

Annual Report

2023



Zero Waste
Malaysia



Table of Contents

Director's Note	3
Committee & Management	4
Zero Waste Malaysia	5
Snapshot of 2023	6
2023 Impact Summary	7
Industry Overview	8
Awards & Accolades	9
Zero Waste Ecosystem	10
Learning Across Borders	11
Communities & Engagements	13
Online Media & Marketing	14
Our Eco Warriors	15
Green Wira Programme	16
Events & Programmes	17
Workplace Sustainability	19
Financial Performance	21
Way Forward	22
Special Thanks	23
ZWM Resources	24



Director's Note

The year of 2023 has been particularly special for us as we ventured beyond our borders, reaching out to a wider audience and sharing our passion for sustainability with the world.

One of the highlights of 2023 was the successful launch of the Green Wira Programme (GWP). This pilot programme holds a special place in our hearts as it embodies our commitment to empower local educators with the knowledge and skills necessary to spearhead sustainability environment in their schools. By equipping educators with essential environmental education, we are sowing the seeds for a more sustainable future generation.

Moreover, we had the privilege of showcasing our work on various international platforms, from attending the Financial Times Summits in Singapore to participating in an in-service training and networking session as part of the inaugural batch of Asia Beautiful Fellow in South Korea. These experiences have not only allowed us to share our expertise but have also enabled us to learn from and collaborate with like-minded individuals and organizations on a global scale.

On the ground, our engagement in the identification of high-risk single-use plastics through stakeholder focus groups, led by Lasaju Consulting and WWF Malaysia

has further underscored our commitment to driving meaningful change at the policy level. By lending our expertise and insights to such initiatives, we are actively contributing to the development of sustainable solutions to combat single-use plastic pollution.

I want to extend our gratitude to our supporters, volunteers, and team members for their dedication and commitment to our cause. Your contributions have been instrumental in propelling our mission forward - A Greener Malaysia.

As you delve into our annual report, I invite you to join us in celebrating our achievements and envisioning the possibilities that lie ahead. Together, **One Step at a Time**, let us continue to champion the cause of sustainability and work towards a world where zero waste is not just a dream but a reality. Thank you for being part of this incredible journey.

Co-founder & Director of ZWM
Khor Sue Yee



Committee Board of 2023



President
Khor Sue Yee



Vice President
Marylyn Poh



Treasurer
Angie Elsie Roger



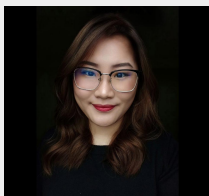
Secretary
Denise Wong



Committee Member
Poh Phiak Kim



Committee Member
Teong Po-Chien



Committee Member
Chong Xin Thung
(Sabrina)



Committee Member
Kee Yan Kai



Committee Member
Tham Hoay Min
(Jessica)

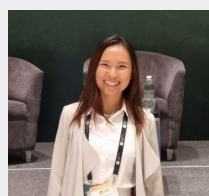


Committee Member
Ong Shi Jie

Management & Operating Team



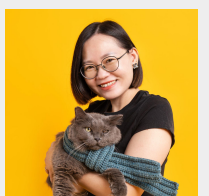
Director
Khor Sue Yee



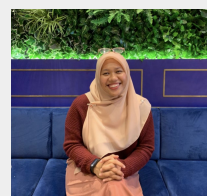
Head of Finance & Business Development
Jasreel Lim



Programme & Outreach Executive
Tasha Sabapathy



Programme Lead
Irene Chooi



Programme Assistant
Azimah Hafsyah

Who is Zero Waste Malaysia?

Our vision is to build a waste-free and sustainable future for Malaysia.

Our mission is to be the largest and influential ground up environmental community to drive social and systemic change for a sustainable future in Malaysia.

Established in 2016, Zero Waste Malaysia (ZWM) is a non-profit organisation that believes in sustainability education and action, providing environmental awareness to the general public. With less than 6 years to achieve the Paris Agreement targets and UN Sustainable Development Goals in 2030, we believe every action at every scale, matters.

