

ONE STEP AT A TIME.



Annual Report
2024

Director's Note

“

2024 has been a journey of growth, resilience and transition for Zero Waste Malaysia.

”

From empowering 50 educators through the Pilot Green Wira Programme (GWP) to being appointed as one of the consultative panel members on addressing climate issues by the Ministry Of Natural Resources and Environmental Sustainability (NRES), we have witnessed the power of collective actions in driving the zero waste movement possible.

Opportunities arose as we continued working on self-development and growth - speaking on global platforms, joining leadership programmes such as American Express Leadership Academy organised by Common Purpose, and fostering a close collaboration relationship by conducting capacity building workshops with 15 media journalists. These experiences ignited a reminder of the importance of stepping out of our comfort zones, leading with authenticity and embracing discomfort, further amplifying our voices.

With change comes transition. As we bid farewell to a team member, we also welcomed fresh blood and renewed perspectives at ZWM. We definitely faced challenges like recruitment and resource limitations which also reminded us to be more mindful, strategic and patient with the journey.

Moving ahead, we remain vigilant learners, committing to scaling our impact, working on our leadership and ensuring that our work inspires others. We can't wait for what's going to happen in 2025. **#bersamakitazerowaste :)**

Co-founder & Director of ZWM
Khor Sue Yee



Management & Operations



Co-founder/Director
Khor Sue Yee



Education Programme Manager
Irene Choo



Senior Partnerships Officer
Puteri Qistina



Senior Programme & Communications Officer
Tasha Sabapathy



Finance & Admin Officer
Stella Soh



Education Programme Coordinator
Azimah Hafsyah

Committee Board



President
Khor Sue Yee



Vice President
Marylyn Poh



Treasurer
Lee Zhi Jun



Secretary
Denise Wong



Committee Member
Poh Phiak Kim



Committee Member
Angie Elsie Roger



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



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 grassroots 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.

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.



2024 Snapshot



JANUARY

- Top Ten Charity Campaign - Driving education with public schools.
- International Zero Waste Month Symposium by GAIA
- Green Wira 1.0 Bootcamp

FEBRUARY

- Guest speaker at MGTC's Pocket Talk
- Volunteer Annual Gathering - Board Game Evening

MARCH

- Cleancyling Campaign with Melvita
- Community Outreach at Kongsu Co-op Programme
- Green Wira Schools 1.0 Implementation Phase

APRIL

- Volunteer Earth Day Hike and Internal Knowledge Sharing Session

MAY

- American Express Leadership Academy Training in Australia
- Prestige Malaysia - Women of Power Nomination
- Community Outreach with Friends of Bukit Kiara
- Muji Malaysia - Community Workshop

JUNE

- Muji Malaysia - Community Workshop
- Disability Equality Training with Bursa Malaysia
- Digital Transformation for NGOs APAC Summit in Singapore

JULY

- Media Capacity Building Workshop
- Green Wira 1.0 Showcase Launch & Exhibition
- NRES Climate Change Bill 1/2024 Discussion

AUGUST

- NRES Budget 2025 Stakeholder Engagement

SEPTEMBER

- Green Wira Schools 1.0 Implementation - SJK(C) Serdang Baru 2
- Eco-Business WASTED Film Screening
- PARC Tenant Training on building a Zero Waste Community Space

OCTOBER

- Malaysian Adaptation Sharing Hub Workshop by ThinkCity in Penang
- Community Outreach for UN Day 2024: UN Partners and Friends booth
- Recipient of Bursa Bull Charge Corporate Charity Run 2024

NOVEMBER

- A Greener Xmas Campaign with Plaza Low Yat
- Strategic Foresight Course by United Edge - Virtual
- Earthshot Prize Youth Programme in Singapore and Cape Town
- Annual Team Retreat and Reflections

DECEMBER

- Waste Assessment and Brand Audit (WABA) at PARC
- Community outreach at Klang River Festival Launch
- Volunteer Appreciation Day @ 小本屋 Simple House Kalumpang



2024 Impact Summary



In 2024, ZWM has shown significant growth by taking on new projects, forging new alliances with stakeholders and quantifying the extent of impact created.

