



PROJECT 0

Zero Waste Malaysia

SPECIAL REPORT

1ST DEC 2019 - 31ST DEC 2019

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Project 0 is Zero Waste Malaysia's first ever fundraising campaign that takes place for one month in December 2019.

The name "Project 0" symbolises the starting point of the fundraising campaign at RM 0 and it also coincides with ZWM's purpose on 0 (zero) waste. Project 0 aims to raise RM100,000 to fund for our operations in 2020.

This report features all the activities that occurred during the campaign, all parties involved in helping us to raise funds, and a brief discussion on our post-mortem survey.



FUNDRAISERS & CONTRIBUTORS

In order to generate a higher engagement rate with the general public, ZWM reached out to individuals, groups and companies who were able to support us in our Project 0 campaign. More than 40 of them responded to the challenge and reached out to their immediate community to contribute. Following is the list according to alphabetical order:



Adelynn Lim

Fundraised through Simply Giving as a Christmas Gift to ZWM. In return, she offered thank-you treats to her donors in the form of challenges, personalized poems, etc.

Amount raised: RM 1,216.73



Amalina Ariffin

Fundraised through Simply Giving, and pledged to have a vegetarian diet and low waste lifestyle for 1 week.

Amount raised: RM 437



Aurora Tin

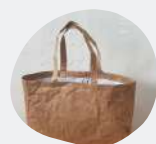
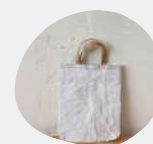
Fundraised through Simply Giving, and pledged to conduct 1 free talk for every RM1,000 donation. Aurora also boosted the total donation to hit RM75,000 by pledging to swim in a frozen lake in Beijing!

Amount raised:
RM 3,777.44



A Bit Less & Pantree Bakery

Donated 100% of their profit for every purchase of the A Bit Less X Pantree shopping bag.



Amount raised: RM 415



A Bit Less

Donated RM 10 with every Mooncup menstrual cup sold in December.



Amount raised: RM 742



Bare Concept Store

Fundraised on Simply Giving, and gave out 1 bottle of ECO enzyme (in reused 1.5L bottle) for free for every RM5 donation collected.



Amount raised: RM 520



Bean and Bean

Donated RM9 for every purchase of their 365 Box.



Amount raised: RM 207



Blackmarket Preloved Store

Contributed RM1 for every item sold at the Blackmarket Preloved Store.

Amount raised: RM 60



Bubble T Cup

Personal contribution.

Amount raised: RM 80



BYOB Taman Desa

Fundraised by giving out 500ml berries hand soap or dish wash liquid (BYOB) for free for a minimum of RM10 donation.



Amount raised: RM 20



Bliss

Personal contribution.

Amount raised: RM 200



BYOB Damansara Kim

For every RM15 donation in-store, BYOB gave out free OMGlauundryPlus / Ghar soap.



Amount raised: RM 762.75



Eco Genesis Inc

Personal contribution.

Amount raised: RM 1,000



Eaton International School

EIS Eco-Club organized Environmental Week where they were able to raise funds by selling DIY candles and tote bags, and playing recycled Jenga.



Amount raised:
RM 1,000



Frangipani Bulk

Personal contribution and fundraised in-store and online.

Amount raised:
RM 1,000



Health & Eco
Enviro i-Eco
Malaysia

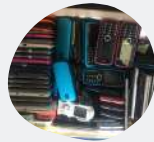
Fundraised through roadshows.

Amount raised: RM 352



ERTH:
E-Waste Recycling

Personal contribution and donated 100% proceeds from every e-waste order with code "ZWM".



Amount raised: RM 300



Gedeon Lee

Fundraised through Simply Giving, donated his sales from a church bazaar, and pledged to plant 1 tree for every RM50 donation.



Amount raised:
RM 1,650.38



Google

Internal contribution through Benevity, where employees are provided credits to donate to their charity/NGO of choice.

Amount raised:
RM 5,915.19



Green Ideal Cottage

Personal contribution.

