



SDG Rock the Goals Concert with UN Malaysia



In a massive effort to gather leaders and the community to create awareness and drive the nation towards the achievement of the 17 United Nations Sustainable Development Goals (UN SDGs), Sunway Education Group partnered UN Malaysia to stage 'Shine a Light on Sustainability: Rock the Goals 2019' in conjunction with the Global Week to #Act4SDGs (September 20-30) and to celebrate the fourth anniversary of the UN SDGs.

The 2030 Agenda for Sustainable Development was adopted by all United Nations Member States in 2015, and provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At the core are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries – developed and developing – in a global partnership, acknowledging that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.



Speakers of each of the 17 SDGs take the stage

“The successful sustainable development agenda can only be achieved with continuous and coordinated partnerships involving governments, private sectors, civil service and individuals. I urge everyone to play a more active role for delivering sustainable change within the community. Together, we can create impact,” said His Royal Highness Tengku Amir Shah ibni Sultan Sharafuddin Idris Shah Al-Haj, Crown Prince of Selangor.

Dr Elizabeth Lee, Chief Executive Officer of the Sunway Education Group hoped the ‘Shine a Light on Sustainability: Rock the Goals 2019’ will further inspire the Sunway community and their guests to work together towards achieving the 2030 Agenda for Sustainable Development. “The vision for that we are interdependent on each other, and with all life on earth, it is a symbiotic relationship. Only by understanding this, will we be able to work towards sustainable solutions for many of the issues in the world today,” she said.



Students and community groups come together to shine a light on sustainability

The Sunway Education Group is dedicated to championing sustainability within and around its campus. In its continuous effort to make the world a better and greener place, the Group strives to instill sustainable practices into various aspects of students’ education experience, and to nurture a community of socially and ecologically responsible global citizens of the future.

The Last Straw Campaign



Sunway Education Group launched the #TheLastStraw campaign on 13th July 2018, to drive awareness for the United Nations Sustainable Development Goals (UNSDGs). The campaign seeks to address UNSDG Number 14 – Life Below Water, and has committed to stop selling water in single use plastic bottles on campus from the campaign launch onwards.

The pilot initiative introduces the refilling stations on campus to eliminate the use or purchase of plastic water bottles on campus. an initiative that eliminates single-use plastic on campus and encourages a no single-use plastic lifestyle grounds at the following locations with a third proposed at the field: Jeffrey Cheah Hall University Building Last Straw Campaign Water Dispensers at Level 1, University Building.

Augmented Reality Campaign reduces paper consumption

ThinkB4Print August 2019 Series

SEG Vine 365 Cloud Storage

**OneDrive**

- Act as your office personal files backup
- 1 TB cloud storage
- File sharing control (e.g. set view /edit, block download & set password)

**SharePoint**

- Central repository of departmental files
- Long term dept cloud storage
- Manageable file sharing (set files /folders level access control)

Your colleagues had started, what about you?

Launched in April 2019, the ThinkB4Print campaign was launched to create awareness and to encourage all Sunway Staff and Students to save paper out of concern for the environment.

ThinkB4Print Campaign Awareness & Result

Launched in April 2019, the ThinkB4Print campaign was to create awareness and encourage all on Sunway campus to save paper and go green.

ThinkB4Print Intro Video



According to a United Nations' report, nearly 4 billion trees worldwide are cut down each year for paper, representing about 35 percent of all harvested trees. With this in mind, the IT Services at SEG is stepping up to support a more sustainable and greener environment.

Summary of Campaign Series

 June Series Printer Guides with AR "Augmented Reality"	 July Series Printing Tips & Effective Usage	 August Series Save through cloud storage. "Let's hear their testimonial"	 September Series Adopting e-Campus solutions - Part 1	 October Series Adopting e-Campus solutions - Part 2
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Reduce Print & Cost

Compare to 2018, the campaign drove down **print volume per user** by **11%**, **total print volume** reduced **1.6 million** copies, equivalent to **RM97.8K** cost saving.

Special thanks to Centre for Research-Creation in Digital Media (CRCDM) for supporting the campaign.

Driving Forward



Paper production has a direct correlation with deforestation. Despite availability of recycled paper, paper manufacturing uses mainly virgin materials (State of the Global Paper Industry 2018). The world's forests are on the decline. Over the years 2010 – 2015, according to the United Nations Food and Agriculture Organisation (FAO) there was an annual forest cover nett change of negative 3.2 million hectares (FAO 2016). This includes trees cut down for paper production as the FAO definition of forests includes timber plantations.

A reduction in the amount of paper used by Sunway Education Group demonstrates its alignment with global issues concerning climate change. The private sector can align its business activities with responsible consumption because deforestation is the second-leading cause of climate change after fossil fuel burning (FAO 2018).