From individual actions (micro-scale) to initiatives by businesses and the government (macro-scale), a zero waste approach encapsulates the solutions to today's environmental, economic and social problems encompassing climate change, food security, and resource depletion to name a few.

As the largest environmental community group in Malaysia, we engage with individuals, community groups, corporates and other stakeholders; working closely with organisations to bring sustainability to the workplace. To make zero waste living accessible, we act as a resource hub with educational content and organise outreach campaigns that align with our values.



Snapshot of the Year

JANUARY

- Sri Bestari Case Study
- The Interceptor - Site Visit



MARCH

- Student Collaboration with GREW
- BFM on Incineration with CAP
- Rainbow Warrior by Greenpeace



MAY

- Spirit of Football Collaboration
- Let's Talk Blood Livestream
- Karma Yoga Community Sharing



JULY

- SUP.rise Launch Event
- Trashpedia Outreach Programme 1.0



SEPTEMBER

- Financial Times Moral Money Summit in Singapore
- WWF #Wegotthis Incubator
- Trashpedia Outreach Programme 3.0



OCTOBER

- High Risk SUP Stakeholder Discussion
- Carlsberg's Top Ten Charity Campaign
- Trashpedia Outreach Programme 4.0
- Launch of our pilot Green Wira Programme



FEBRUARY

- PLANET US Sessions with Biji-biji Initiative
- Zero Waste Academy - Philippines Trip



APRIL

- Lifeline Clothing Factory Visit
- PJ Eco Recycling Plaza Volunteering



JUNE

- Volunteer Training



AUGUST

- Zero Waste Office Programme with Air Selangor
- Trashpedia Outreach Programme 2.0



NOVEMBER

- Earthshot Prize Week



DECEMBER

- Annual Gathering @ Dignity Farm



2023 Impact Summary



In 2023, ZWM has shown significant growth by taking on new projects, forging new alliances with stakeholders and quantifying the extent of impact created.

10,861

Audience Impacted
From talks, programmes
and events conducted.

5,139

Estimated kgCO₂e
reduced through talks,
workshops, and events
conducted.

435kg

**Recyclables
collected**
from ZWM outreach
and education
programmes.

74

**Talks, workshops and
events**
conducted and
organised in 2023.

25

Total Volunteers
who supported our
mission during this year.

47

**Companies and brands
worked with**
on various programmes
and sessions.

37

Total Media Mentions
across the year covering
various topics and
events.

88%

**Willingness to take
Zero Waste Action**
after participating in
ZWM programmes.



Industry Overview

The alarming truth is that the rate at which waste is being produced in Malaysia has gone beyond our capacity to manage and process sustainably. Malaysia generates more than 30,000 tons of municipal solid waste daily, which amounts to 1.17kg of waste daily per person. Locally, food waste is the highest municipal solid waste contributor, followed by plastic, paper, mixed organic, wood, and others¹.

As the population of Malaysia grows, so will the amount of waste produced. The majority of this waste is dumped into landfills. Based on the National Solid Waste Department, Malaysia has 165 landfills, 8 sanitary landfills and 3 inert landfills. **However, local environmental experts have predicted that if nothing is done to reduce waste, there will be no space left in landfills by the year 2050².**

To dive in further, we conducted a survey to analyse the current public perception on environmental issues and what Zero Waste Malaysia can focus on moving forward to support stakeholders' needs. The main themes include the key people and organizations driving environmental change, beneficial resources for sustainable living, and priority areas for ZWM. Who holds the most responsibility to drive environmental change in the public's opinion? How can we encourage the public to take individual action and drive environmental change?

2023 Stakeholder Survey Results

GOVERNMENT
&
CORPORATES

Voted as most responsible to drive environmental change.

72%

Are currently taking action/making changes in lieu of climate change issues.

61%

Expressed that there is a lack in availability for local zero waste resources.

62%

Want ZWM to focus on Zero Waste Education at schools.

