



CAMPUS WITH A CONSCIENCE

December 2023 | Issue #11

Dear Colleagues,

We are pleased to be sharing with you the latest Campus With A Conscience e-Bulletin.

Thank you to those who have been continuously contributing to the sustainability efforts across Sunway College and Sunway University.

The latest bulletin covers the sustainability efforts of clubs & societies, schools and departments from all across our #MostHappeningCampus.

This month's edition leads with the Asean Education Cities Conference 2023 (AECC) – hosted by Sunway University – which saw an exchange of ideas on the making of vibrant education cities and how to work together towards developing new ways of educating the next generation of planetary health caretakers.

In addition, corporate leaders, non-governmental organisations, special society groups, influencers and over 22,000 students from all across Malaysia gathered at Sunway University for a week-long festival of events in support of the United Nations 17 Sustainable Development Goals (SDGs). Innovation, inspiration, dedication and entertainment are just some of the key factors that brought a “city” together in a united effort to drive interest and action toward the 17 UNSDGs.

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Thank you for taking your time to read through the CWAC eBulletin and please do feel free to share our Campus With A Conscience updates with all your family, friends and associates.

Inspired to shape green cities for better tomorrow

22 February 2023



Sunway University hosted the Asean Education Cities Conference 2023 (AECC), which saw an exchange of ideas on the making of vibrant education cities and how to work together towards developing new ways of educating the next generation of planetary health caretakers.

The researchers, scholars, industry leaders and other stakeholders focused on the way cities function as spaces for education and also how educational institutions can support sustainable development through teaching, policy advising and public engagement.

Among the speakers were Sarawak Premier Tan Sri Abang Johari Tun Openg, Sunway Group founder and chairman Tan Sri Dr Jeffrey Cheah, Deputy Human Resources Minister Mustapha Sakmud, Selangor Economic Planning Unit director and Selangor deputy secretary (development) Datuk Johary Anuar, and United Nations Human Settlements Programme (UN-Habitat) executive director Datuk Seri Paduka Maimunah Mohd Sharif.

Cheah shared his thoughts on the future of Sunway City.

“Our agenda is summed up in our vision statement to be Asia’s model corporation in sustainable development to enrich lives.

“Last year, we took our commitment one step further with a pledge to achieve net zero carbon emissions by 2050.

“Sunway Group and the Jeffrey Cheah Foundation have embraced the 17 Sustainable Development Goals (SDGs) of the United Nations.

“I am convinced that if we can achieve just 70% of the SDGs, the global happiness index will go through the roof,” he said.

Mustapha spoke about Sunway as a model Asean city for UN SDG 17: Partnerships for the Goals.

“I am impressed that Sunway is home to entities such as the UN-SDSN centre under Professor Jeffrey Sachs, Sunway Centre for Planetary Health led by Professor Tan Sri Dr Jemilah Mahmood, and one of this conference’s key organisers, the Future Cities Research Institute which is in collaboration with Lancaster University, the United Kingdom.

“By collaborating with others, Sunway has been able to generate real-world solutions for the progress of the people and the planet.

“This collaboration is cross-sectoral from education to construction, from property to retail, healthcare, hospitality and others.”

Sunway Education Group chief executive officer Prof Datuk Dr Elizabeth Lee shared, “The United Nations has projected that an additional 2.5 billion people around the world will be living in cities in the next 30 years and 60% of this increase will be in Asia.

“Conferences such as AECC and collaborative translational research platforms like the Future Cities Research Institute will help us find solutions to ensure that all future city folk can thrive.”

AECC is co-organised by the Future Cities Research Institute, ElastiCities Research Cluster, School of Arts, Campus with a Conscience, School of Business, and School of Hospitality and Service Management alongside Sunway Centre for Planetary Health, Jeffrey Sachs Centre on Sustainable Development, SDG Academy as well as United Nations Sustainable Development Solutions Network, and powered by the Asian Strategy and Leadership Institute.

Driving sustainability forward: Sunway University hosts week-long festival

25 September 2023



Innovation, inspiration, dedication and entertainment are just some of the key factors that brought a “city” together in a united effort to drive interest and action toward the United Nations 17 Sustainable Development Goals (SDGs).