● 2024
● 2023



Reduced through talks, workshops, and 7-day zero waste challenge conducted



Worked on various programmes and sessions



Established through our Green Wira Programme pilot

<p>79 ZWM initiatives conducted</p> <p>25 Volunteers supporting us</p>	<p>26 Media/Publication Mentions</p> <p>90% Willingness to take Zero Waste Action after participating in ZWM initiatives</p> <p>93% Would recommend ZWM as part of their education awareness programmes</p>	<p>8,381 Total audience impacted from ZWM initiatives</p>
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Industry Overview

Source(s):

¹[Business Today \(2023\)](#)²[Shakil, et. al. \(2023\)](#)

2024 was an eventful year in Malaysia for the waste sector. We saw the introduction of a [Circular Economy Blueprint \(2025-2035\)](#) by the Ministry of Housing (KPKT), [E-Waste Disposal Regulations](#) by the Ministry of Environment (NRES) and various on-ground initiatives by grassroots organisations. As we continue to learn from the community on-the-ground, we conducted our [annual public survey](#) with over 490 responses, reaching people from 13 different states in Malaysia. Here were some of the responses and sentiments gathered:

2024 Stakeholder Survey Results

490 Responses

Key Findings

40% indicated they do not practice composting at home.

What's Next? Our Policy & Research team will conduct a gap analysis on organic waste management across different countries.

7.3% cited difficulty finding drop-off points as a major barrier to clean recycling.

What's Next? ZWM will enhance outreach efforts to increase user engagement with existing resources.

22.7% encouraged ZWM to focus on the Education sector.

What's Next? ZWM will develop an expansion plan to scale the impact of the Green Wira Programme.

Additionally, we found that 41% of respondents do not believe they have sufficient resources to live a low waste lifestyle. 36% of respondents say the lack of policy and regulations is their biggest barrier when it comes to practising a zero waste lifestyle.

ZWM looks forward to partnering with more stakeholders in 2025 to shed light on our free public tools – which can be used to support their zero waste journey.

The stakeholder survey highlighted some important findings regarding the responsibility of waste management in Malaysia:

- 66% perceive waste to be under NRES' jurisdiction when in fact, it is KPKT's responsibility.
- 56% believe Governments and Local Councils have the highest responsibility in waste reduction efforts.





Awards & Accolades

We're grateful for the recognitions and support which have helped with global exposure to our work in zero waste.

Prestige Malaysia - Women of Power

ZWM's Director was selected as one of Malaysia's leading female luminaries at Prestige Malaysia's Women of Power 2024, celebrating visionary women revolutionising their fields.

PRESTIGE



Winner of QS ImpACT's Climate Education & Advocacy Award 2024

Our Education Programme Manager, Irene Chooi was awarded as one of the recipients of the QS ImpACT Award, celebrating ZWM's commitment to climate education and advocacy through the Green Wira Programme.



MINISTRY OF NATURAL RESOURCES AND ENVIRONMENTAL SUSTAINABILITY

Zero Waste Malaysia joins the Climate Change Consultation Panel

ZWM was appointed as part of the Climate Change Consultative Panel under the Ministry Of Natural Resources and Environmental Sustainability (NRES), to contribute insights towards shaping Malaysia's national climate strategy and ambitions.



Recipients of Bursa Bull Charge 2024 - Corporate Charity Run

ZWM was selected as one of the few incredible recipients of the Corporate Charity Run held in October 2024. The donation provided will support ZWM with our Green Wira Programme 2.0 that aims to empower more Malaysian teachers with sustainability knowledge.



Kuasa Orang Muda Session

ZWM's journey was [featured](#) — how it all began and the power of taking a different path. Kuasa means power, with Orang Muda refers to young people — because change starts with us!



Youths United for Earth Feature

The ZWM team were highlighted on topics such as youth advocacy and the role of young leaders in driving environmental change. The power of zero waste is not just in one person — it is in the community we build together. Read features on [Sue Yee](#), [Irene](#) and [Tasha](#).