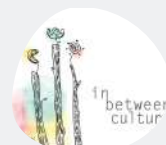
Amount raised:
RM 999.99



HiJo Cloth Pad

Personal contribution.

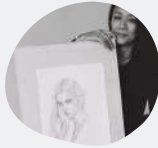
Amount raised: RM 10



In Between Cultura

Donated 10% of total online sales in December.

Amount raised: RM 150



Jaclyn Chow

Fundraised through Simply Giving. All donors through her page will have their names featured on her artwork.

Amount raised: RM 2,150

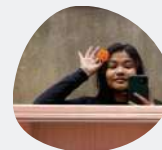


Jaz Leen

The youngest fundraiser, Jaz Leen, raised funds through Project Jelly by selling delicious homemade jelly to friends and family in Klang Valley.



Justlife Group Sdn. Bhd.
Personal contribution.
Amount raised: RM 500



Kamini Goh

Raised funds through Simply Giving.

Amount raised: RM 90



Kloth Malaysia Sdn. Bhd.
Personal contribution.

Amount raised: RM80



Amount raised: RM 1,525



Kunyit Grocer

Contributed 10% of proceeds from fruits and vegetables sales.



Mayura Apothecary
Sponsored one free talk to schools / NGOs.

Amount raised: RM 500



Milk Whey Cheese

Donated part of their proceeds.

Amount raised: RM 2,000



Amount raised: RM 300

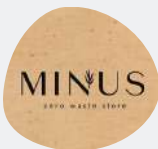


Moodoodles

Gave out her art creations through a fundraising on Simply Giving.



Amount raised: RM1,085



Minus Zero Waste Store

Donated proceeds from sales of DIY cloth bags in December.

Amount raised: RM 243



NUDE The Zero Waste Store

Donated RM3 for the first 30 customers that came in to the store per day with no minimum spend, and fundraised through an in-store donation jar.

Amount raised:
RM 1,242.80



Refill Houz

Made a personal donation and pledged to donate RM1 for every Instagram post tagging #RHReuseBottles, #RefillHouz for their Reuse Bottle Challenge in December.

Amount raised: RM 100



Single Step

Donated parts of their December sales.

Amount raised: RM 203



Origin Bulk Store

Origin donated RM5 - 10 for every purchase of their CNY Zero Waste Hampers.



Amount raised:
RM 1,080



Riai Enterprise
(Two Pineapples)

Personal contribution.

Amount raised: RM 47



Seedy Zero Waste Store

Donated all proceeds for every preloved book purchased.

Amount raised: RM 500



The Olive Tree

Sponsored two free talks to schools / NGOs.

Amount raised: RM 1000



Peter Yap

Fundraised through Simply Giving.

Amount raised: RM 230



Sampah,
Menyampah

Personal contribution, and fundraised through Simply Giving.

Amount raised:
RM 2,031



Sook Han Chong

Raised funds through Simply Giving.

Amount raised:
RM 2,686.90



Wicia Fong

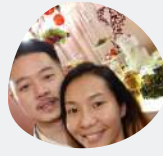
Raised funds in honor of her 20th birthday through Simply Giving.

Amount raised:
RM 532.99



Sue Yee Khor
As her birthday wish, Sue Yee pledged to plant trees or go plogging with a friend for every RM100 raised on her Simply Giving platform.

Amount raised:
RM 3,063



Team Huck
(Kai & Marylyn)
Fundraised through Simply Giving by taking on fun daily challenges.

Amount raised: RM 639



Thanks Nature Store
Donated 10% of sales when customers purchased their X'mas Edition Menstrual Pad and Healthy Snacks.



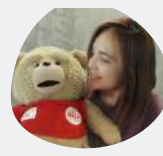
Amount raised: RM 68



The Ecolife Store
Donated RM2 for every purchase of reusable facial cotton.



Amount raised: RM 20



Tina Yap
Raised funds through Simply Giving.