In a display of unity, corporate leaders, non-governmental organisations, special society groups, influencers and over 22,000 students from all across Malaysia gathered at Sunway University, Sunway City, for a week-long festival of events in support of the United Nations 17 SDGs.

Campus With A Conscience – Local Action For Global Goals 2023, was celebrated from Sept 18 to Sept 22.

This unique festival, believed to be the first of its kind in Asia, was back for the second year with talks, performances, interactive workshops and corporate displays on sustainability from pioneering brands such as Blueshark, Uniqlo, The Body Shop and Aquaria.

Among others, there were daily flag parades, on-stage demonstrations, a sustainable marketplace and a space to connect with leaders, changemakers, activists, and musical performances.

The festival was launched with a heart-warming, inclusive fashion show featuring senior citizens from Subang Jaya community and a group of children with special needs who mesmerised and captivated the campus audience.

Sunway College A-Level graduates celebrating success with community

29 November 2023



Following their joyous graduation celebration, the accomplished batch of A-Level students from Sunway College extended their memorable day beyond the campus to share their success with the local community. In alignment with the college's ongoing initiative, "A Campus with a Conscience," four graduates, elegantly adorned in their graduation robes, paid a visit to the PJS7 community hall. Accompanied by student volunteers, they brought along beautiful flowers courtesy of BloomThis.

Madam Tharva, representing the PJS7 community, expressed her delight, stating, "The sight of the students entering the hall with these beautiful flowers was truly breathtaking. It's wonderful to witness these young individuals personally coming down and sharing their personal milestones with our community."

Residents of PJS7, touched by the thoughtful gesture, shared their appreciation. "It truly is a lovely and thoughtful gesture that our residents deeply appreciate. Being part of these graduates' significant occasion makes our day. For that, we are immensely grateful to Sunway College and would also like to express our heartiest congratulations to the brilliant students," mentioned another delighted resident.

The A-Level graduates not only celebrated their success but also shared the joy by gifting their graduation flowers to members of the local community. They even offered to help residents select beautiful bunches to be shared with their families.

These meaningful initiatives, extending beyond academics, showcase Sunway College's commitment to being a Campus with a Conscience. By incorporating the surrounding communities into their celebratory moments, the college continues to emphasize the importance of social responsibility and community engagement.