Source(s):

¹[Business Today \(2023\)](#)

²[Shakil, et. al. \(2023\)](#)



Awards & Accolades



Buro Impact Award

ZWM's Director was recognised as Buro Malaysia's Sustainability Hero of the Year 2023, taking the opportunity to highlight our Green Wira programme that launched in 2023.



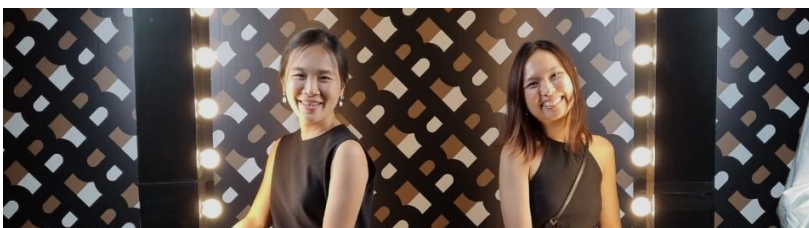
Bella Feature in Citta Bella Malaysia

Citta Bella selected and interviewed ZWM Director about sustainable living and the benefits not only to the world but in her own life.



Wiki Impact Top 100 Changemakers

Among the many changemakers, ZWM's Director was shortlisted as a changemaker doing solid impact work, changing society and the environment for the better!



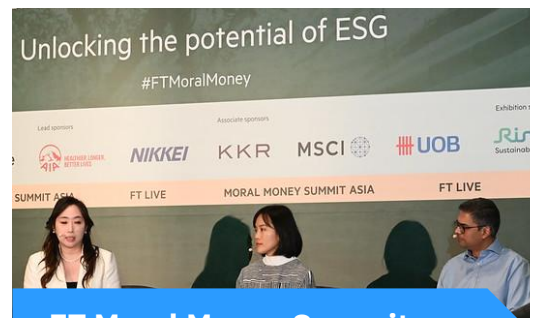
Panel Discussion with Hugo Boss and Tatler Asia

Recognised as Gen.T honouree in 2022, ZWM's Director was invited with other honourees to share her personal journey and the sacrifices made along the way.



Asia Beautiful Fellow

Selected from a group of innovative social leaders, our Director was invited to South Korea for in-service training and networking.



FT Moral Money Summit

ZWM was invited as a panelist for the Financial Times Summit in Singapore on a panel with 2022 Earthshot Prize winner, also attended by YB Tuan Nik Nazmi.



Zero Waste Ecosystem

The past year saw ZWM forge new connections and build relationships with different stakeholders, ranging from students to corporations. This connections allowed ZWM to share zero waste movement and opportunities.

Cross-state projects and Stakeholder Engagements

We had the opportunity to spread the Zero Waste message across Malaysia reaching audiences in Penang, Langkawi, Johor and even East Malaysia. To read more about these projects, please refer to the Corporate Engagement section.

Resource Enhancement

Zero Waste Malaysia Map

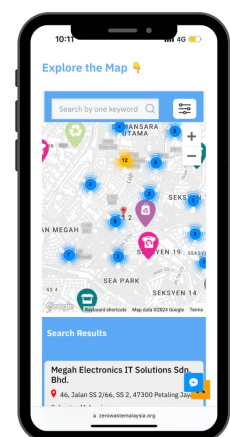
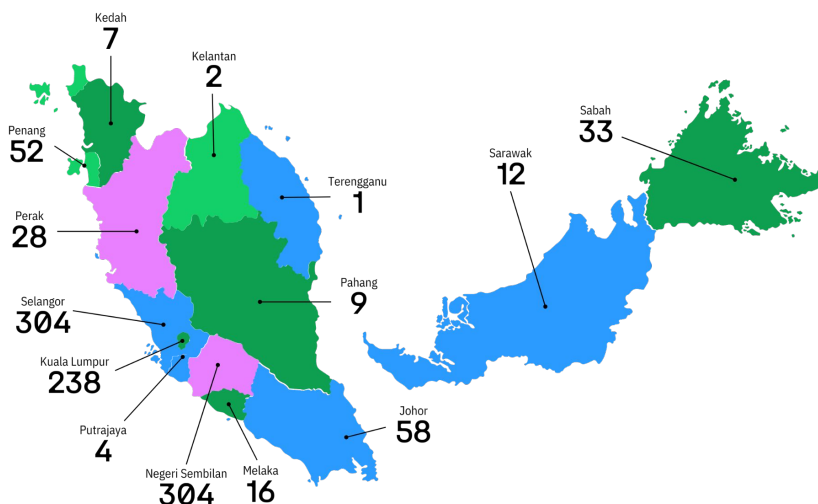
Being the top favoured resource by our community, our Map tool underwent a revamp including an improved user experience and user interface.

