of trees, tree control and maintenance management.



Mobilising stakes to prepare a planting site in the Royal Belum Rainforest.







the social and environmental impact of their purchases

Consumers are going beyond looking at the final product, and emphasis is now shifting to the sustainability of the supply chain – from the sourcing of raw materials; the working arrangements of workers along the supply chain; and the fairness of the payments made to the producers.

On the topic of reforestation, these social and environmental considerations are just as important as they are in any other supply chain. Transparency and traceability are essential in ensuring a high-quality product reaches the end consumers. In this case, the traceability of planting material is important to ensure that the final product – a functioning forest ecosystem – is of high ecological and conservation value, is sustainable and has positive socioeconomic impacts on the people involved.

An interconnected ecosystem

To achieve a functioning forest ecosystem, we have to look beyond just tree planting. We need to ensure that the seeds are sourced from parent trees that have been identified (traceability) and that the sourcing of the planting material is done ethically with decent working conditions and fair pricing (transparency).

On the social front, we need to ensure that everyone involved in the process receives a fair and equitable wage. The entire process of producing planting material, from seed surveys, tree identification, seed collection, germination and nursery management, all the way down to the eventual tree planting, is an incredibly labour-intensive process that requires technical expertise and needs to be appropriately valued and compensated to ensure the sustainability of this industry.

Collecting seeds from the wild involves a multi-step process that can take up to several years before a tree goes into the ground. The process includes identifying target parent trees, tagging, monitoring and eventually a seed collection expedition once the tree has begun to fruit. The seeds are raised in a nursery for an extended period in prepa-

ration for reintroduction to the planting site – yet another step in the supply chain.

Throughout the years of growing the trees in the nursery, the work continues to add to the biodiverse inventory of planting material. Preparation of planting sites also requires more labour, as pathways need to be created, holes need to be dug, and planted trees need to be monitored, maintained and replaced if necessary.

The final product, an actively restoring forest ecosystem, also needs to have a positive environmental impact. Not all trees planted have an equal impact.

Planting invasive species, or a plantation of a single (or very few) species, can have devastating environmental impacts. For instance, some invasive plants can smother other native species and can sometimes colonise habitats as they eventually displace the native species.

This can be especially disastrous here in Malaysia, where our forests are characterised by a high level of species diversity, with as many as 435 tree species in a single hectare. Replacing these megadiverse ecosystems with a vast monoculture exposes the area to risks of pests, diseases, soil degradation and disturbed water systems.

Planting diverse forests also has a greater impact on the fight against biodiversity loss and climate change, as studies have found that higher tree species diversity is linked to higher animal diversity and higher carbon stocks both in the soil and in tree biomass.

Considering the many steps in achieving the desired result of a functioning forest, and the many people involved along the way, we urge you to consider the environmental and social impacts of tree-planting initiatives. Always do your due diligence to ensure that the projects you support align with global biodiversity and climate change goals. In the case of rainforest restoration, the priority is regeneration to a functioning forest that conserves native biodiversity, is a self-sustaining ecosystem, has a positive socioeconomic impact on the local community and contributes to the fight against climate change.



Seed collection using a big shot.



A sneak peek at TRCRC's seedlings buyback programme with the local Jahai community at Royal Belum State Park.

From Seeds to Forests







JUNE 1

• Press Metal Aluminium Holdings Bhd is seen as an indirect beneficiary of the global push towards decarbonisation and increasing focus on ESG issues.

In its report, Hong Leong Investment Bank (HLIB) Research said while the prospects of aluminium as a metal remained challenging in the near term due to recession woes and the general decline in the global real estate markets amid the high interest rate environment, there were bright spots for aluminium in the medium to long term, as it served as the preferred metal to the ultra-fast growing EV and solar PV sectors.

• Capital A Bhd will focus on internalising its Sustainability Redbook and Sustainability Policy within the next few months by increasing awareness across its operations and empowering its entities of creating shared sustainable value for all. Capital A is also looking to enhance its base maintenance capacity to serve AirAsia and also grab the opportunity to serve other third-party airlines, which it said is the perfect time for the company to support Asia Digital Engineering Sdn Bhd's Asean expansion plan this year.

JUNE 2

• Tenaga Nasional Bhd (TNB) has formed a new sustainability division to drive the implementation of its ESG strategy, thus reinforcing its sustainability commitment and responsible energy transition (ET) journey.

President and chief executive officer Datuk Baharin Din said the new division would push the company's sustainability drive further by anchoring on three strategic pillars, namely energy sources, energy vector, and energy usage.

"Beyond new revenue streams from renewables, these collaborations allow for a wider integration and reallocation of renewable energy (RE) resources that will help decarbonise the Asean power system as well as ensure greater energy security for the region," he said in a statement.

JUNE 3

• From the need of having billions of ringgit to upgrade the country's electricity grid to the overwhelming response to the latest 800-megawatt (MW) allocation for virtual power purchase agreements, Energy Commission (EC) chairman Mohammed Rashdan Mohd Yusof recently held court at a conference in the city. Mohd Rashdan addressed multiple issues in Malaysia's RE journey, and was seemingly well-versed on the complex issues related to energy generation and the process of its 'greening'.

"As you build out more RE plants, we will need a tremendous amount of investment into the grid. For example, say if today we have 50% of our energy source from solar, and if the weather doesn't hold up, then power production will collapse.

"There will be major blackouts. So there is a threshold to how much of RE can be ramped up. The question is who is going to make those investments? The amount of investments needed is in the billions of ringgit. So we have to do this in tandem," he explains.

JUNE 6

• The e-mobility segment, which comprises electric vehicle (EV) and energy storage (ES), will remain a dominant revenue contributor for Genetec Technology Bhd.

Managing director Chin Kem Weng said the growth and development of the segment has a long-runway with the world shifting towards mass and industrial electrification as well as digitalisation – from business, telecommunications, the Internet of things, entertainment, transport, e-sports to content.

 Petroliam Nasional Bhd's (PETRONAS) inaugural hackathon in March was set out to crowdsource decarbonisation solutions globally and accelerate its energy transition pathway towards its net-zero carbon emissions by 2050 target.

Senior vice-president Datuk Bacho Pilong said the event was a part of the group's efforts to deliver its short-term target of capping greenhouse gas emissions at 49.5 million tonnes of carbon dioxide equivalent by 2024.

JUNE 7

• Bursa Malaysia and the Securities Commission (SC) have rolled out a new mandatory onboarding programme focused on sustainability for directors of public listed companies (PLCs) on the local stock exchange.

The mandate, which will come into effect on Aug 1, requires all first-time directors of PLCs on the Main Market and ACE Market, as well as directors of listing or transfer applicants, to attend a programme called Leading for Impact (LIP) within 18 months from the date of appointment or admission. Existing directors of PLCs on both the markets must complete the LIP within 24 months from the effective date

• Despite having set climate ambitions, not enough action has been taken by the governments across South-East Asia to meet nationally determined contribution targets by 2030, according to "South-East Asia's Green Economy 2023 Report: Cracking the Code" by Bain & Company, Temasek, GenZero and Amazon Web Services.