Zero Waste Ecosystem

[Access here!](#)



981

Total Pins

13

States

11

Categories

**Updated December 2024*

Featured by YB Tuan Nik Nazmi

Zero Waste Malaysia Map

The Zero Waste Map is a free, publicly available tool, to use in finding nearby zero waste services such as:

- Purchasing package-free bulk foods
- Refilling package-free household/personal care products
- Repairing broken appliances/items
- Thrifting pre-loved clothing
- Water refill stations
- Recycling Drop-offs
- Composting facilities and more.



School Education Ecosystem



- Endorsed by Ministry of Education, the Green Wira Programme (GWP) empowers educators in Malaysia with the knowledge and skills to implement sustainability and zero waste practices. Launched as a pilot, GWP trained 50 educators and transformed 3 Zero Waste Schools. Explore the Green Wira Programme section to learn more inspiring impact stories from our GWP Alumni!

Policy-driven Ecosystem

- By forming a policy and research team and relearning the waste management infrastructure, we enhance our content quality by integrating findings, ensuring that our advocacy efforts are data-driven, impactful and relevant to the local context. ([CONTENT 1](#), [CONTENT 2](#))
- We also conducted a media capacity building workshop, collaborating with Sahabat Alam Malaysia (SAM), Basel Action Network (BAN) and Consumers' Association of Penang (CAP) to equip 15 media journalists with key insights on waste and environmental issues.



Learning Across Borders

The ZWM team had several learning opportunities in 2024, which exposed us to enriching experiences and keeping us up to date with the latest trends and developments in the global Zero Waste movement.

American Express Leadership Academy Training

ZWM’s director had the privilege of participating in the 2024 American Express Leadership Academy organised by Common Purpose, alongside 76 non-profit leaders from across Australia and Vietnam. This leadership programme equipped participants with skills to address the challenges we face today, while offering personal reflections that continue to shape us as more resilient leaders.

Strategic Foresight Course with United Edge

To upskill the internal team, the ZWM team enrolled in the Strategic Foresight Course, organised by United Edge. Throughout the course, the team learned about different tools and methodologies to anticipate and navigate future sustainability challenges. One of the key elements was JUSTICE, to always consider inclusivity by asking the question; “WHO IS NOT IN THE PICTURE?”.



Malaysia Adaptation Sharing Hub (MASH)

ZWM participated in the workshop held in Penang, organised by ThinkCity and Klima Action Malaysia. Over two days, we engaged in discussions on urban resilience, climate change impacts, public health, and flood adaptation. We also had opportunities to be involved in policy brainstorming sessions with CSOs, city council members, the private sector, and explored climate financing opportunities.

The Earthshot Prize Youth Programme

Our Senior Programme and Comms Officer travelled to Singapore and South Africa, representing Asia alongside 19 other youths to join hands with 100 African youths in a leadership programme organised by the Earthshot Prize, Common Purpose, Temasek Foundation, Temasek Trust and Tsao Pao Chee. Launched by Prince William and The Royal Foundation in October 2020, The Earthshot Prize aims to discover, celebrate and scale solutions to the environmental challenges facing the planet.



Communities & Engagements

ZWM started off as a Facebook Group in 2016 among two friends, and has now grown into Malaysia's largest environmental community group on Facebook with over 50,000 members. We celebrate these members that actively share their low waste journeys - both the highs and lows that truly create a zero waste community.

As we move into 2025, we hope to engage more with these members through physical gatherings and active involvement in key topics.

Image 1: Sharing Zero Waste Journey



Image 2: Debates and Discussion on waste



50,185
Community Group Members
**Updated December 2024*

Top Cities Members are from

- Kuala Lumpur
- Petaling Jaya
- Shah Alam
- Johor Bahru

The FB Group reflects demographics of ZWM's main target audience. Our future plans aim to increase online engagement rates as members in the group come from all over Malaysia.

Gender Breakdown in FB Community Group



Educational Booth Outreaches

We're grateful to the various organisations who have invited us to join their programmes, spreading on-ground awareness of zero waste!