ESG Solutions: collaborating for a sustainable future

14 March 2023

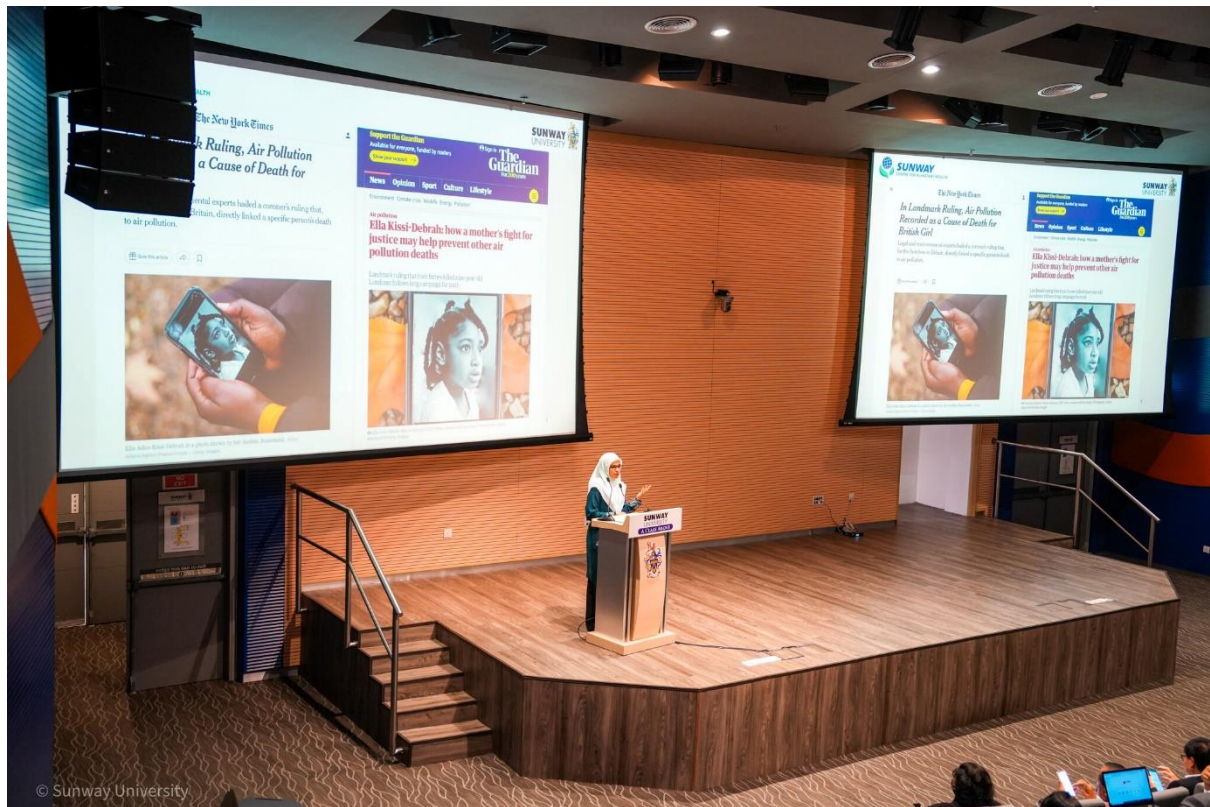
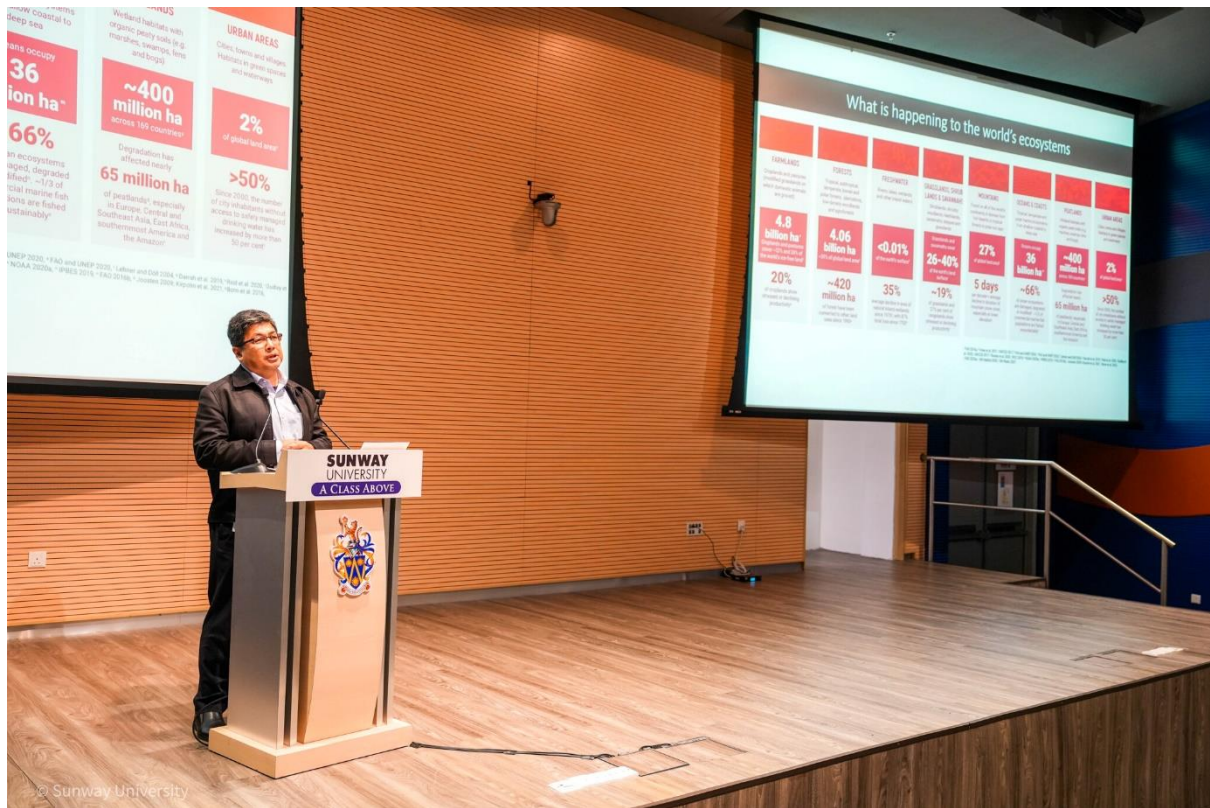