Amount raised: RM 620



Zero Waste Fit
(Shu Huey & Yik Wei)
For every RM100 raised on their Simply Giving platform, @zerowastefit pledged to consume a vegetarian diet for 7 days and produce more fitness and health content on their channel.

Amount raised:
RM 693.77



Fave
Organized Fave Mug Week (3-8 December), in conjunction with MYGiving Week, and donated 100% of the proceeds from the Mug Fund. Fave employees really kept their promise to not use any single-use cups!

Amount raised:
RM26

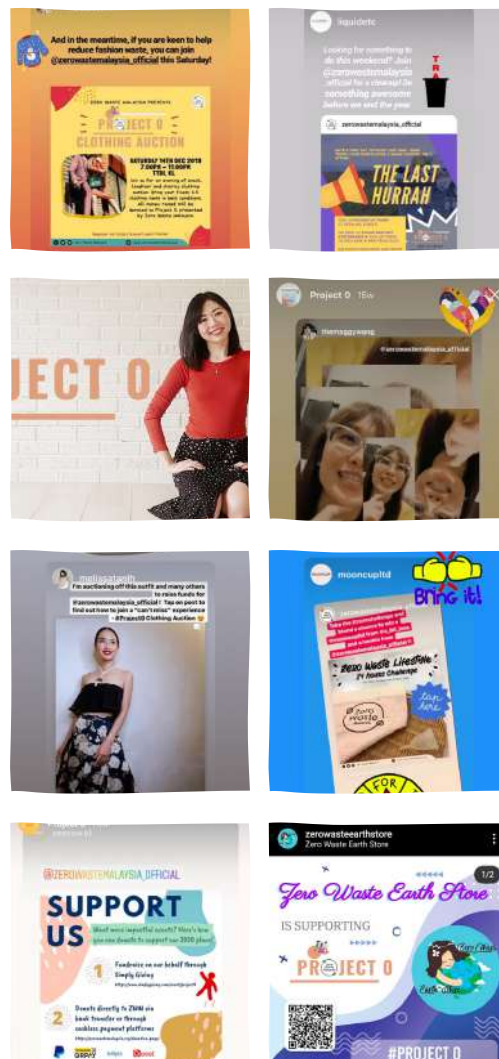


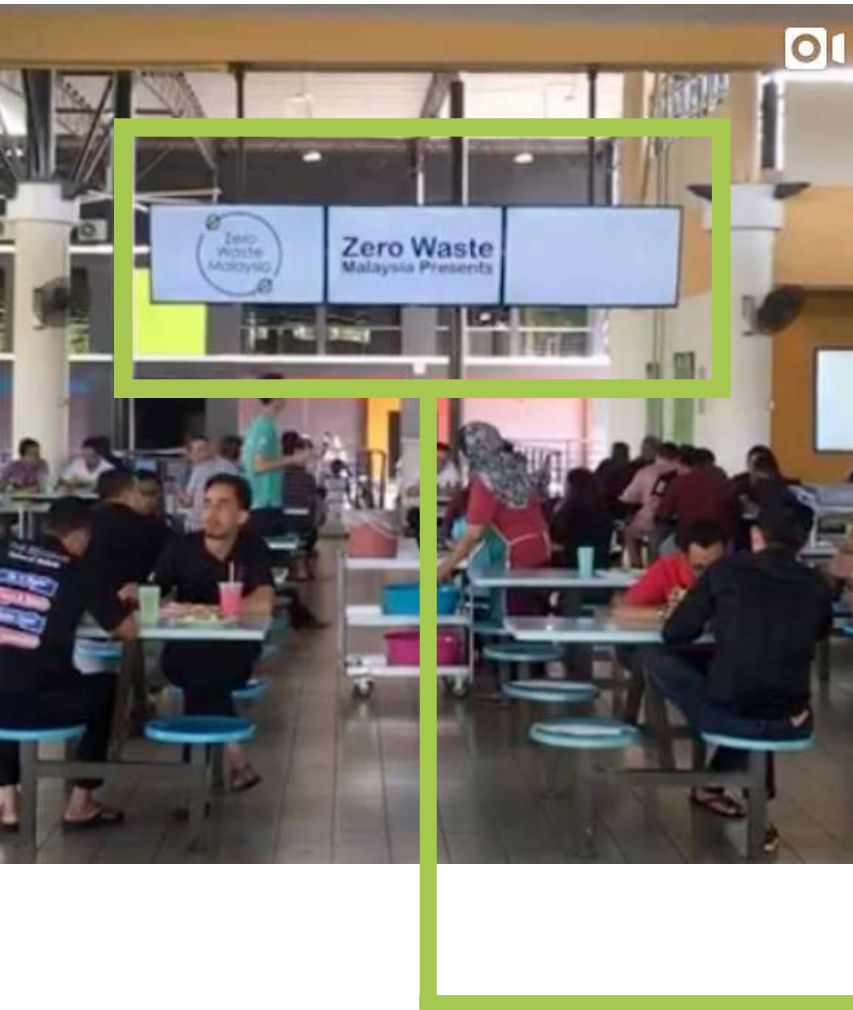
Zero Waste Warriors
Reached out to the ZWM Facebook group for donations.