The tool can now filter zero waste services by keywords, location and covers both West and East Malaysia.

Our role in Malaysia's Plastics Roadmap & Single-Use Plastics Focus Group:

Initiated and led by Lasaju Consulting and WWF Malaysia, ZWM was invited as part of the stakeholders providing perspectives on Addressing Problematic and Unnecessary or High Risk Single-Use Plastics to Achieve Plastic Circularity in Malaysia. By joining the focus group discussions, ZWM is one step closer to their milestone of a bigger environmental change.

Zero Waste Malaysia Map - Pins Overview



For more, please visit zerowastemalaysia.org/map/

Learning Across Borders

The ZWM team had several learning opportunities in 2023, which expose us to enriching experiences and stay up-to-date with the latest trends and developments in the Zero Waste movement globally.

Zero Waste Academy (ZWA) - JAN/FEB 2023

Early in the year, ZWM participated in a zero waste implementation course both online and in the Philippines. After a physical 9 day workshop, ZWM registered as part of the Global Alliance for Incinerator Alternatives (GAIA) and Break Free from Plastic Movement (BFFP) network, where we continue to learn from our Asia Pacific alliances. The ZWA was designed by GAIA Asia Pacific and Mother Earth Foundation, intended to give Zero Waste practitioners, policy-makers, and businesses the tools to implement a Zero Waste program in their respective cities and communities.

Asia Beautiful Fellowship - MAY 2023

Our co-founder and Director, Sue Yee was selected as part of the Asia Beautiful Fellow, together alongside three Asia Beautiful Fellows to solve various climate issues in developing nations across Asia. She had a chance to visit Beautiful Store Foundation HQ in Korea, immerse in the Hangul Culture and cross exchange with different beautiful fellows.

Since 2010, The Beautiful Store Foundation has selected about 43 Beautiful Fellows in South Korea and turned them into innovative social leaders who try to solve a variety of social issues through business.

WWF Singapore Campaign Incubator - SEPTEMBER 2023

To strengthen our Green Wira Pilot Programme Launch, ZWM signed up for WWF Singapore's We Got This Campaign Incubator which was a 3-day programme on delivering sustainability campaigns, where we got to meet incredible storytellers and impact makers in the Singapore space.



Other Stakeholder Engagements

Spirit of Football at MAHSA University

ZWM was invited as one of the workshop hosts to share about SDGs, spread awareness and engage with students. Partnering with non-profit, Spirit of Football, we facilitated creative learning sessions and cross-cutting themes between sport and sustainability.

Financial Times Moral Money Summit Asia

Invited as one of the panelists for the Financial Times' Moral Money Summit, we discussed 'Social and climate activism', sharing about bringing youth voices into the conversation, embracing diversity in the industry and varying perspectives.

Nearly 700 people registered for the event and we had 280 delegates join us in-person across the two days (with more watching online). A highlight is sharing Zero Waste Encyclopedia and ZWM education programmes with Environment Minister of Malaysia (NRECC), YB Tuan Nik Nazmi Nik Ahmad.



Infomxchange's Digital Transformation Programme 2023/24

ZWM is one of the 47 organisations selected to participate in a pro-bono digital transformation programme to support our use of technology in driving impact. The programme taught NGOs how to use technology to deliver services more effectively, improve staff productivity and better serve communities in need. This was done through coaching and webinars over the course period, the restructuring of our online filing systems and an upcoming summit in June 2024.