Kongsi Co-op



Friends of Bukit Kiara



VegRun 2024



Karnival Alam Sekitar



UN Day 2024

Communities & Engagements

International Education & Other Activations

We raised awareness about food waste and what we can do as consumers with What A Waste, a group aiming to reduce food waste by distributing to marginalised communities.

Klang River Festival Launch and Tanah-Air Book

Organised by KongsikL, an annual open festival bringing local communities together to share knowledge on heritage and culture. One of the key highlights is to introduce the importance of the river as source of everything from drinking water to transportation. ZWM is mentioned in the Tanah-Air book covering different perspectives on how a zero waste and mindful lifestyle helps to support a cleaner ecosystem.

Community Interview on Plastic Education

Our ZWM volunteer created an insightful educational piece focused on debunking the meaning behind the recycling triangle symbol, commonly found on plastic products. We found many people mistakenly believe that the number inside the triangle indicates products' recyclability. Through the interview and content piece, we aim to raise awareness and encourage more informed choices, plus highlight the most commonly recycled plastic categories in Malaysia.

RTM's "What Say You 你怎么说" Feature (with Greenpeace)

A humble experience to discuss strategies on solution for today's waste crisis. ZWM's Director challenges the idea of measuring success solely by GDP growth by asking: should we prioritise environmental aspects to ensure a safe, healthy, and harmonious place for us as human beings to thrive?

Visiting Universities and Schools

We were invited to visit educational institutions to spread the word on embracing a zero waste lifestyle, through setting up booths at Charterhouse International Secondary School and the University of Nottingham Malaysia, as well as contributing to a [TNB workshop](#) organised for 64 University students.





Online Media & Marketing

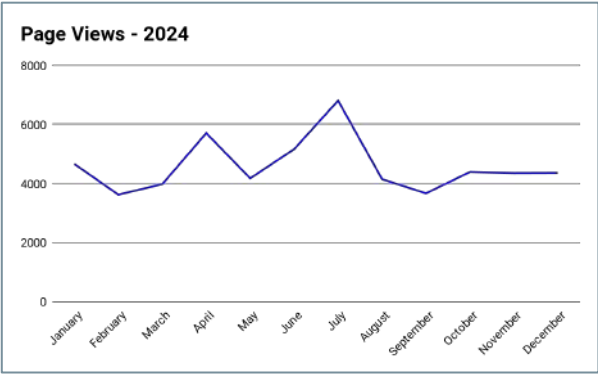


98,258
Total Followers
**Includes FB Group Members and X Followers*

26
Media Mentions

1,898
Monthly Website Users

- 23,508
- 21,119
- 2,065
- 411
- 370

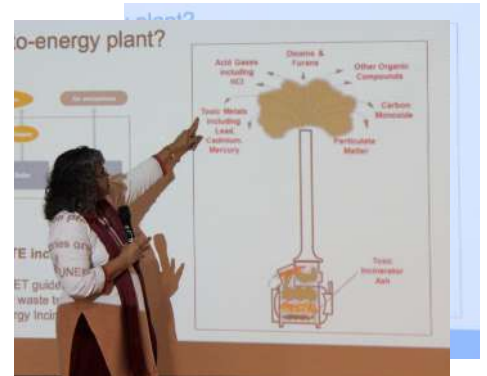


Media Capacity Building Workshop

Working with on-ground NGOs and activists to train media journalists on environmental topics.

- 18 passionate journalists.
- Representing 12 different media groups & organisations.
- Covered topics such as the Global Plastics Treaty and Waste Trade, Misconceptions in Waste and Local Waste Management policies.

Concluded with a hands-on session on determining a local Map of Power in implementing zero waste nationwide.



Co-organised By



Our Eco Warriors

Volunteer Community

25

Volunteers in 2024

Wicia Fong

The standout moment in my volunteering was seeing positive responses from the community which continued to inspire me.

Since volunteering, I have taken the initiative within my company by organising a zero-waste competition, where my colleagues tried out team challenge in zero waste actions. At first, they were hesitant and unsure, but once they got involved, they found it easy like buying coffee in their own tumbler! It was exciting to witness the positive shift in people's behaviour and growing enthusiasm for sustainability!