Amount raised:
RM 1,715

Aside from the list above, we have also received support from other parties that did a shout-out on their social media platform including:

- Dhivya Dhyana (@dhivyadhyana)
- Liquid Etc (@liquidetc)
- Lily Chong (@lily.iamlifeplanner)
- Maggy Wang (@themaggywang)
- Melissa Tan (@melissatanlh)
- Mooncup Ltd. (@mooncupltd)
- Seesaw Studio (@seesaw.kl)
- Zero Waste Earth Store (@zerowasteearthstore)





Zoomer Media also brought onboard “Project 0” infomercial live on screens in colleges and universities across Malaysia including UPM, UKM, HELP and BAC as part of their “Zoomer Campus Digital Network” program.

CLOTHING AUCTION



As usual, ZWM events are waste-free! Participants provided snacks with zero or minimal single-use packaging. All wrapping and packaging are brought back to be washed, reused, recycled or composted.



On December 14th, ZWM organized the Project 0 Clothing Auction to give preloved items or unworn clothes a second chance for a new home.

Participants to this event brought fashion items to auction off and light snacks to share. We were lucky to have Becore Studio to provide free henna tattoo services as a fun activity before the auction began!

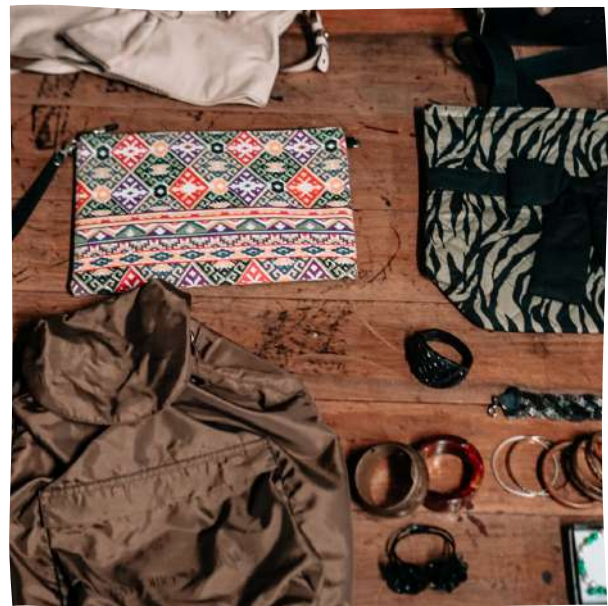


CLOTHING AUCTION



The event managed to raise RM1,200 for Project 0 and rescued more than 35 articles of clothing and other fashion items from being sent to the landfill. Donations have been made via Boost, bank transfer, MayBank QR pay and cash. Special thanks to Five Arts Centre, TTDI for providing us the space at a discounted rate!