The report indicated that to achieve nationally determined contribution or emission reduction commitments, and to unlock the potential of a green economy, the region will need to reduce GHG emissions by 33% from business-as-usual levels by 2030.

JUNE 8

• Citaglobal Bhd says it aims to comply with Bursa Malaysia's requirement for public-listed companies to appoint at least one woman board member by June 1, 2023.

In a filing with Bursa Malaysia, the construction company noted in May, it had nominated a woman director to its board. However, the candidate turned down the directorship after much consideration on May 31.

The company said it accepted her reasons, and will thus appoint another woman director by end-June 2023.

• Kinergy Advancement Bhd (KAB) – formerly known as Kejuruteraan Asastera Bhd – is optimistic its sustainable energy solutions (SES) segment will remain the group's main revenue contributor in the quarters ahead.

KAB group managing director Datuk Lai Keng Onn said the group targets the SES segment to make a profit contribution of 70% to 80% in financial year 2023 (FY23).

JUNE 9

• HSS Engineers Bhd (HEB) will be tapping into new sectors such as data centres and RE as it strives towards its order book replenishment target of RM300mil by end of 2023.

HEB executive vice-chairman Tan Sri Kuna Sittampalam said the group recently secured two contracts in providing consultancy services for the proposed Infinaxis Data Centre Sdn Bhd in Cyberjaya as well as Yellowwood data centre in Johor.

 Potential contract wins and existing projects in the pipeline are expected to support
 Solarvest Holdings Bhd's earnings growth in the quarters ahead.

RHB Research said the solar turnkey engineering, procurement, construction and commissioning (EPCC) services provider's growing asset portfolio will provide recurring income for the group.

Solarvest has an overall tenderbook of 2.5 gigawatt (GW) capacity encompassing developer and EPCC contracts.

JUNE 12

• Certain considerations should be taken into account if the green economic sector is to thrive as one of the potential economic growth drivers of corporate Malaysia, say economic experts.

While the move by the country to focus on the green economy is a noble one, they said factors like less intervention by the government, appropriate tax and market driven policies should be implemented for the nation to thrive as a regional leader in energy transition.

JUNE 13

 Stagnating palm oil production, declining productivity, shortage of talents amid the mounting environmental challenges continue to affect Malaysian planters. According to United Plantations Bhd vice-chairman and chief executive director Datuk Carl Bek-Nielsen, it is important to prevent complacency in the industry.

He said it is crucial for all players in the industry to come together and prioritise the adoption of sustainable practices to remain resilient and retain their competitive edge.

 Boustead Plantations Bhd (BPB) will remain steadfast on enhancing yield and operational efficiency while improving cost efficiencies to drive sustainable growth.

Despite headwinds and market volatility, director Izaddeen Daud said he is optimistic that BPB's prospects will improve over the long-term through continuous integration of digitalisation and mechanisation across its operations.

• Maybank Investment Bank (Maybank IB) Research has cast doubts on the outlook of the speculated merger between airport operator Malaysia Airports Holdings Bhd (MAHB) and Malaysian Aviation Group (MAG), the entity that runs national carrier Malaysia Airlines Bhd. In a research note released, Maybank IB Research said MAG's effective business model as an airline is cyclical and its earnings outlook is not as explicit compared to MAHB's.

"In our view, a merger would raise questions on corporate governance and may strain MAHB's cash flow to the point that a new operating agreement may not be very meaningful and even raise the cost of flying in the long term," Maybank IB Research said.

JUNE 14

• Economic policies that are crafted with good intentions by the government of the day does not appear to be well executed in more recent years, say economists. This may lead to the feeling that any government that is installed was merely all talk and no action, thus affecting its overall credibility in the public's perception if sustained in the long term.

Alliance Bank (M) Bhd has inked a memorandum of understanding (MoU) with IJM
 Land Bhd to encourage the ownership of green-certified properties to contribute towards a more sustainable community and environment.

This partnership eases the house buyers' access to the bank's Green Mortgage Financing Package for IJM Land's green-certified properties, which offers a competitive financing package, and a fast turnaround time for the loan application.

JUNE 15

 Malaysia and Singapore have agreed to have a regular platform, the Annual Ministerial Dialogue (AMD), to boost bilateral trade and investments especially in the digital and green economy.

Investment, Trade and Industry Minister of Tengku Datuk Seri Zafrul Abdul Aziz said two frameworks on cooperation in the digital economy and green economy have been reviewed during the AMD by the ministry and Singapore Trade and Industry Minister (MTI) Gan Kim Yong.

JUNE 16

• ESG issues are increasing in importance for business, trade and investment, and countries that can successfully make the energy transition and master ESG and green technology will get ahead while those that do not will be left behind

Natural Resources, Environment and Climate Change Minister Nik Nazmi Nik Ahmad said according to the Malaysia transition energy outlook report prepared by the International Renewable Energy Agency, the country would require an investment of RM637bil up to 2050 to increase the RE capacity.

"To reach our target of net zero (emissions) by 2050, we need such an investment to install a new system, upgrade the grid and have more solar panels in the future. More hydrogen plants and mini-hydro plants as well as battery storage infrastructure are needed to prepare for RE so that we can move forward.

"Currently our capacity for RE, including large hydro (plants), is 25%. We still rely heavily on coal and natural gas. We have already declared 'no new coal' (coal power plants) in Malaysia and will use new sources of energy.

"In the meantime, we are viewing liquefied natural gas as a form of bridging as we move towards net zero," he told reporters on the sidelines of the MIDF Green Conference 2023.

JUNE 19

 Sarawak has made headway on several fronts in its foray into a green hydrogen economy.

Two major hydrogen manufacturing projects, H2biscus and H2ornbill, are expected to be operational in Bintulu Petchem Industrial Park in 2027, according to Sarawak Premier Tan Sri Abang Johari Tun Openg.

He said the final investment decision on H2biscus Train project is expected to be made in the first quarter of 2024 (1Q24), while a similar investment decision on H2ornbill Train project in 2Q25.

JUNE 20

• Malaysia, as part of its staunch commitment to the United Nations' Sustainable Development Goals (SDGs), has introduced a large-scale and systematic plan to attain these goals and champion the ESG principles.

Investment, Trade and Industry Minister Tengku Datuk Seri Zafrul Abdul Aziz said the Malaysia SDG Investor Map launched is an essential tool to foster collaboration and facilitate strategic investments aligned with the SDGs.

He said due to the expected tightening of global financing conditions, projections by United Nations Conference on Trade and Development and the International Monetary Fund suggest that the SDG financing gap could reach US\$4.3 trillion (RM19.9 trillion) per year from 2020 to 2025.

• Gamuda is set to advance further in its ESG and sustainability efforts encapsulated in the Gamuda Green Plan (GGP), according to Maybank Investment Bank (IB) Research.