Shi Hong

Leading by example has by far led to the best and satisfying impact I've seen and personally experienced so far.

My standout moment in 2024 would definitely be a fundraising event I organized for my office, educating fellow colleagues to recycle better. Funds collected went to ZWM and the Breast Cancer Foundation Malaysia. I had my office's leadership team to cleanup a stretch of beach at Sepang as the event's finale. It is with great pleasure to see colleagues, friends and family approach me about recycling and refuse single-use items (at least when I'm around).



Li Zhen

I really love how welcomed and safe I feel in the community.

I felt it was a place my values aligned with. Working with ZWM actually decreased my eco-anxiety. My journey with ZWM actually gave me the courage to aim to pursue a career in sustainability, to speak out and act on my beliefs. I have tried to reach out to some teachers to promote Green Wira Programme, as well as wrote an interview of the winners to the Star Newspaper to promote the programme as I strongly believe in it.





Green Wira Programme

Endorsed by the Ministry of Education (KPM)

The Green Wira Programme is a 12-month long programme that consists of a 9 week online educational course, physical workshops, and seed funding of RM30,000 to award top educators to build zero waste schools.

2024 saw the completion of the Pilot Cohort with 50 Malaysian educators representing 30 different schools. 3 teachers were awarded with seed funding and successfully implemented their projects within a 4 month period (see next page).

Green Wira Bootcamp

19 - 21 January 2024

The 3-day Bootcamp consisted of:

- Four Workshops: Value Alignment, Waste Management, Design Thinking, Emotional Resilience
- Two Briefings: RACI Matrix, Budgeting 1
- One-on-one coaching with the ZWM team to receive feedback on their seed-funding project proposals prior to the submission for seed-funding

**Only for Top 20 educators (based on Merit from online course in 2023)*



Green Wira Showcase

15 - 28 July 2024

The Green Wira Showcase capped off the pilot GWP.

It was a celebration of GWP's journey. It served to promote the programme to stakeholders, highlight the inspiring efforts of our seed-funded teachers, and gather feedback about the programme's future.

It comprised two lateral events - a two-week public exhibition at One Utama shopping mall and a one-day private event on the 26th of July reaching an estimated 1,000 people.



Media Mentions & Coverage



GWP 2.0 kickstarted in October 2024 and is actively ongoing.

**In collaboration with Yayasan Bursa Malaysia, PwC Malaysia and upcoming partners.*

Brought to you by

In collaboration with





Green Wira Programme

For videos on school projects, scan below or go to @ZeroWasteMalaysia on YouTube



From the Pilot Programme, we successfully launched 3 Zero Waste Schools that covered a variety of initiatives under their seed funding.



Cikgu Rosmira Binti Ramlee from SMK Taman Melawati **Project: EcoSmart Energy**

- Aimed to reduce electricity consumption through implementing energy-efficient technologies such as an LED lighting system and photocells.
- Aimed to enhance water conservation and promote efficient water usage by building a Rainwater Harvesting System.
- To create a model educational environment that aligns with SDG 4.7 for students.



Cikgu Khuzaimah Binti Zaaim from SK Telok Panglima Garang **Project: Green Recycle House**

- To incite behaviour change in the entire school community, encouraging the practice of 5Rs in their daily lives.
- Aimed to build an organised storage system to ensure recyclables can be stored well, therefore minimising theft and preserving the quality of recyclables.
- To provide education and training to the school community on the process of waste recovery.



Cikgu Lee Kin Wai (Joshua) from SJKC Serdang Baru 2 **Project: Snacky Box**

- To reduce the use of plastic bags in the school canteen by introducing reusable containers.
- To incite behaviour change among students, promoting conscious efforts to reduce plastic bag usage.
- To provide education and training for students and canteen operators on the container rental system to promote a sustainable environment.

GWP 2.0 kickstarted in October 2024 and is actively ongoing.