We have successfully concluded the ESG Solutions: Collaborating for a Sustainable Future event. This dialogue was the first in a series of lectures, workshops, and seminars aimed at engaging various stakeholders, including the research community, industry, regulators, and prospective postgraduates. Our focus is to find solutions to address ESG concerns, with particular attention given to the unique challenges faced by Small and Medium-sized Enterprises (SMEs) in playing a vital role in our economy.

We hope it was a productive and enriching experience for all who attended. We look forward to continuing this important conversation and working together towards a more sustainable future.







From a Wall of Kindness to “From Me to You” – SDSN Malaysia Youth brings to life SDG 3: Good Health and Wellbeing
26 June 2023



If kindness were a person, we make it our aim that she finds her permanent stay right here on Sunway Campus. Sustainable Development Solutions Network (SDSN) Malaysia Youth are here to serve!

What is this project about? A heart-to-heart kindness postcard delivery service.



From postcard to delivery: write, post and give to yourself and the community

Six students banding together from the Victoria University Bachelor in Business (VUBB) programme bring to you their latest instalment of kindness intervention to instil the culture of kindness on Sunway Campus. You may have heard of their last initiative, the Wall of Kindness back in August 2022. This time it is “From Me to You”.



A remarkable initiative to encourage pen meeting paper as a channel for heartfelt words to be communicated from me to you, from you to them, from them to you, so on and so forth! For two weeks, passers by were enticed to join the cause to convey their heartfelt thoughts to the people who have made a difference in their life.



159 handwritten postcards were posted, with 140 delivered to recipients.

Once they finished writing their note(s), they would walk up to the post box and physically drop the note. The magic of receiving a note from someone you've known was a part of the project. Reading the words their mouth never quite mustered the courage to say. Once the postcard was dropped, a member of the team would collect them, as Santa would, and send a personalised message to inform the recipient that they had a surprise note.

Dear Shankar,
Greetings! We are from @foryou_msia under SDSN Youth Malaysia. We have good news! You have received a mail from your friend. You can come over to Sunway University Foyer to collect your mail 📧 from our booth between 9:30 a.m to 4:30 p.m from 3rd to 14th April in conjunction with our project "From Me to You". Let's spread the kindness far and wide.
Thank you!

Come and collect your surprise heartfelt handwritten note!



Each message carries a chance to build our community.

A postcard, with all its simplicity, has a magical way of delivering the human touch. Some took a few minutes to write, penning down simple messages such as: “great Tai Chi instructor.” Others took some time to share their feelings towards cherished parts of their relationship.



Each postcard was sold for RM1. For this small amount, a person has to put in much more effort to think of a recipient, decide the message which is suitable, and put pen to paper. This was the hardest part. However, once they began writing, many participants were surprised that they ran out of space. Indeed we found that the heart contains far more than paper can ever hold!



Students engaged widely to ensure as many people as possible could participate.

One of the participants, an international student from Indonesia, was touched when asked about her experience writing the postcard. She and her friend opted to write an open message to a random stranger. They wrote well wishes, telling the recipient to persevere despite their current experience. She realised the project had an immense impact on her when asked to share one word to encapsulate the experience.