To recap, based on GGP 2025, the group commits to lower Scope 1 and 2 emissions intensity by 30% in 2025, and 45% in 2030.

Targets are to cut urban planning emissions by 35%, transport emissions by 10%, non-RE consumption by 40%, freshwater demand by 65%, waste sent to landfills from property operations by 50% and construction waste by 20%.

JUNE 21

 MISC Group has signed an agreement to develop ammonia engines for ships, marking a step towards zero-emission shipping operations.

MISC-owned AET and Akademi Laut Malaysia (Alam) have signed an agreement with WinGD to develop engines for ammonia dual-fuelled vessels, a first for deep-sea vessels, MISC said in a statement.

ESG opportunities

Sustainability Executive – Sunway Berhad, Subang Jaya
Responsibilities include conducting independent research on topics as assigned, validating data and information submitted to the department, preparing analysis on information submitted to the department and more.

Sustainability Manager – Credit Guarantee Corporation (CGC) Malaysia Berhad, Petaling Jaya Responsibilities include assisting development and driving the implementation of sustainable development strategies and strategic roadmap for CGC. Persons will also be required to update and present relevant reports to management on sustainability matters, continuously monitor and update the sustainability reporting framework according to latest disclosure needs and more.

Sustainable production and consumption the way forward to beat plastic pollution



This year's theme for World Environment Day on June 5 focuses on solutions to plastic pollution under the campaign #BeatPlasticPollution.



Manufacturers can make conscious choices in their production methods by introducing sustainable alternatives.



Regenerative farming is one example of sustainable farming methods that maintain good soil health.



By WWF-MALAYSIA

ORLD Environment Day, celebrated on June 5 annually, is an occasion that reminds us of the urgent need to address environmental challenges and promote sustainable practices

One crucial aspect of sustainability is promoting sustainable production and consumption patterns, to mitigate the negative impacts human activities have on the environment and pave the way for a greener future.

What is sustainable production?

Sustainable production focuses on minimising the ecological footprint throughout the entire product lifecycle. This approach aims to reduce waste generation, energy consumption, and the use of natural resources, while also promoting ethical practices at the entire value chain. It encourages the implementation of sustainable practices and efficient manufacturing processes.

Embracing sustainable production can help to achieve reduced carbon footprint, conserve resources, such as water, energy and raw materials, and preserve ecosystems through the minimisation of deforestation, responsible land use and protecting habitats.

The government and businesses also play a crucial role in driving sustainable production practices.

The government should enact and enforce policies that encourage sustainable production, such as tax incentives for eco-friendly initiatives, strict emission standards, and regulations on waste management. Businesses, on the other hand, should integrate sustainability into their core values and practices.

Conducting life cycle assessments, and adopting sustainable supply chains are ways to foster sustainable production and consumption.

The importance of sustainable consumption

Sustainable consumption, on the other hand, complements sustainable production by encouraging individuals to make mindful choices in their daily lives. As consumers, we have the power to drive change through our purchasing decisions, for example through:

> Conscious purchasing, by choosing products made from recycled materials with minimal packaging and from companies with a demonstrated commitment to sustainability.

> 'Reduce, Reuse, Recycle' and adopt a mindset of reducing waste by reusing and recycling items. Opt for products with longer lifespans, repair instead of replacing when possible and actively participate in recycling programs

> Transition to renewable energy sources, like solar, for household consumption. This reduces reliance on fossil fuels and helps combat climate change.

> Seek out businesses that prioritise sustainability in their operations. Support fair trade and organic products, which promote ethical production practices and protect the environment.

Combating the plastic pollution crisis through sustainable production

As we know, plastic pollution has emerged as one of the most pressing environmental challenges of our time. In line with this year's World Environment Day theme of #BeatPlasticPollution, we should adopt sustainable production and consumption of plastic products as one of the crucial steps to mitigate this crisis.

To combat plastic pollution through sustainable production, industries must embrace sustainable alternatives and make conscious choices in their production methods.

This involves employing recyclable or biodegradable materials, optimising packaging designs and adopting innovative manufacturing technologies that reduce plastic usage. By producing goods in a more sustainable manner, industries can significantly contribute to

reducing plastic pollution and preserving the environment.

Effective waste management systems and robust recycling infrastructure are also imperative to tackle the plastic waste crisis. Encouraging the use of recycled plastics in manufacturing processes helps create a market for recycled materials, driving the demand for a more sustainable supply chain.

To achieve sustainable production for plastics, the government should enact comprehensive regulations and policies that encourage the plastic industry to adopt sustainable practices. This includes implementing the Extended Producer Responsibility (EPR) scheme, implementing plastic bag bans and incentivising the use of sustainable alternatives.

Changing behaviours through sustainable consumption

Promoting sustainable consumption habits plays a crucial role in reducing plastic waste. Raising awareness among consumers about the environmental impact of plastics and providing information on alternatives can drive behaviour change.

In addition, proper teaching and learning

experiences (curriculum and co-curriculum) should also be created for teachers, lecturers, students, parents and communities to have a better understanding of sustainable consumption of plastic products.

On this World Environment Day, let us recognise the critical role of sustainable production and consumption in combating plastic pollution and more importantly, preserving our environment.

By embracing sustainable alternatives, promoting responsible consumption, and advocating for supportive policies, we can collectively contribute to a cleaner and healthier planet.

Let us pledge to #BeatPlasticPollution and work towards a future where plastic waste is no longer a threat. We need to encourage the use of reusable products to help reduce single-use plastic consumption. By opting for products with minimal or no plastic packaging, choosing reusable alternatives, and supporting companies that prioritise sustainability, consumers can actively contribute to reducing plastic waste.

Together, we can make a difference for our environment and future generations.



Volunteers
cleaning up plastic
waste at Pulau Aur,
Mersing. Mersing
District Council
(MDM) hopes that
with the
introduction of
pollution charge,
the issues of
pollution will be
reduced. – The
Star filepic

6 COVER STORY





By JESSIE LIM

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EASURING the environmental, social, and governance (ESG) performance of supply chains is becoming increasingly important for businesses and investors.

One key aspect of ESG in supply chains is the measurement and reduction of greenhouse gas emissions. Many companies are setting targets to reduce their carbon footprint and transition to more sustainable practices.

To paint a picture – about 78% of multinational corporations (MNCs) will remove suppliers that endanger their carbon transition plan by 2025, according to a report titled Carbon Dated, released in 2021 by Standard Chartered

The report looks at the risks and opportunities for suppliers in emerging and fast-growing markets including Malaysia as large corporations transition to net zero emissions by 2050.

It was also found that supply chain emissions account for an average of 73% of MNCs' total emissions, while 67% of MNCs say tackling supply chains' emissions is the first step in their net-zero transition, instead of focusing on their carbon output.

While corporations are set on their sustainability targets, this poses a challenge for the small businesses on the supply chain to ensure their business is conducted in an environmentally and socially responsible manner at every stage of the value chain.