The ThinkB4Print campaign encouraged the reduction of paper consumption. This move further strengthened SEG's commitment to the United Nations Sustainable Development Goals (UNSDGs), particularly SDG number 12 - Responsible Consumption and Production.

Printing Tips & Effective Usage

ThinkB4Print July Series

- Side**
**1**
Duplex printing
Two-sided printing instantly cuts the amount of pages used per print job in half.
- Colour**
**2**
Monochrome printing
Black and white printing uses less toner than colour printing. Choose grayscale printing for faster printing speed and lower cost per page.
- Preview**
**3**
Preview file before print
Proof read and preview before print to make sure no glaring errors that will result in waste.
- Image**
**4**
Avoid printing images
Stick to text only when printing. Print images only when necessary.
- Format**
**5**
Use print-friendly format
Print in handout format, with three or six slides per page for PowerPoint presentations and print without images, sidebars and menus for websites.

 ThinkB4Print, a campaign to reduce paper and printing waste by IT Services in collaboration with Centre for Research-Creation in Digital Media (CRCDM), School of Arts

"We have very good printing facilities on campus, and we have made it easy for our users to print. At the same time, we are also very conscious of the huge cost to our planet. I would like to think that as our campus workplace becomes more mature, our colleagues and students will make conscious choices to print less and chose various digital alternatives instead," said Tony Lee, Chief Information Officer, SEG.

The ThinkB4Print campaign was designed to enable a variety of paper-saving practices to reach targeted audiences using multimodal approaches. The campaign was the outcome of six months of preparation by both the IT Services of Sunway Education Group (SEG) and the School of Arts-Centre for Research Creation in Digital Media (SOA-CRCMD).

ThinkB4Print August 2019 Series

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OneDrive	SharePoint
- Act as your office personal files backup 1 TB cloud storage - File sharing control (e.g. set view /edit, block download & set password)	- Central repository of departmental files - Long term dept cloud storage - Manageable file sharing (set files /folders level access control)

Your colleagues had started, what about you?

 ThinkB4Print, a campaign to reduce paper and printing waste by IT Services in collaboration with Centre for Research-Creation in Digital Media (CRCMD), School of Arts.

Making use of original video content and augmented reality (AR), the campaign started off in June 2019 with both a roadmap and ecofriendly printing guides interspersed together with a series of alternative solutions. Content was delivered over the course of five months to ease users into new printing and paper-saving habits. The series includes a video awareness campaign featuring printing tips and effective printer usage; transitioning towards cloud storage and adopting e-Campus solutions to event and administrative tasks. All campus staff were encouraged to participate in the campaign to reduce paper consumption with the long term goal of reduced paper found in the office.



The campaign strategically placed information tents at all University printer terminals (see photo below) to remind users to practice diligent paper usage. Integrating the campaign messages into existing IT assets in each department enhanced the campaign's presence across campus. Each of these tents blended IT technical help with user education on reduced-paper printing practices and sustainability awareness. Operating within the nexus of the physical and the virtual space, the campaign went one step further to encourage uptake of AR technology as the primary means of accessing the technical and user education material.



SEG Printer Terminals were refitted with campaign information to encourage sustainable paper consumption



Staff and Students accessed additional information on deforestation and reduced printing practices

Supporting the campaign was Dr Elizabeth Lee, Chief Executive Officer of SEG. “At any organisation or institution such as ours, the consumption of paper for printing is extremely high. In this digital age, let us all strive to reduce paper consumption and move towards a paperless community, to reduce our carbon footprint.”

Despite improvements in energy optimization for reduced GHG emissions, the paper and pulp industry remains a high energy consuming and polluting sector. Particularly polluting is the pulping process, a core component of paper making, which requires chemicals (such as chlorine for bleaching) to process timber into pulp for final processing into paper. Wastewater and gaseous pollutants from these processes left untreated enter waterways and the atmosphere. In other words, paper production results in air, land and water pollutants while reducing forest cover. With these environmental impacts in mind, the outcomes of this campaign are in line with efforts to prevent environmental damage and to reduce global carbon footprint.

In her ThinkB4Print Campaign Video Message Dr Lee urged all SEG users “to reduce paper consumption and move towards a paperless community by practicing ‘Thinkb4Print-ing and adopting the e-Campus solutions that are being introduced by our IT Services.’”