Communities & Engagements

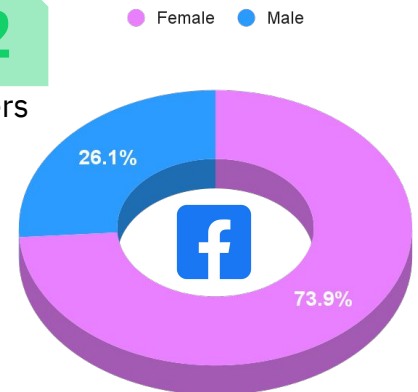
From a group of 5 people to 49,000

Without the support of everyone involved in the Zero Waste Movement, ZWM would not have been able to spread much awareness, engagement from different stakeholders and community. This includes all members of our FB Community Group, our Zero Waste businesses, recyclers, waste workers, bulk stores, wet markets, and of course, our dear volunteers.

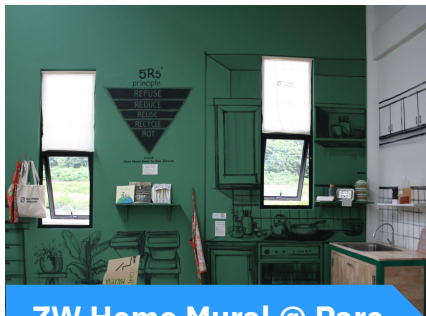
Demographics

49,552

Group Members

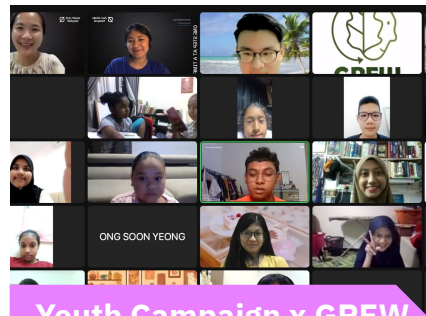


Community Education



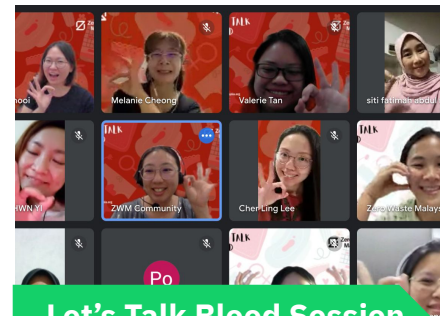
ZW Home Mural @ Parc

Collaborating with local artist duo Co2_Karbondioksida and our community, we designed an interactive 3D Zero Waste Home Mural.



Youth Campaign x GREW

Working with education NGO GREW, we supported local students with their zero waste night market campaign.



Let's Talk Blood Session

Our volunteers put together an intimate discussion on the use of zero waste menstrual products for the community.

Other Activations

- Community Sharing and Mindfulness Session with Karma Yoga
- Student Collaboration with Taylor's Diploma Students and Hanky Planty
- Cross Sharing of Knowledge with our Zero Waste Solutions Network (ZWSN)

**Our ZWSN Community is our network of recyclers, refill providers, repair services and more. Currently, 27 members have aligned goals to our mission.*



Online Media & Marketing



Facebook Followers

22,793



Instagram Followers

20,146



Instagram Followers

1,562

2,290

Kosong-kosong Newsletter Subscribers

32,418

Downloads across resources

32,711

Trash Encyclopedia Users to date

37 Total Media Mentions

Media Mentions and Coverage



TheStar

BUSINESSTODAY

malaysia
news and views that matter

The Malaysian Reserve

NEW STRAITS TIMES

中國報
CHINA PRESS

Below are some of the online content we were able to share with our audience that sparked insightful conversations about waste management from events, by people from different industries and across various languages.



Review @ Coldplay's Concert - 24.2k Views

We filmed a review of the low waste initiatives held by global band Coldplay in Kuala Lumpur.



Fabric Recycling Factory Visit - 25.5k Views

Our volunteers got to see the backend of what happens when we recycle our fabrics.