The small and medium-sized enterprises (SMEs) lack knowledge and understanding, funds, talent, time, and other resources to adapt to new business realities such as investing in new technology and processes, or the tools and expertise to collect, store and analyse data.

This leads to limited visibility and inadequate data collection that will make it difficult for MNCs to assess the ESG performance of suppliers, and implement mitigation strategies effectively.

Are SMEs ESG-ready?

A survey was conducted by the Associated

Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) on Malaysia's Business and Economic Conditions from November 2022 to January 2023.

One of the topics that respondents were asked on was carbon tax; of the total respondents, 53% indicated that they have a poor understanding about it.

When asked if they were prepared for the carbon tax implementation, 65.2% said they were either not ready or did not know how to make preparations for it.

In that respect, ACCCIM treasurer-general and Small and Medium Enterprises Committee chairman Datuk Koong Lin Loong explained that SMEs today are still trying to survive post-pandemic.

"We went on ground, spoke to the SMEs to ask what they are doing now. They are still struggling with repayment and human resources – there are jobs but they cannot find the right talent, among other things.

"In a nutshell, they are still suffering from cash flow. As a result, they are focused on trying to get a healthy cash flow. Hence, they do not have enough time, knowledge, funding or talent to invest in driving sustainability," Koong pointed out during a panel discussion at Bank Negara Malaysia's (BNM) Sasana Symposium 2023 that took place earlier this month.

The panel discussion titled Transitioning Towards A Greener Economy touched on the efforts to build climate resilience, the opportunities and challenges it presents, in the wake of Malaysia's journey towards a greener economy.

It was also attended by BNM assistant governor Dr Norhana Endut, Tenaga Nasional Berhad (TNB) chief strategy and ventures officer Datuk Megat Jalaluddin Megat Hassan and CIMB Group Sustainability head Luanne Sieh, and was moderated by BNM Sustainability Unit director Madelena Mohamed.

Echoing Koong on the sentiments of SMEs, Sieh said that CIMB has free consulting for SMEs on sustainability, but "even then, the take-up rate is not high because they don't have the resources to even come to listen. That is a real struggle."





One key aspect of ESG in supply chains is the measurement and reduction of greenhouse gas emissions.



A chain reaction

Challenges aside, and given the rising need for sustainability standards across the global value chain, SMEs need to understand that they cannot afford to be left behind and with it, understand the risks and potential consequences if they do not embark on the ESG journey.

Large corporations are incorporating ESG criteria into their decision-making processes; SMEs will find themselves improving competitiveness and attracting more business opportunities as corporations are more likely to choose suppliers that have embraced sustainable practices and whose values align with theirs.

Customers are becoming increasingly conscious of the impact businesses have on society and the environment, and are also purchasing more sustainable products. Data from audience segmentation tool YouGov Profiles in April 2022 revealed that more than six in 10 Malaysian residents preferred brands that are sustainable.

Strict regulations and policies such as carbon tax are being introduced, and if SMEs do not adhere to these, they risk paying fines or penalties.

Sustainability can boost the durability and profitability of a business in many ways including improved efficiency, cost reduction from recycling or repurposing materials and a positive reputation.

With a robust ESG record, companies tend to have a stronger corporate brand value, and this in turn will attract customers and at the same time strengthen customer trust and

loyalty, draw highly skilled talent and investors' interest.

Taking a step forward

At the end of the day, it is a joint effort — not only between the policymakers, financial institutions and SMEs but also MNCs that are placing sustainability requirements on their supply chain to provide support, guidance and facilitate in any way they can so all can benefit together to hit net zero emission.

The SME Sustainability Action Guide by UN Global Compact Network Malaysia & Brunei outlines a six-step framework for SMEs on how they can start adopting sustainability practices.

The first step is to learn and understand how sustainability practices impact their business through learning materials, programmes, consultations and more by industry enablers and financial institutions.

Following which, SMEs can assess and identify the sustainability aspects relevant to their business, and measure their performance against ESG criteria as this would help them engage their stakeholders, make a sustainability commitment and set measurable targets.

Measuring the progress is crucial, and this can be done following a set of metrics by established ESG reporting frameworks to gain insights and make informed decisions to drive positive change.

In the long run, not only will SMEs eventually achieve the net-zero goal but will also be able to acquire more funds or capital from investors who heavily consider ESG factors when making investment decisions, should they have plans for business expansion.

Leveraging ESG metrics as a risk management tool

By YAP LENG KUEN

ONSUMERS, stakeholders and investors are increasingly using metrics to evaluate the ESG performance of businesses to ensure that they are steered towards long-term sustainability and growth.

From ESG performance measures and sustainability disclosures, they can assess the severity of the impact of ESG issues on business performance, risks and long-term growth prospects, that is not captured by traditional financial analy-

ESG metrics can serve as a risk management tool on other important matters, beyond financial performance, that companies are scrutinised for, such as environmental conduct, labour practices and corporate governance.

Companies that prioritise sustainability are likely to generate sustained profits and benefit investors in the long run; since 2014, the ESG-focused FTSE4Good Bursa Malaysia index has outperformed the benchmark FBM KLCI index by 5.6%, said Bursa Malaysia.

The FTSE4Good assessment criteria takes into account companies' exposure across the full spectrum of material ESG risks which are classified into 14 ESG themes and supported by more than 300 detailed quantitative and qualitative indicators.

FTSE Russell carries out the ESG assessment independently, using publicly available information, to assess whether companies have disclosed measures in mitigating their material ESG risks.

Bursa Malaysia, in collaboration with FTSE Russell, is making available ESG scores of Malaysian listed companies, to facilitate investors in incorporating ESG assessment via a trusted and internationally recognised methodology.

Before they decide to invest, investors sometimes conduct negative screening where they exclude certain companies based on negative criteria, from their investment universe.

These negative factors include controversial practices or serious misconduct, for example, production of harmful products such as weapons or tobacco, and the avoidance of industries associated with harming the environment.

Meanwhile, positive screening involves the selection of companies based on positive criteria such as a minimum ESG score or the offering of sustainable products.

The integration approach considers ESG information alongside traditional investment data to help identify potential risks or a competitive advantage such as exposure to the green economy.

Investors also engage with portfolio companies to improve business strategies, risk management and ESG performance.

Under the thematic investment approach, focus is placed on well-established environmental



Ratings provided by rating agencies are backed by extensive ESG expertise and resources, says Arina Kok.



Investors should monitor a company's ESG reported data over time, says Phang Oy Cheng.

themes or other frameworks such as the United Nations Sustainable Development Goals.

ESG rating agencies which include Morgan Stanley Capital International (MSCI), Sustainalytics and Refinitiv, provide a quick overview of a company's ESG performance.