A simple intervention was carried out to find out how writing kind notes impacted people. As frequently as possible, SDSN Malaysia Youth asked postcard writers to tune into their immediate feelings before and after writing. Some said there was no difference. Some were speechless, finding it hard to identify a feeling or change in them. Some felt the fun in the project, and others were deeply touched, as was the student in the paragraph above.



The power of kindness can change a person's state in an instant. This was seen in unparalleled thrill when participants picked up their post cards. Staff and students were asked about their feelings upon receiving a surprise postcard. The soothing quality from a physical note made the bid for connection felt more deeply than a text message or an email.



Koo Zen Hom spreading kindness one person at a time.

Internally, kindness was in abundance as well! SDSN Sunway was more than willing to provide the seed-funding to help kick off this project by covering the postcard material and printing cost. It was a huge aid in enabling this project to take off the ground. The kindness did not end there, the minds behind FM2U pooled their resources together and was able to form a contract with Giving Opportunities For Learning Disabled (GOLD). Utilizing the booth they had booked to also sell the products manufactured by GOLD staff while also promoting their cause to the masses at Sunway. Donations towards 58 jars of homemade cookies and 5 handmade notebooks amounted to RM1,094.



Participants were given the opportunity to pass on kindness to an organisation in support of persons with disabilities as well.



Ciara Angelica Andante Cacas, a Victoria University alumnus, returning to spread kindness.

Running in tandem with the postcard sales, generous donors joined an Affiliate Programme where every sale of a postcard would be matched with a RM 1 being donated directly to GOLD (up to the donors determined amount). Through sheer generosity alone, RM 374 was donated to GOLD! The project also generated RM480 as seed funding for future SDG projects.



Cherry Foo holding up one of the postcards and pen, two simple items which can ignite kindness

The SDSN Malaysia Youth team collected the feelings of students and staff before and after they wrote postcards.



Dr Jason Cheek from Victoria University penning a postcard

By the end of the first week, all 240 cards ran out. Another 240 were printed for Week 2, which ran out on the final day. Kindness abounds on campus.



SDSN Malaysia Youth is guided by the SDSN Malaysia Chapter Secretariat, located within the SDSN Asia office, hosted by Sunway University. From Me to You is a Sunway Education Group Campus with a Conscience project.



Chew Weng Lam and team holding up the Victoria University placard

The project organisers express a special thanks to the Facilities Service Department, the Branding and Corporate Communications Department, Karen Chand, Prof Alvin Ng, Karen Lau, Ng Beng Lean, Dr Jason Cheok and Victoria University Staff and Students for their invaluable insights and on the ground support. Special mention of Samantha Liew from Victoria University for her linking SDSN and Victoria University.

Professional Photo Credit: Darren Yoong.



A quiet moment for contemplation of people in our lives.

It goes to show that you can become a part of something more, and it all starts with being a part of someone more! Let us press forward hand in hand, excited about what a sustainable future may hold for Sunway University!

“Solutions to Plastic Pollution” for World Environment Day 2023
2 June 2023



This World Environment Day, educate yourself on the state of the environment by attending our virtual talk! Our brilliant keynote speakers, Dr Emenda Sembiring and Dr Jane Gew Lai Ti, will be talking around this year's theme: "Solutions to Plastic Pollution".

This virtual talk will be held on Monday, 5 June 2023, from 9 AM to 11 AM (GMT+7). The event is organised by Lembaga Penelitian dan Pengabdian kepada Masyarakat, Institut Teknologi Bandung (LPPM ITB) and American Chemical Society (ACS) Publications.

A section titled 'Keynote Speakers' with a light blue background. The title is in a white box with blue text. Below the title, there are two circular portraits of the speakers. The first portrait is of Dr Emenda Sembiring, a woman wearing a black hijab and glasses. To her right, her name 'Emenda Sembiring, Ph.D.' is written in bold, followed by 'Institut Teknologi Bandung' and a quote: '"Developing and Conducting Marine Plastic Debris Monitoring in Indonesia"'. The second portrait is of Dr Jane Gew Lai Ti, a woman with short dark hair and glasses. To her right, her name 'Jane Gew Lai Ti, Ph.D.' is written in bold, followed by 'Sunway University Malaysia' and a quote: '"Individualized Community Refuse Audits for Plastic Waste Reduction and Mangement"'. The overall layout is clean and professional.