Hosted by two passionate zero waste advocates - model and TV host, Melissa Tan and founder of Blackmarket Preloved Store, Jasmine Tuan, the event started off with a brief introduction on ZWM, Project 0 and how-to's of the auction. Participants were able to see the fashion pieces being worn and styled by the models of the evening.



GREEN CHRISTMAS MARKET

ZWM participated in a private mini Green Christmas Market organized by Berjaya Group on 19th December. We were able to sell several upcycled handkerchiefs and tote bags with ZWM logo prints amounting to RM 45.00 (including donations) to contribute to Project 0. ZWM was joined by Origin Bulk Store, Single Step by Kim and The Two Pineapples.

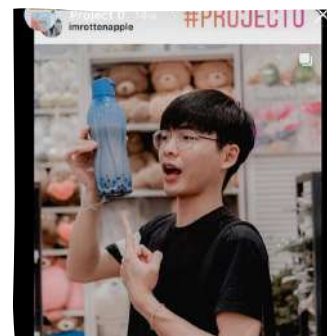


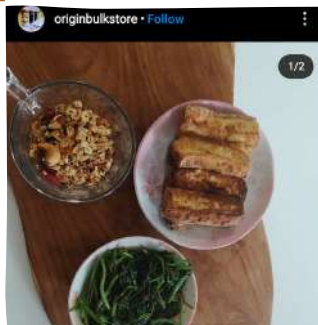
#ZWMChallenge



Social media challenges are always fun to do! On 18th December, ZWM started the #ZWMChallenge on Instagram by nominating 3 individuals to share in a photo or video on how they practice a zero waste lifestyle.

The challenge garnered a number of participants, all hoping to win the weekly prize of one Mooncup sponsored by A Bit Less and one ZWM handkerchief. For the remaining 2 weeks in December, 2 winners have been randomly selected for the prizes: @mjroadtrippin and @imdavinagoh!





THE LAST HURRAH: PUBLIC CLEANUP



The final event hosted by ZWM was The Last Hurrah, a public cleanup at Petaling Street on the final Saturday of December 2019. The cleanup went live on ZWM's Facebook and Instagram with commentary from the volunteers. Audiences were able to participate in a live Q&A session regarding Project 0 and ZWM and engage with the volunteers on how it's like to volunteer in ZWM, why do they practice a zero waste lifestyle, etc.

At the end of the day, ZWM was able to collect 6-7 bags of waste, including 1 bag filled with plastic bottles that we were able to send off for recycling. We obtained a satisfying payment of RM 3.20 from the recycling centre.



AMOUNT OF FUNDS RAISED

The fundraising campaign that ran from 1 December to 31 December 2019 managed to raise RM 80,325.95 which is 80% of our target!

A detailed breakdown can be accessed [here](#).

Channel	Amount (MYR)
Bank transfers and bank checks	8,406.30
Billplz	2,924.99
Boost	12,907.24
Google donation	5,195.19
MBB QR pay	1,781.00
Paypal	2,873.00
Simply Giving: All fundraisers excluding ZWM	23,380.85
Simply Giving: Zero Waste Malaysia Project 0 fundraising event page	10,684.83
Other fundraisers and donations	12,172.55
Total	80,325.95

LIST OF DONORS

Here are several notable individuals that have donated through our different channels.

The full list of donors can be accessed [here](#).

Name	Amount (MYR)
Poo Min Ong	4,000.00
Francois Maunoury	1,610.00
Ethan Muehlstein	1,000.00
Sujatha Subramaniam	500.00
Anonymous	500.00
Calvin Lau	500.00
Fu Swee Yun	500.00
Dawn Teng	500.00
Chia Siew Ling	500.00
Wong Wye Yim	500.00
Pushpa Nair	400.00
Anonymous	388.00