The ratings provided by rating agencies are backed by extensive ESG expertise and resources, and are often applied across multiple companies, which gives a point of benchmark against other companies, said Ernst & Young Consulting Malaysia Climate Change and Sustainability Services leader, Arina

However, different ESG rating agencies may use different approaches to their methodology, hence cross rating comparisons may not be accurate.

Rating agencies typically collect ESG information publicly disclosed by companies through their sustainability or corporate social responsibility as well as annual reports, websites, other public sources and even through direct contact with the companies.

The data gathered is examined and standardised by using a set of 120 indicators that cover various aspects of the company's ESG per formance in terms of, among other things:

- > Carbon emissions, climate change impacts and pollution.
- > Discrimination, diversity and community relations.
- > Takeover defense (actions by managers to resist takeovers), staggered boards (consisting of different classes of directors) and independent directors.

Companies that do not disclose such data will be penalised by the rating service.

Investors should monitor a com-

pany's ESG reported data over time - three to four years - to determine the true performance in ESG, or lack of it, said KPMG in Malaysia, head of sustainability advisory, Phang Oy Cheng.

When referring to different data provides, ESG performance can differ based on the type of indicator assessed.

Due to their specific nature, the ESG metrics may not capture the full scope of a company's ESG per-

Some ESG issues such as human rights or impact on the community, are less quantifiable and may not be easily understood through ESG metrics.

Main data providers include MSCI ESG Ratings, Sustainalytics ESG Risk Ratings, FTSE Russell's ESG Ratings, ISS Ratings and Rankings, CDP Climate, Water and Forest Scores, S&P Global ESG Score and Moody's ESG Solutions

By reading through company annual and sustainability reports, investors can analyse a company's ESG disclosures against relevant ESG frameworks for transparent disclosures and performance in specific areas.

These frameworks include the Global Reporting Initiative, Taskforce on Climate-Related Financial Disclosures and Sustainability Accounting Standards Board.

Using frameworks is another approach to provide a standardised method of reporting on sustainability-related matters, allowing investors to assess the business activities, gaps and emerging ESG issues that companies have considered.

In terms of consistency, the issue here is that different companies may report on different areas within environment, social and governance topics.

Companies may not report consistently and comprehensively across all subject areas.

Currently, there does not exist any industry benchmarks nor consistent performance measurement metrics, which makes it tricky for investors to compare the performance of one company to another, even within the same industry.

This challenge is amplified, given that most ESG data is self-reported by companies, which can lead to potentially biased information and gaps in data availability and quali-

There is lack of information on how specific metrics are defined and the methodologies used to derive the data being reported, thus limiting comparability between companies.

There is no 'one size fits all' approach in assessing a company's ESG performance.

Investors should carefully consider their personal investment profile and goals to determine whether implementing ESG methods align with their investment

Microplastics: An invisible threat to our environment and waters

By CHOW ZHI EN

ESGed it or ial @the star.com.my

Plastic is not biodegradable and only breaks down into smaller and smaller pieces known as microplastics.

ICROPLASTICS have gained significant attention as a global environmental concern in recent years.
These tiny plastic particles which are often invisible to the naked eye are infiltrating ecosystems and posing a serious threat to aquatic life and the environment as a whole

As we commemorate World Environment Day this year under the theme of #BeatPlasticPollution, it is critical to address the impact of microplastics on our waters and the need for proactive collective action to combat this silent menace.

Unseen pollutant

By de facto, microplastics are plastic particles measuring less than 5mm in size. They can be categorised into primary microplastics which are intentionally produced for various purposes such as microbeads in personal care products, and secondary microplastics which result from the fragmentation of larger plastic debris like bottles, bags and fishing nets.

Ironically, one such source of plastic debris is the Great Pacific Garbage Patch which is approximately thrice the size of France (1.6 million sqkm to be exact), and is still growing every year. It has been reported that the

patch stretches from the coastal waters of Japan to the waters closest to the southern coast of California and Mexico.

Microplastic accumulation in our waters is a direct result of widespread plastic pollution from human activity. Their presence is caused by a variety of factors, including improper waste disposal, industrial discharges and the breakdown of larger plastic items through natural degradation.

The impact of microplastics on aquatic ecosystems is far-reaching and detrimental. Marine and freshwater organisms, ranging from tiny zooplankton to large marine mammals, are at risk. Microplastics can be mistaken for food, leading to ingestion by marine species which end up on our plates.

This ingestion not only causes physical blockages and internal damage but also exposes organisms to toxic chemicals present in the plastics, such as persistent organic pollutants and additives used during manufacturing

In tandem with that, microplastics and other trash that accumulate on or near the ocean's surface block sunlight from reaching the marine food web's producers – the algae and plankton in the water. The entire food web may change if these algae and plankton communities are threatened.

In turn, other marine animals which feed on algae and plankton will have less food and

if those populations decline, there will be less food for apex predators like tuna, sharks and whales.

We see the impact in the availability and price of seafood – there's less to go around and it's getting more expensive.

Elephant in the room

The presence of microplastics in our waters also has broader environmental implications. These particles can accumulate in sediments, altering the composition and distribution of marine and freshwater habitats.

Moreover, the persistence of microplastics in the environment is a grave concern.

We know that plastic takes centuries to degrade fully, and even then, they may only break down into smaller and more toxic particles. The sheer scale of microplastic pollution necessitates immediate action to prevent further contamination of our waters and protect fragile ecosystems.

Combating microplastic pollution requires a multi-faceted approach involving individuals, communities, industries and governments.

The recent announcement by the Natural Resources, Energy and Climate Change (NRECC) Ministry on the government's plan to eliminate usage of plastic bags for retail purposes across all business sectors nationwide by 2025 is a necessary move.

According to NRECC Minister Nik Nazmi Nik

Ahmad, the campaign will be carried out in stages, starting with fixed business locations like supermarkets and certain shops before extending to other business locations like roadside stalls after being implemented in all physical outlets by 2025.

On the other hand, consumers can actively avoid plastic products where they are able, while industry players need to explore sustainable alternatives for consumers and adopt responsible waste management practices.

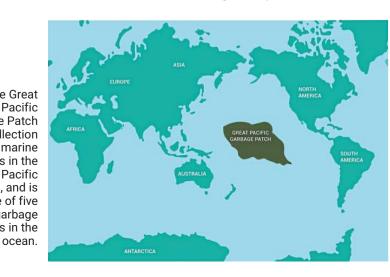
Efforts to reduce plastic waste at the source are equally important. This includes promoting the use of biodegradable materials, encouraging recycling initiatives and incentivising eco-friendly practices which contribute to the larger circular economy as well.

Microplastic pollution poses a significant threat to our waters and ecosystems, demanding immediate action not only at the national level but also on a global scale.

As we remember the theme for World Environment Day this year, #BeatPlasticPollution resonates strongly with the need to combat microplastics.

By raising awareness, implementing stringent regulations, promoting sustainable alternatives, and supporting scientific research, we can collectively safeguard our precious waters, preserve biodiversity and secure a plastic-free, sustainable future for generations to come.