Entrepreneurship for a better world: achieving the three zeros' agenda 31 July 2023



The Campus with a Conscience Series presented an engaging session titled "Entrepreneurship for a Better World: Achieving The Three Zeros Agenda." Sunway Business School's esteemed Dean, Prof. Lim Marc Weng, skillfully moderated the session. The session featured the distinguished Nobel Peace Laureate, Prof. Muhammad Yunus, as the honourable guest speaker. This remarkable event was a collaborative effort between the Asian Strategy & Leadership Institute (ASLI) and Yunus Social Business Centre.

The session proved to be an insightful and thought-provoking experience, with Prof. Yunus captivating the amazing crowd with his wisdom and expertise. SBS extends their heartfelt thanks to all the enthusiasts and participants who made this event truly special and impactful.







FCRI Urban Living Lab: redefining urban limits
23 October 2023



EXHIBITION

FCRI URBAN LIVING LAB: REDIFINING URBAN LIMITS

**3RD - 10TH NOVEMBER
2023**

10AM - 4PM
SOA GALLERY Sunway
University

The Future Cities Research Institute (FCRI) recently hosted the "FCRI Urban Living Lab: redefining urban limits" exhibition from 3 to 10 November 2023, in collaboration with Lancaster University. Showcasing arts-related research focused on urban living areas, water and plastic, the exhibition highlighted the significant roles these elements play in city development.

WeCare members appreciation ceremony 9 October 2023

Excitement filled the air as we celebrated our amazing We-CARE members last Friday! These dedicated academic staff members team up with our counselling team to offer unwavering emotional support, empowering workshops, increased referrals, and stronger inter-school partnerships. This incredible partnership is a cornerstone in our mission to create a nurturing and inclusive learning environment for all our students. Together, we're building a more compassionate and inclusive learning environment for our Sunwayians, where every success story begins.







Swap with Care
14 September 2023

**18-22
SEPT
2023**

10^A_M - 4^P_M

**SUNWAY
COLLEGE**
A Brighter Future

Sunway University Foyer

Pre-Loved Items

Clothes • Electrical Appliances • Shoes

Share What You Can, Take What You Need

Share What You Can, Take What You Need

Share What You Can, Take What You Need

Share What You Can, Take What You Need

Share What You Can, Take What You Need

In conjunction with CWAC 2023, the Sunway community hosted a pre-loved items donation drive to spread kindness and share resource. Everyone came together and brought their gently used items to make a difference in someone else's life. It was a wonderful opportunity to declutter your space and find something new to cherish. Let's foster a spirit of giving and community together.

Cross- Disciplinary Postgraduate Research for SDG Symposium 29 September 2023



Sunway Business School and the School of Medical and Life Sciences at Sunway University jointly hosted a cross-disciplinary Postgraduate Research for SDG Symposium. This was part of Sunway University's effort to embed SDGs into postgraduate research, promoting sustainable solutions for global challenges.

This inaugural symposium united cross-school postgraduate researchers to dive into SDG-focused studies, sparking discussions, forging collaborations, and paving the way for a greener future. There were lively discussions on academic and professional careers, research motivations, outliers, and trending topics like Generative AI.

Overall, the inaugural Postgraduate Research for SDG Symposium was a resounding success. The symposium highlighted the diversity, innovation, and passion of Sunway University's postgraduate researchers and its commitment to embedding the SDGs into postgraduate research.

Collaborating to build a sustainable future together

25 July 2023



Sunway Business School (SBS) and Lancaster University Management School (LUMS) celebrated their 16-year partnership with a research conference, themed 'Collaborating for a Sustainable Future,' on July 25-26, 2023.

Prof. Sibrandes Poppema, President of Sunway University, set the tone with an inspiring address emphasising the importance of sustainable research collaboration between the two institutions.