Radio Session with Ai FM - 11.5k Views

Shared our interview session with Ai FM on the Green Wira Programme on Social Media.

Our Eco Warriors

Volunteer Community

We are grateful for the invaluable commitment, skills, and expertise of our volunteers, who have been an essential part of ZWM's success.

Our volunteers have supported the organisation's growth through content creation, community building, knowledge sharing sessions, event coordinating and more.

Upskilling and ensuring our team is able to achieve their personal goals was committed through various site visits and bonding sessions to recycling facilities, river clean-ups and our annual dinner at Dignity's Bentong Farm.



“Volunteering with ZWM offers me the chance to connect with individuals who share the same values and visions as I do. It also provides valuable learning experience to me, from zero waste practices to personal growth. I’m delighted to be part of the journey towards cultivating a zero-waste Malaysia.”

Wicia Fong, ZWM 2023 Volunteer



Green Wira Programme

To build a waste-free Malaysia, Green Wira Programme was created to empower the next generation. The Green Wira Programme is a free educate-the-educator programme that is available in English and Bahasa Malaysia. This programme equips local educators with essential environmental knowledge and skills, needed to develop and implement their own sustainability projects at their respective schools.

TRAIN and empower selected educators

Educators will **PROPOSE** action plans for schools

Top TWO projects are **PILOTED** with seed funding

Pilot serves as a **MODEL** for future cohorts

30

Schools participated in this Pilot Programme by signing up for our online course that covered 5 sustainability modules

50

Educators empowered the Top 20 by inviting them to a 3-Day Bootcamp to perfect their zero waste implementation skills

GWP is now completing the Pilot cohort and is actively looking for partners who wish to support upcoming cohorts in building more Zero Waste Schools. For more, please email info@zerowastemalaysia.org



Best Content Award

#WeGotThis Youth Sustainability Incubator Programme 2023



WWF

TEMASEK
FOUNDATION

Featured by

BFM 89.9
The Business Station

TheStar

BUSINESS TODAY

SYOK



有你有愛 自由自在



BERNAMA

Lite

Brought to you by

In collaboration with

Endorsed by

Our Flagship Event

SUP.rise Launch Event @ Parc

In conjunction with Plastic Free July, ZWM collaborated with Hara Makers and Parc to raise awareness of Single-Use Plastic (SUP) and kickstart the monthly recycling programme at Parc, a community space. Besides the launch, the programme included:

- The launch of 10-metre tall balloon installation made of single-use plastics, created by Hara Makers;
- Trashpedia Recycling Programme, a chance to bring your recyclables and learn about proper waste segregation;
- T-shirt silk screen printing, bringing cloth materials to get zero waste style merchandise;
- Food and drinks from vendors that allow Bring Your Own Container (BYOC);
- An engaging panel discussion.

Stand with us against the plastic crisis by learning about what we could do to build better solutions.

300

People attended the event

89kg

Clean recyclables collected from the community

187 kgCo2

Emissions avoided from waste diverted from landfills

122

Units of single-use disposables avoided throughout the event

Supported By



Left: YB Puan Michelle Ng
Right: YB Puan Yeo Bee Yin



Community Programmes

Trashpedia Outreach Programme “TOP”

Trashpedia or also known as “Trash Encyclopedia” is a digital all-inclusive guide to waste segregation. This resource was created by ZWM to educate what 101 common Malaysian household waste items are made of, how and where to recycle and how to swap with a sustainable alternative.

We encouraged the public to bring along clean recyclables and Young Explorers aged between 8 to 14 years old guided them how to sort trash so that it has a higher success rate of being recycled. The vision was to encourage the public to practice clean and dry recycling for recyclables to be recycled - waste redirecting back to value chain to build a circular economy.

4

Cycles of the programme conducted

280kg

Recyclables collected from public

509 kgCo2

Emissions avoided from landfill diversion

30

ZWM Young Explorers involved

With special thanks to



Workplace Sustainability

Over the course of 2023, we have reached

7,242 individuals

through various workshops, talks and programmes.