**In collaboration with Yayasan Bursa Malaysia, PwC Malaysia and upcoming partners.*

Brought to you by



In collaboration with





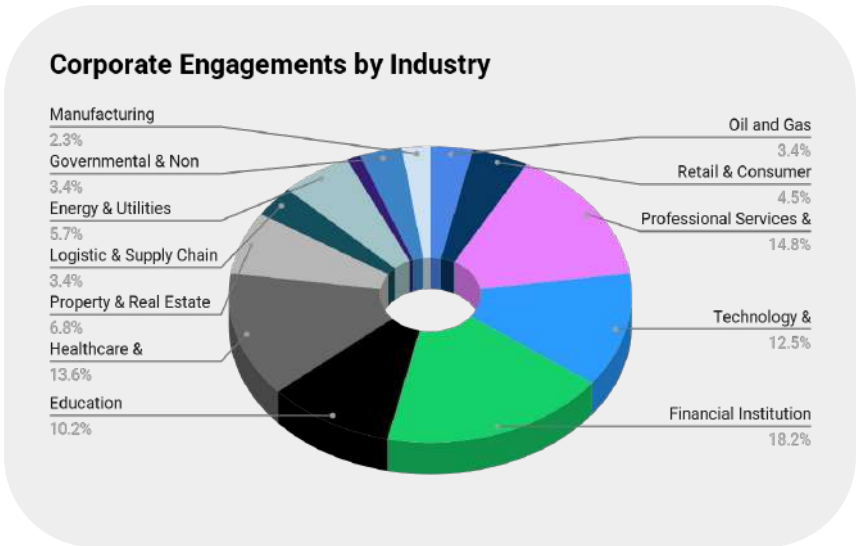
Corporate Sustainability



As one of ZWM's pillars, we provide Corporate Education services on zero waste and sustainable living.

Among these include theoretical knowledge on zero waste, practical and actionable tips and hands-on workshops. Aside from employee engagement, these workshops encouraged participants to think about the waste that surrounds them and how to reduce this, through the 5R principles.

We are also grateful to clients who have engaged us for our medium-term programme called the **7 Day Zero Waste Challenge** — where employees take action by practicing various low waste behaviours through a competition-style challenge. Over 9,000 actions have been taken through the programme since its start, with over 320 kgCO₂e estimated to be avoided from collective actions. We were fortunate to run this Challenge with two companies in 2024, and look forward to doing more in 2025.



“This is the first time engaging ZWM to conduct zero waste introductory talk and recycling workshop and the sessions really impactful to the participants and we get to know better on Zero Waste Living and how an individual can contribute to make the difference.”
Zero Waste Session Participant



Campaigns and Programmes

PARC Tenant Training and WABA Exercise

In collaboration with PARC, ZWM conducted a Waste Assessment and Brand Audit (WABA) on-site to look into the waste composition of this community space. The Audit also looked into waste segregation accuracy of recycling bins.

Following these insights, ZWM conducted a Tenant Training session with PARC's tenants, property management and cleaning staff.

We look forward to developing a Consultation Guide detailing suggestions on building a zero waste space in 2025.



Cleancyling with Melvita

This 3 month campaign with Melvita encouraged the public to drop off clean beauty empties to Melvita stores, with exclusive point systems on their collection app for our ZWM FB Group Members.

The campaign focused on the importance of cleaning and drying beauty empties for better disposal and more effective recycling.





Financial Performance

Chart 1: Total Revenue in 2024

Sources of income	Amount (RM)	Percentage (%)
Donation	2,207	0.3%
Outreach events & sponsorships	27,587	4.1%
Education programmes, workshops, talks	238,772	35.4%
Grant	402,389	59.6%
Other income	3,713	0.6%
Total	674,668	100.0%