The Great
Pacific
Garbage Patch
is a collection
of marine
debris in the
North Pacific
Ocean, and is
one of five
major garbage
patches in the





A dead gannet trapped in a plastic fishing net washed ashore on Kijkduin beach, the Netherlands.



Special needs students engaging in an outdoor learning environment learning about hawksbill conservation at the Turtle Camp for Special Education Students organised by Green Growth Asia Foundation at Pengkalan Balak. Melaka.

Realising ESG aspirations through education

Eco-Schools Malaysia nurtures sustainably aware students with the world's largest environmental education programme

ITH the worsening environment and climate unpredictability, the urgency for holistic and concerted efforts from all sectors of the public is more critical than ever.

As industry leaders embrace the principles of environmental, social and governance (ESG) as part of their brand values, the advent of an integrated platform to connect and translate the high-level climate mitigation and adaptation policies into practice is pivotal in maximising the impact investment.

The Eco-Schools programme serves to fill in the gap between ESG principles and corporate social responsibility by engaging with the school communities, local governments, and community leaders.

It effectively inculcates students' positive behaviours through action-based learnings and global best practices in education for sustainable development – thinking globally, acting locally.

What is the Eco-Schools programme?

Founded by the Foundation for Environmental Education (FEE) based in Denmark in 1992, Eco-Schools were recognised by



Tengku Hassanal planting the Podocapus plant at the Launching of 100 Eco-Schools Pahang.

UNESCO as the largest and most vibrant global sustainability programme.

The Eco-Schools programme is present in more than 95 countries, including Denmark, Germany, Greece and the United Kingdom, affecting the lives of 20 million students and one million teachers from 48,000 schools worldwide.

In facilitating the knowledge transfer, the Eco-Schools programme introduces a carefully structured seven-steps module, each central to the schools' greening transition.

Inspired by the 17 UN SDGs, students are empowered to initiate their own sustainability projects as part of the project-based learning (PBL) elements, ranging from biodiversity and nature, climate change, water, energy and many more Eco-Schools themes.

Gravitated around students' leadership and empowerment, the future change makers will be equipped with the necessary knowledge and skills to communicate environmental concerns effectively with their friends and family, prompting individual climate actions and paving the groundwork for the realisation of net-zero communities' goals by 2050.

The journey of Eco-Schools in Malaysia started in 2011 under the purview of WWF-Malaysia.

It gradually expanded to Melaka, Kedah, Perak and Pahang, with support from the respective state governments under the stewardship of the Green Growth Asia Foundation since 2015.

The latter succeeded as the Eco-Schools Malaysia national operator.

The programme is fully endorsed by the Ministry of Education and relevant federal and state agencies.

The 'E' in ESG principles

Focusing on environmental security, the Eco-Schools programme was designed to accelerate the fulfilment of the Nationally Determined Contribution (NDC) set by the government to cut carbon intensity against GDP by 45% by 2030 compared to 2005 levels, while preparing future talents for the emerging green economies opportunities.

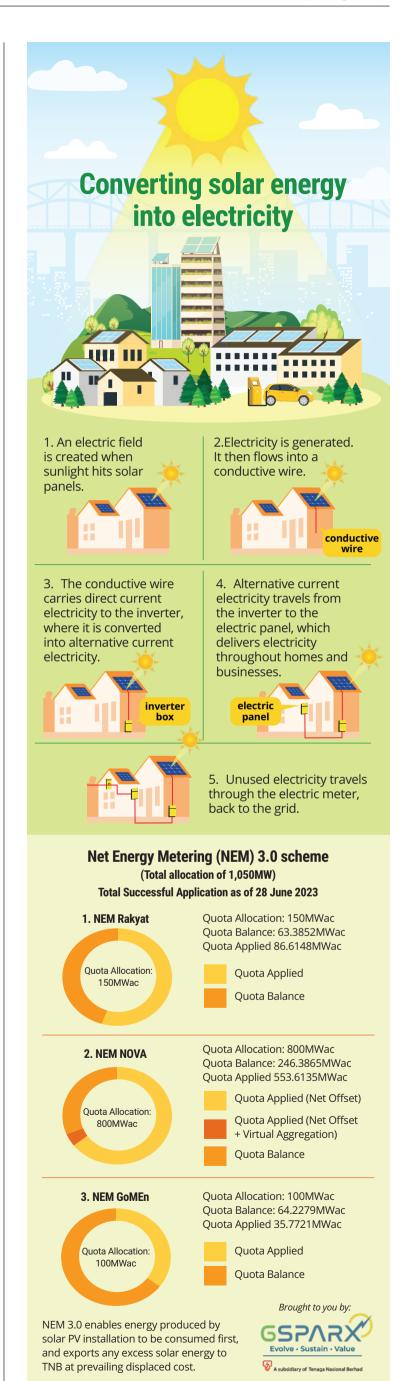
Eco-Schools Malaysia's royal patron, Pahang Regent Tengku Hassanal Ibrahim Alam Shah Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah said that "the Eco-Schools Programme is the ideal platform to foster exemplary values, raise awareness and recognition of current environmental issues through project-based learning".

Therefore, the private sector, government-linked companies and multinational corporations are invited to share expertise and promote the environmental education intervention as part of their outreach programme in line with the environmental part of the ESG principles – minimising ecological footprint and protecting natural resources.

By investing in sustainable education and Eco-Schools programme specifically, companies can contribute to a greener future while reaping the benefits of a sustainable and resilient business environment.

The ESG principles embedded into the programme will assist in the creation of a Green Workforce and innovators, supporting the National Green Agenda.

It demonstrates their commitment and dedication to preserving the environment and promoting a sustainable future to address complex sustainability challenges, echoing the values of Malaysia Madani and Net Zero Carbon Nation status by 2050.



10 FEATURE





TM introduces ASPIRE, a programme to develop future women leaders and unlock their full potential. — Photo by TM

By JESSIE LIM

ESGeditorial@thestar.com.my

ITH the strong notion that people are at the core of its value creation story, TM paves its next era as a human-centred technology company (TechCo) to shape a Digital Malaysia that empowers communities, businesses and the government.

Its aim is to connect its stakeholders to opportunities by providing them with innovative solutions that will help improve their lives and propel them closer to their next goals, and in doing so create a more sustainable world.

TM is staying attuned to the needs of its audience to help shape its every digital decision. To drive the company's goals and aspirations forward, it relies heavily on the skills and knowledge of its employees, or fondly known as *Warga TM*.

Change begins at home

TM's sustainability approach rests upon four pillars, one of them being "Putting People First" to create an inclusive and nurturing work environment that builds employees' careers and brings out the best of them.

Its work cultural statement #IniCaraKita (#ICK): We Own It, We Grow, We Innovate, and We Care, is instrumental in fostering a work-place where employees are accountable, innovative, and committed to creating sustainable impact for customers, businesses and people.