Name	Amount (MYR)
Kai Yuan Teo	333.00
JH Low	306.31
Wei Juan Wong	304.00
Lim Wee Jian	300.00
Wong Suit Mee	300.00
Wong Jia Jun	300.00
Billah Hassan	300.00
KH Tan	300.00
Chew Pei Jun	300.00
Kah Hwee Gan	300.00
Jack Kau	300.00
Sze Queen Yeap	300.00
Kun Lai Leng	300.00
Wen Hui Foo	300.00
Oscar Phang	288.00
Puntira Khowpong	284.00

Name	Amount (MYR)
Mohd Taufik Mohamad Zainuddi	265.00
Jodie Tan	250.00
Carmen Wang	220.00
Slow Soul	200.00
Yan Ling Lim	200.00
Kevin Soh	200.00
Hui Jiun Teoh	200.00
Alan & Shirley Lim	200.00
Wen Foo	200.00
Daryl & Jack Chow	200.00
Martin Kikstein	200.00
Mok Chee Mun	200.00
WanQing Tung	200.00
HuiMing Toh	178.00
Anonymous	165.00
Anonymous	157.00

POST-EVENT CELEBRATION



In January 2020, ZWM organized an intimate potluck gathering to celebrate the dedication, time and effort put in by volunteers and fundraisers involved. The invite was also extended to the rest of the ZWM volunteer community. Aside from tossing Yee Sang and having tons of fun playing board games, there was also a section allocated for a Clothes Swapping Party. A heartfelt thanks to Single Step by Kim for providing ZWM the space to hold the gathering.