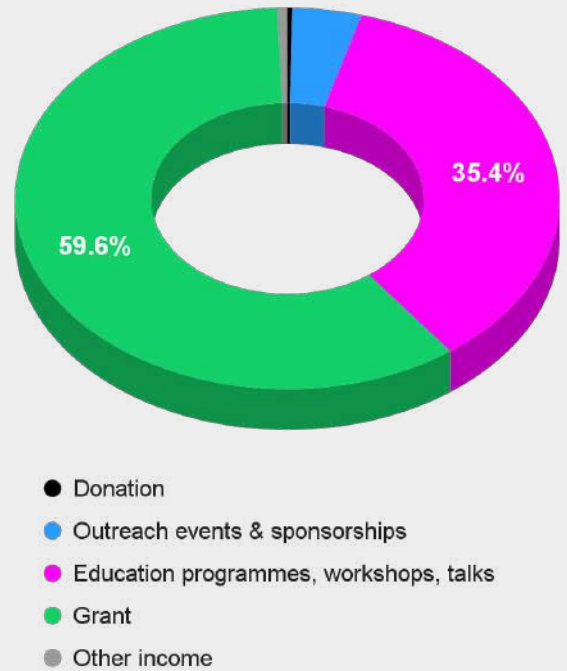
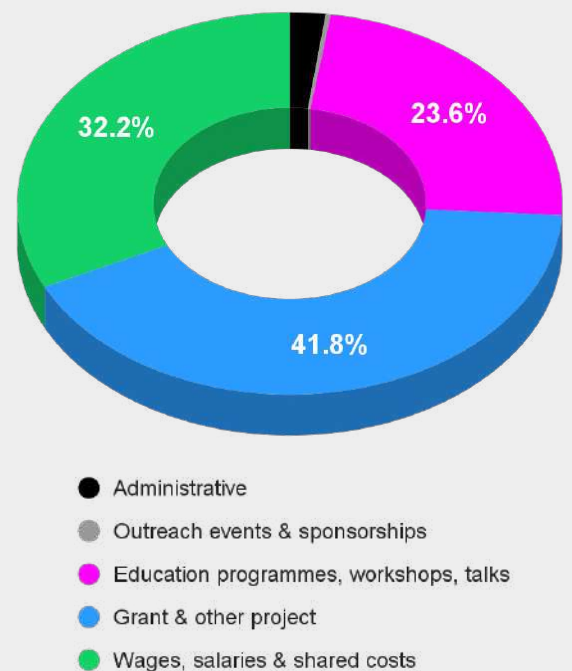


Chart 2: Total Expenditure in 2024

Types of Expenditure	Amount (RM)	Percentage (%)
Administrative	13,191	2.1%
Outreach events & sponsorships	1,867	0.3%
Education programmes, workshops, talks	147,302	23.6%
Grant & other project	260,826	41.8%
Wages, salaries & shared costs	200,708	32.2%
Total	623,894	100.0%



What's Next For Us?

As we look to the future, we strive to build alliances that foster meaningful collaborations. In addition to our educational programmes and community engagement, we hope to focus on these three areas in 2025.



Policy & Research - Organic Waste Management

Our gap analysis on waste management policies, at a household level in Malaysia found a lack of focus on food waste management. ZWM plans to explore best practices of household organic waste management, with plans to scale community composting projects across Malaysia.



Green Wira Programme 2.0

With the success of educating 50 Malaysian teachers through the GWP pilot which concluded in 2024, we look forward to expanding this programme to primary and secondary school teachers nationwide, learning from the pilot programme.



Community Empowerment

2024 was a year of significant growth, and we hope to increase our influence in 2025 by connecting with our ZWM community, and introducing more programmes to draw people together. This includes quarterly public programmes and active collaboration with key stakeholders.

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 some special mentions of those who have supported ZWM over the past year:

- Menn Studio
- Muji Malaysia
- Carlsberg Malaysia
- Aesop Malaysia
- JCI Malaysia
- Joden & Little Stone Production
- Graze Eatery
- Eventistry Malaysia
- Puregreen Digital
- United Edge
- Common Purpose
- 小本屋 Simple House Kalumpang
- The Olive Tree
- ThinkCity
- Klima Action Malaysia (KAMY)
- Plaza Low Yat
- 1 Utama Shopping Centre
- Juliet Jacobs (BFM 89.9)



Annual Report Team

Written by: Khor Sue Yee, Tasha Sabapathy

Edited by: Nursarah Aloysius, Phi Yi Xian, Michelle Foong



Zero Waste Resources

Trash Recyclability

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