The four values are part of TM's 80-20 high performance culture where 80% of an employee's performance is based on their ability to meet or exceed their job key performance indicators, while 20% is based on their behaviour at work.

TM also conducts regular engagements including townhalls from divisional level to group level to not only ensure that the company's achievements, challenges and updates are communicated but transparency is practised across all levels. This is in line with its governance pillar of fair and transparent communications.

As it continues to put the needs of its employees at the forefront of its operations

and decision-making processes, it conducts its Organisational Health Index (OHI) bi-yearly survey to gauge internal sentiments while offering a platform for Warga TM to provide constructive feedback to the organisation.

Human capital investment and technology adoption

TM's Digital Way of Work approach looks at a flexible and dynamic work culture across the organisation to foster creativity and teamwork.

In addition, the company promotes a hybrid working arrangement whereby employees work from office three days a week, and two days from anywhere as this contributes to sustainability across several aspects including reducing office space, commuting time, stress, all while promoting work life balance and enhancing their overall well-being at the same time.

To promote seamless communication, productivity and efficiency throughout the organisation, TM invests in the latest tools, resources and cutting-edge technology including artificial intelligence (AI), analytics, robotic process automation (RPA) and agile collaboration applications.

Its field teams across the country are also equipped with digital tools and applications to better serve customers and manage TM's extensive network for optimal performance.

When it comes to diversity, equity and inclusion, all employees of TM have equal chance and access to career development, upskilling programmes, training and advancement opportunities regardless of their demographic profile.

Warga TM are rewarded according to the philosophy of "pay for performance" based on the outcome of their own performance as well as TM's overall performance rather than gender, race or physical capabilities.

Fair and competitive compensation and benefits are also ensured, such as annual increment and bonus, compassionate leave, insurance coverage, awards and recognition, medical benefits and more.

TM encourages employees to accumulate experience and cycles of learning through job rotations, thus creating opportunities to be promotion ready.

Upskilling and reskilling employees for a sustainable growth

To sustainably adapt and meet the ever-evolving market and business needs, TM offers on-demand learning such as LinkedIn Learning, Coursera and TM Learn to equip *Warga TM* with the necessary skills to remain competitive in a demanding market.

In moulding the company's next generation of leaders, the middle management and non-executives will be nurtured through development programmes that cover topics such as communication, and decision-making to give participants the opportunity to develop their leadership skills through hands-on learning activities, regular feedback and coaching.

Employees as the execution engine of transformation and performance

Apart from upskilling and reskilling its employees, the company aims to inspire and motivate employees by introducing new ways of working that will yield greater performance and efficiency.

> Agile@Scale: A new way of working to transform employees from rigid to resilient by working in squads that will expose them to specific ways of work such as sprint planning, daily stand-up huddle, retrospective and more.

Agile@Scale started off with Unifi, and seeing that it was a success, the programme will be extended to other lines of business within the next three years.

> ASPIRE: A Women's Advancement Programme: Recognising the importance of promoting gender diversity and equality in the workplace, TM introduces programmes like ASPIRE that play a critical role in helping women leaders achieve their full potential and contribute to the success of the company.

The first batch of talents have already onboarded the programme, and they will be groomed to grow their professional image and personal branding, explore skills to lead, negotiate and navigate today's workplace, and gain opportunities to network and connect with peers, mentors and sponsors to enhance future career progression.

Keeping employees' well-being in check

TM ensures that *Warga TM* are well taken care of by establishing policies such as no-meeting policy (after 6pm and on Friday mornings), well-being 360 programmes like financial literacy awareness, mental health webinars, "Life Coach" sessions and well-being first aider to provide personalised sessions from mental and physical health coaching to career development and more.

Warga TM as the key success factor of TM

In recognising outstanding performance and contributions to the company's success, TM believes in sharing the stories of their employees through awards as well as on social media.

The #IniCaraKita Award recognises *Warga TM* in applying the #ICK behaviours at work, while the Kaizen Award acknowledges those who initiate or enhance internal processes to improve employee experience.

Their hard work and the impact they have created does not go unnoticed as TM promotes their employees' "Life at TM" stories on social media with the tag #TMCareCrew – a small way of celebrating TM's everyday heroes.

Staying true as a human-centred TechCo, TM believes in helping everyone realise their aspirations by scaling big ideas, building new businesses and taking better care of our planet.

To do all these, it starts with its people.



People are at the core of TM's value creation story. — Photo by TM $\,$

An aerial view of Sg Rasau water ponds.



There is still water for everyone

In conjunction with World Environment Day this month, we take a look at what Air Selangor has in the pipeline to achieve water resilience in the face of climate change challenges

By JESSIE LIM

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ITH El Nino unleashing its wrath, causing severe drought that is predicted to last for the next few years, many are left wondering if there is enough water to go around.

The answer is a rippling yes.

By 2030, the projected water demand in Air Selangor's distribution areas in Selangor, Kuala Lumpur and Putrajaya is expected to reach 6,910 million litres per day (MLD) while its production capacity will achieve 1.2x more, that is 8,400 MLD.

The largest water services provider in Malaysia has been proactively taking steps to ensure a resilient supply of clean water for over 9 million consumers, including forming a climate change taskforce to drive initiatives towards climate change adaptation, particularly for drought and flood events.

A strategic framework is in place to ensure there are water supply alternatives, operational readiness and water demand modifications, as well as environmental and water quality maintenance.

Air Selangor has also conducted dam profiling to prepare for the effects of climate change such as flood risk assessments to develop flood management strategies, hydrological analysis for inflows, outflows and water storage capacity, and structural integrity caused by changes in temperature.

The water services provider is also working closely with the Selangor government's Raw Water Guarantee Scheme (SJAM) to provide and execute support in ensuring that a continuous supply of raw water will be channelled to water treatment plants in Kuala Lumpur, Selangor and Putrajaya in the event of raw water quality issues within the river.

Building water supply resilience through infrastructure

Air Selangor's efforts in building water supply resilience remain steadfast to cater to the ever-growing water demand due to urbanisation and population growth while navigating challenges that cause raw water shortages like water pollution and climate change.

Last year, Air Selangor issued its third and fourth tranches of Sukuk Murabahah with net proceeds totalling RM1.3bil, of which RM1bil was issued under the Sustainable and Responsible Investment Sukuk Kelestarian Air Selangor (Sukuk Kelestarian). In April this year, another RM700mil was issued under its fifth tranche consisting fully of Sukuk Kelestarian.

As of September 2022, RM937.7 mil of Sukuk Kelestarian has been allocated for eligible capital and operating expenditure:

> Sustainable water management: About RM308.3mil was allocated to maintain and improve production and distribution efficiency to minimise service disruptions, reduce water losses, lessen impact on the environment and improve water quality.

> Sustainable water supply: An allocation of RM629.4mil was utilised for projects, including the development of the new Rasau Water Supply Scheme Stage 1, and the maintenance of exist-

nance of existing water

MLD

910 MLD

ojected Water
Demand)

treatment and distribution infrastructure.