We hit a few milestones with our corporate sustainability this year including running a multi-state education campaign and a 3-month office transformation programme.

ZWM x Carlsberg Malaysia's Top Ten Charity Campaign

The Top Ten Charity Campaign is a community engagement programme that aims to support vernacular education with the vision of 'Brewing For a Better Today & Tomorrow'. This year, Carlsberg Malaysia has partnered with Zero Waste Malaysia (ZWM) to educate the beneficiary schools on waste management and sustainability practices. A total of 11 environmental talks were conducted at 10 public primary schools, educating and impacting more than 2,000 students.



70

Talks & workshops
Conducted in 2023

527

Talks & workshops
Conducted in 2023

91.8%

Recommendation
From 2023 Clients

87.9%

Interested to DO More
After attending sessions

Air Selangor Zero Waste Office (ZWO) Challenge

The ZWO Challenge was organised for employees to learn to reduce workplace waste, build and integrate the sustainability mindset within their departments or regional offices. Especially, practicing how to clean and dry recyclables in the right way.

The 3-month programme covered educational sessions, zero waste office implementation with guidance and feedback from our team. Some of the actions taken by employees include:

- Setting up recycling bins
- Package free lunches (buffet-style)
- Set up a reuse corner
- Waste-focused Board games



Low Waste Campaigns

An essential part of our mission to normalise zero waste is working with selected brands who are passionate and keen to reduce waste by taking action. Here are some of the meaningful projects we were able to support with in 2023.

Muji Paper Bag Campaign

Muji has partnered with ZWM for the second year in a row for the Paper Bag Campaign to encourage shoppers to Bring Your Own Bags (B.Y.O.B). A number of zero waste workshops such as food waste upcycling and T-shirt upcycling have been conducted at several Muji outlets to educate the Muji community about sustainable living.



Aesop MY's Rinse and Return Campaign

Rinse and Return initiative allows shoppers to return their cleaned aluminium, plastic and glass cosmetic packaging to any Klang Valley signature store, where it will be collected and transferred for future recycling. For each Aesop container returned, the proceeds were channeled to ZWM.



Reencle Foodcycler Giveaway

Giveaways often encourages excess consumption, but Reencle giveaway is promoting an innovative solution that reduce food waste. Raising awareness about food waste by making composting a breeze!



Financial Performance

Chart 1: Total Revenue in 2023

Sources of income	Amount (RM)	Percentage (%)
Donation	4,782	1%
Outreach events & sponsorships	115,609	20%
Education programmes, workshops, talks	173,096	29%
Grant	290,112	49%
Other income	9,217	2%
Total	592,816	100%

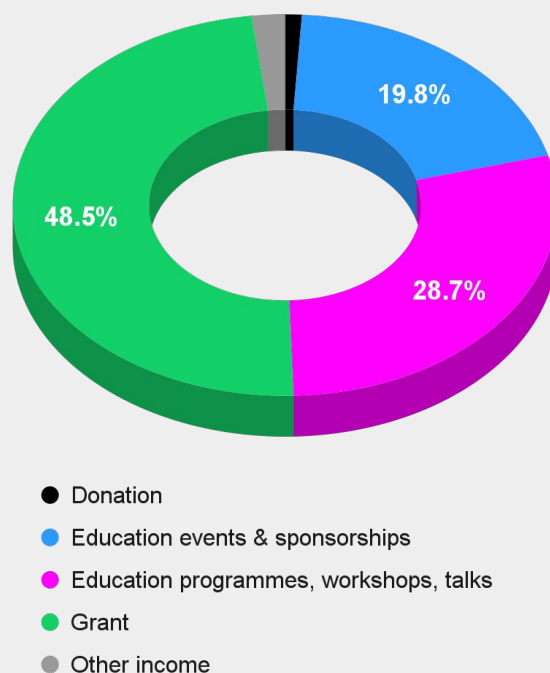
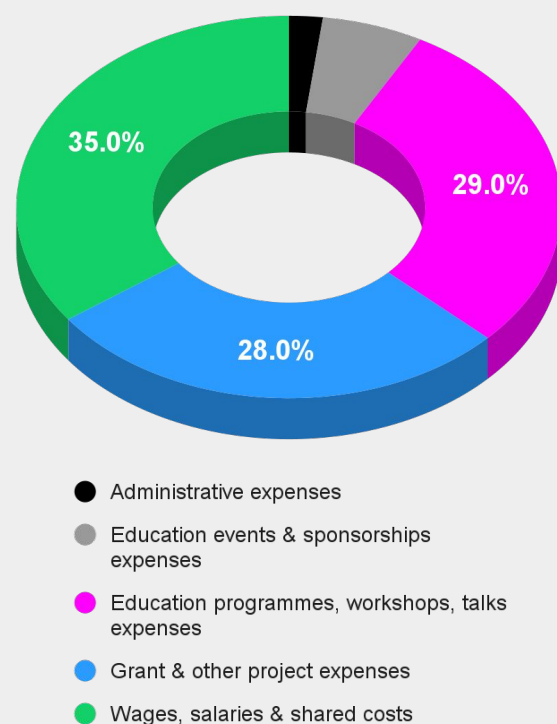