The ThinkB4Print campaign is a joint effort between IT Services and the School of Arts-Centre for Research Creation in Digital Media (SOA-CRCDM). It was supported by Branding and Corporate Communication, the Australian Matriculation (AUSMAT) Programme at Sunway College and the Centre for English Language Studies (CELS). Key members of the ThinkB4Print campaign include Loo Ooi Meng, Manager; Ong Kiat Ming, Section Head, and Wong Jian Xiang, IT Executive from IT Services, and Delas Santano, Audiovisual Producer, Centre for Research-Creation in Digital Media, School of Arts, Sunway University.

Adopting eCampus Solutions Part 2

ThinkB4Print October 2019 Series

Enterprise Survey via eLearn

Enterprise survey enables you to measure satisfaction level, community engagement, and other attitudes that impact institutional effectiveness via online.

Enterprise survey can be used as below

 e-Voting	 Satisfaction Survey
 Event Feedback	 Research Questionnaire

Pop-Up Message (Campus PC)

Publishes incoming events in campus PCs (Subject to ITS approval)

-  Reduce poster printing and distribution
-  Spread news on campus events during PC boot-up
-  Pop-up message available for a period of 3 days

For more information, please contact ITS Helpdesk : Ext: 8000



Inspiring thought about the campaign from our Chief Executive Officer

“Let us all strive to reduce paper consumption and move towards a paperless community by practicing 'ThinkB4Print-ing' and adopting the e-Campus solutions that are being introduced by our IT Services.”

Dr Elizabeth Lee, CEO, Sunway Education Group


 ThinkB4Print, a campaign to reduce paper and printing waste by IT Services in collaboration with Centre for Research-Creation in Digital Media (CRCDM), School of Arts.


 12 SUSTAINABLE DEVELOPMENT GOALS

The campaigns ended in October 2019 with the continued hope that all on the Sunway campus continue efforts to reduce paper consumption.

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Make It Challenge 2019



Formerly known as the Start It Challenge, the Make It Challenge is an annual hackathon organised by Sunway iLabs. Students are tasked to come up with solutions to address one of the United Nations Sustainable Development Goal (SDG). Students were selected based on video submissions, where they mentioned their motive to participate in the Make It Challenge 2019.

SDG 12: Responsible Consumption and Production was the theme for this year. Students started their programme with a trip to Sunway Resort Hotel and Spa to view food management in the hotel industry.

Reboot the Earth Climate Change Hackathon sends winner to NYC



Reboot The Earth was planned as a social coding event to bring budding computer programmers, scientists and interested parties together under the auspices of the United Nations to improve upon or to build new software program.



The Sunway iLabs team with Dr. Elizabeth Lee, CEO of Sunway Education Group, YB Syed Saddiq, Minister of Youth and Sport, and Evan Cheah, Vice President of Sunway Group, after the opening ceremony.

This hackathon was open to members of the public above the age of 18 with interest in innovation, technology and climate change. Participants were of different ages ranging from 18 to 30 years. The hackathon attracted a mix of college and university students, fresh graduates and working adults. 20-30 teams competed with team sizes varying from solo to four members.



Students formed groups, utilizing the open workspace at iLabs, Menara Sunway, and worked till wee hours of the morning.

Through a series of Tech Challenges by UNTIL held consecutively in four continents, Reboot the Earth provided young people, mainly tertiary students of different backgrounds such as tech, computer science, business and sustainability, with a platform to showcase their expertise in developing solutions based on climate change data. Participants were encouraged to localise solutions. Data points considered included: increase of temperature, changes in weather patterns, as a general overview over set geographic locations. Participants were given freedom of choice regarding technology, development tools and platform selection. Scoring emphasised the impact of the solution rather than technical expertise.

Mentors coached participants to better understand the problem at hand and helping them to better gauge the feasibility of their solutions; no technical mentorship was provided. Some of the local issues students looked at were illegal deforestation, illegal poaching, and global warming. The variety of solutions from the participants included utilising used mobile phones to detect illegal poaching/logging and using drones to monitor natural resources.



Present: YB Syed Saddiq, Minister of Youth and Sports, Evan Cheah, Vice President of Sunway Group, Dr. Elizabeth Lee, CEO of Sunway Education Group, Matthijs Van Leeuwen, Director of Sunway iLabs, and UNTIL team alongside the participants of Reboot the Earth at the opening ceremony, gathering for a group photo.



The winner of Reboot The Earth Hackathon 2019, Eshaan Menon (R) with Prem Nair (L), the UNTIL Officer of Information and Communications Technology at the prize giving ceremony.

The winner of Reboot the Earth Malaysia was a solo entrant, Eshaan Menon, who was given the opportunity of a lifetime to pitch his solution at the United Nations Climate Action Summit 2019 in New York City. His solution, entitled Sawlt, uses blockchain technology and satellite data to identify palm oil plantation locations intended to monitor illegal activities, deforestation and burning of forests.