Through the Rasau Water Supply Scheme, the overall water reserve margin will increase, thereby reducing dependence on the Sungai Selangor river basin that is currently the primary raw water source for the Klang and Petaling regions.

This is to help mitigate the risk of water supply disruption to consumers, and 9 poten-

tial water sources have been identified in the form of off-river storage (ORS) facilities, the largest being about 185 hectares.

The completion of the Rasau Water Supply Scheme by 2030 is expected to produce clean water supply of up to 1,400 MLD for consumers in the Klang, Petaling and Kuala Langat regions.

There are also more non-revenue water initiatives to reduce the loss and wastage of clean water while in the water distribution system, with a 25% reduction target by

On top of that, Air Selangor has a reclaimed water venture with Indah Water Konsortium (IWK) producing up to 4 MLD of non-potable reclaimed water for industrial use at its water reclamation plant in Setia Alam.

Air Selangor has updated its mobile app with the i-ERP system to offer consumers rea time updates, and the availability of support services

such as Pusat

Khidmat
Setempat, public water taps
and commercial filling stations in the
event of a
scheduled or
unscheduled
water supply
disruption.
Additional

units of water
tan ers have also
been purchased to
enhance operational
capability and improve the

efficiency of fleet movement during service disruptions.

Adapting to climate change: A concerted effort is a must

Water conservation is also necessary to manage domestic water demand; domestic water usage post-pandemic was at 35.6% higher in 2022 than the government's target of 160 litres per capita per day set in the Malaysia Environmental Sustainability Roadmap 2030.

A Water Conservation Roadmap 2022-2025 has been established by Air Selangor to govern all domestic water conservation programmes under its purview and at the same time ramp up its engagement programmes to address the issue.

Strategic partnerships with various government agencies, regulators, local authorities and non-governmental organisations are aimed at educating the public on the importance of efficient water usage in achieving water supply sustainability.

One of them is the Water Conservation Master Class series published on Air Selangor's social media space to boost public knowledge on the topic, anchored by the Hydro Squad featuring a team of celebrities and influencers to help drive the key messages across.

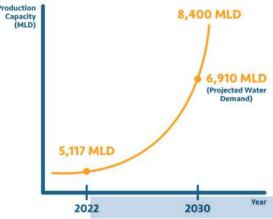
Partnering with more schools in educating and inspiring youths on the importance of water conservation are in the works, following the success of the Air Selangor x Boboiboy Air video series, and a collaboration with the Universiti Malaya (UM) Water Warriors to launch #KitaJagaAir Challenge 2022.

A pilot project was conducted in 2022 in partnership with the Subang Jaya state assemblyman to reduce domestic water consumption using water efficiency tools while increasing consumer awareness of the availability of low-cost water savings solutions.

A total of 100 households comprising apartments, terraces and bungalows volunteered to participate in the project and have thus achieved sustained reductions in overall water use.

Riverbanks of Sungai Kuang, Sungai Labu Intake, Sungai Pusu, and Sungai Taman Melawati have been given a new lease of life as Air Selangor employees together with Friends of Rivers and surrounding communities have cleaned and beautified them, in support of the National River Trail project.

Air Selangor's continuous commitment to ensure clean water security and resilience remains at the forefront, with the hope that everyone including consumers will do their part to conserve the rivers and use clean water mindfully.



Air Selangor's production capacity is expected to be higher than projected water demand by 2030.



Climate change: Tips on how to make water-saving fun

WATER is a precious resource that we often take for granted. As the world grapples with water scarcity and the urgent need for conservation, especially as we face the challenges of climate change, it's crucial that we all do our part to make sure we do not waste water in our daily lives.

Our current excessive water usage has far-reaching consequences extending beyond our immediate concerns. If we continue on this path, future generations will have to survive in a world where clean, accessible water is a luxury rather than a basic necessity.

The consequences of our actions are already evident – droughts, dwindling water supply, and ecological imbalances have become all too common.

By being proactive and mindful in our water usage today, we can help to safeguard the quality and access of water in the future.

Being conscientious with our water ensures that ecosystems have sufficient water to support biodiversity and maintain delicate ecological balances.

Additionally, reducing our water consumption helps alleviate the strain on energy resources, reduces water treatment costs, and lessens the overall environmental impact.

That said, did you know how much water we use for the different activities at home? Air Selangor has collected data that illustrates our typical water usage in its proportion (see visual) following measurements and information derived from relevant research and resources.



Showering

22% **Toilet**

18% Laundry

Others

Drinking and Cooking



Personal Hygiene

Doing our part to conserve water

It is imperative that we change our usage habits to be more conservative and stick to them.

With the surging heatwave leaving citizens dreading to step out of the cool comfort of their homes or scurrying to find the closest shade outside, people are bound to search for ways to cool down.

In this article, we will explore a few practical tips that will hopefully help in building the habit of effective water usage and inspire you to make small changes to contribute to the preservation of this vital

By implementing water-saving tips into our daily routines, we can make a significant impact on water conservation.

Turning shower time into a friendly competition, using fewer pots and pans in the kitchen, and investing in water-efficient toilets are all effective strategies to reduce water wastage.

Every drop counts, so collectively our efforts can make a substantial difference in preserving this precious resource for future generations. Let us embrace these simple changes and become mindful stewards of water.

Together, we can make a splash in the fight against water scarcity and create a sustainable future.

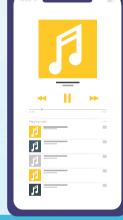
Showering and personal hygiene

Turn it into a game: Create a playlist of your favourite songs that lasts around five minutes and challenge yourself to finish showering within that time frame, or challenge family members to see who can take the shortest shower or brush their teeth using the least amount of water.

Set a timer and make it a friendly competition where points are rewarded.

Once points have been accumulated, they get to claim a prize e.g. their favourite snack, or ice cream, who gets to have the remote control longer, etc.





Drinking and Cooking

Use fewer pots and pans when cooking: Consider one-pot recipes that not only challenge your creativity and leave you with delicious creations, but you will also have less to wash thereby saving you water and lots of time for something else!

Also, consider using one glass or a mug with a lid all day instead of washing each time and taking new ones.



Becoming leak detectives:

According to the BBC, a uripping tap that leaks six drops a minute is enough to fill seven bathtubs. One fun way is to get the children involved and go on a leak hunt together whereby they listen closely for sounds of dripping water or running toilets – like an investigation, if you will!



Laundry

Re-wear favourite clothes:

Apart from running on a full load, and using the shortest cycle possible, consider re-wearing your non-stained, nonsweaty clothes. This way, you wash less, thereby reducing water consumption.



Schedule your showers: Water tanks located on the roof are exposed to the scorching sun throughout the day, thus increasing the temperature of the water inside it. Taking showers earlier in the day could ensure that your showers are cool and therefore you won't have to run the tap in

futility, wishing for the cool splash of water that will take a while to come.