Chart 2: Total Expenditure in 2023

Types of Expenditure	Amount (RM)	Percentage (%)
Administrative	8,472	2%
Outreach events & sponsorships	33,791	6%
Education programmes, workshops, talks	159,227	29%
Grant & other project	155,022	28%
Wages, salaries & shared costs	193,838	35%
Total	550,350	100%



Way Forward

2023 has been a year of growth and milestones for us as we successfully expanded our operational team, dived deeper into different sectors and involved in more various stakeholder discussions.

This sets the baseline and benchmark to push forward the zero waste agenda in Malaysia as we embark to:

- **Transform the education sector** through working closely with teachers and schools in the Green Wira Programme;
- Research and participate in stakeholder's **waste management policy discussions** and;
- Provide continuous **corporate sustainability education**, driving environmental education in 2024.

To achieve these, we welcome and look forward to more partnerships, collaborations and support in any capacities that align with our vision and mission to *build a waste-free and sustainable future*.



Green Wira Programme
Cohort 2.0 is in the works!



Waste Policies
Relearning and Positioning



Special Thanks

As always, we could not have accomplished anything mentioned in this report or beyond without the support from our teams, volunteers, partners, collaborators and community members. Here are several special mentions that contributed to our cause in the past year:

- [Menn Studio](#)
- [Co2 Karbondioksida](#)
- [Hara Makers / Reimagine Plastic](#)
- [Puregreen Digital](#)
- [Graze Eatery](#)
- Joden & [Little Stone Production](#)
- [Recircle Malaysia](#)
- Aesop Malaysia



Zero Waste Resources

Trash Recyclability

What's recyclable and what's not?
What goes into the paper bin?
plastic bin?

Trash Encyclopedia

"Trashpedia"

trashpedia.zerowastemalaysia.org

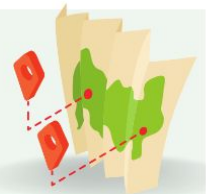


Where to go?

Where can I recycle?
Where can I repair my devices?
Where can I buy package-free?

Zero Waste Map

<https://zerowastemalaysia.org/map/>



Just starting out?

What is zero waste?
How to go zero waste?
What's the first step to take?

MY Zero Waste Life

"Summarised Handbook"

<https://zerowastemalaysia.org/bersamakitazerowaste/>



Workplace

What's a zero waste office?
What practices can we do @ work?
How to reduce waste @ work?

ZW Office Handbook

tinyurl.com/zwmoffice



Organising an event

How to have a zero waste event?
Minimising waste at parties.

ZW Event Handbook

tinyurl.com/zwmevent



For the young ones!

11-17 Year Olds

Looking to educate your kids on sustainable living?
What about an online course!

ZWM Lesson & WOW

"Wira Zero Waste"

tinyurl.com/zwmlesson



For educational videos & tutorials,
check out www.youtube.com/@ZeroWasteMalaysia