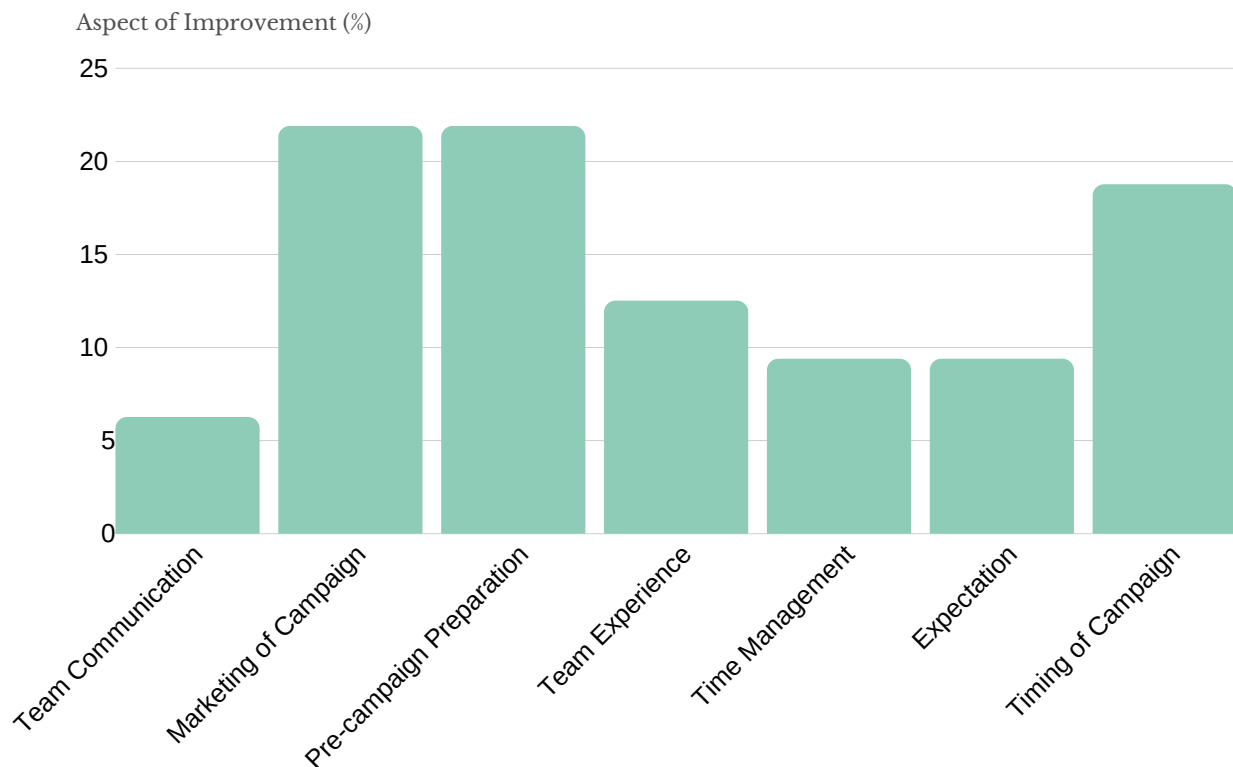
POST-EVENT SURVEY RESULT

Though the official fundraising campaign ended on 31 December 2019, there was a delay in receiving the funds from participating fundraisers. The last batch of funds was received in February 2020.

In March 2020, ZWM conducted a short survey involving volunteers and fundraisers to identify areas of improvement for Project 0. We received a 29% participatory rate.

In the survey, 75% agreed that the campaign was a “job well done”. The remaining 25% believed that “some aspects can be improved - ZWM could have achieved RM100,000”.

Some of the aspects that the participants believe require improvements are:



Overall, participants would like to see a bigger push in marketing Project 0 before and during the period of the campaign. Some suggested that it can be extended longer and December may not be a good period to hold a fundraising campaign. An improvement for the internal team to develop a dashboard for fundraiser progress submission instead of weekly email follow-ups has also been suggested.

ZWM appreciates these feedback to improve in our future undertakings, especially those that may be similar to Project 0. Internally, ZWM has had to make tough calls throughout the campaign period. There were definitely certain restrictions and challenges that we faced including a lack in experience in conducting a fundraising campaign, limited hours of commitment, etc.

With the funds raised for Project 0, ZWM will improve our management, organization and operations; provide more accessible resources and education for all; and champion the advocacy and transition to a Zero Waste Malaysia. Our overall performance and activities in 2020 will be published in ZWM's FY20 Annual Report.

SPECIAL THANKS

Aside from the donors, fundraisers and other parties mentioned in this report, ZWM would also like to thank the volunteers involved in executing Project 0. ZWM is grateful for:

Aurora Tin
Marylyn Poh
Nurhijjah Mahyudin
Peter Yap
Sue Yee Khor
Chen Suet Yen
Dwayne Foong
Kheng Yue
May Sheng
Sara Kamarulzaman
Hajar Abdullah
Hamizah
Nicole
Po-Chien
Wei Lin
Zaimin Nadhirah

WRITER

Marylyn Poh

DESIGNER

Liew Jin Yean

CONTENT

Aurora Tin

Peter Yap

Sue Yee Khor

CONTACT INFORMATION

ZERO WASTE MALAYSIA (PPM-044-10-29032018)

WEBSITE	zerowastemalaysia.org
FACEBOOK PAGE	facebook.com/zerowastemalaysia.official
COMMUNITY GROUP	facebook.com/groups/zerowastemalaysia
INSTAGRAM	instagram.com/zerowastemalaysia_official
TWITTER	twitter.com/ZeroWasteMsia
YOUTUBE	tinyurl.com/zerowastemalaysia
GENERAL EMAIL	info@zerowastemalaysia.org
SPEAKERS TEAM	teach@zerowastemalaysia.org
ZERO WASTE PLEDGE	cert@zerowastemalaysia.org
FUNDRAISING/SPONSOR	sponsor@zerowastemalaysia.org
ZERO WASTE RESOURCES MAP	map@zerowastemalaysia.org

DONATION CHANNELS

CASH DEPOSIT



Bank Name:
CIMB Bank

Bank Account no.:
8009296721

Beneficiary Name:
Pertubuhan Sisa Sifar
Malaysia
(Zero Waste Malaysia)



Zero Waste Malaysia



Billplz

BillPlz: <https://www.billplz.com/orh8btyv8>



PayPal: <https://paypal.me/zerowastemalaysia>