LUMS members actively engaged, fostering knowledge exchange and new collaborations. The session was moderated by Mr. Brian Gregory - Director of the LUMS Entrepreneur in Residence programme, with four wonderful iron ladies:

1. **Datin Zameema Banu binti Mohamad Arif** - Senior Vice President Group Sustainability, AmBank Group
2. **Ms. Elina Jani** - CEO of GreenTech Malaysia Alliance (GTMA) - a subsidiary of Malaysian Green Technology & Climate Change Corporation (MGTC)
3. **Ms. Jasmine Voo** - Director in the Capital Projects & Infrastructure and Energy Transition for Sustainability, PwC Malaysia
4. **Ms. Pauline Goh** - Vice Chairman of Swiss Malaysian Chamber of Commerce, Belgium-Luxembourg Chamber, and Chinese Chamber of Commerce and Industry of Serdang Selangor

The last session was a live online keynote speech by Prof. Ian Walker - Professor of Economics LUMS, IFS and IZA, from Lancaster University.

On the next day, the Conference began with an engaging and informative forum titled "How to Publish Quality Research in Top Management Journals". Esteemed Prof. Yuka Fujimoto, Associate Dean (Research), skillfully moderated the discussion with three distinguished panels:

1. **Prof. Lim Weng Marc** - Dean, Sunway Business School
2. **Prof. Marwan Izzeldin** - Associate Dean (International) LUMS, Lancaster University
3. **Prof. Shantanu Banerjee** - Professor of Finance LUMS, Lancaster University

Following this, two parallel sessions were conducted- one on Corporate Social Responsibilities and another on Management & Technology. These sessions were chaired by two distinguished academics: Dr Koon Vui Yee, Principal Teaching Fellow from the Department of Management, and Dr. Ibrahim T. Nather Khasro, Lecturer from the Department of Business Analytics.

The penultimate session featured an insightful workshop titled "Collaborative Research between Global South and Global North." This engaging workshop highlighted promising research opportunities within these regions, such as global supply chain dynamics, business sustainability, and artificial intelligence. Prof. Yuka Fujimoto and Prof. Shantanu led the discussion, guiding participants through a fruitful exploration of collaborative possibilities.

The final presentation was delivered by Prof. Mahendhiran Sanggaran Nair, focusing on urban poverty issues in the vicinity of Sunway University, specifically in an area known as Mentari Court, located approximately 2 kilometres away.

Before the conference, a pre-meeting on July 24, 2023 was held to identify common themes for enriching conference discussions.







Readiness to the World of Sustainable Employment

23 May 2023

On 22 May 2023, Sunway Business School hosted a special forum in Sunway University discussing about the "Readiness to the world of Sustainable Employment" by two great speakers:

1. Mr. Abdul Haleem - Head of Business Development, Accedo.tv
2. Ms. Wern Earn Ooi - Senior Director Human Resources, Sunway Malls

who shared their opinions about the topic and answered some burning questions related to employment. Special thanks to our dedicated lecturers; our Emcee - Dr Elizabeth Andrews, our moderator - Dr Guna Seelan Rethinam and our coordinator - Ms. Stella Ong Kim Yoke for their dedication and support for the event.









SPAIR Conference 2023: 'Human Capital: discussing the gap on gender & education'
25 October 2023



Sunway Project for Asian and International Relations (SPAIR) held its 2023 annual conference titled 'Human Capital: Discussing the Gap on Gender & Education' at Sunway University.

The conference aimed to delve into gender and education gap issues, exploring innovative solutions and fostering thought-provoking discussion. This was achieved by holding forums, which were divided into two panels.

The opening keynote speech was delivered by Professor Dato' Dr Elizabeth Lee, and the closing keynote speech was delivered by Ms Mildred Voon.

The first panel focused on the topic of 'Gender Equality'. The panellists included: Ms Chloe Ling, Ms Farah Rosley, Ms Krishnavenee Krishnan, Dr Hj. Yatela Zainal Abidin, Mr Chuman Dev, and Ms Arinah Najwa Ahmad Said.

The second panel addressed the issue of 'Quality Education' with the following panellists: Mr Jeff Sandhu, Mr Danial Rahman, Dato' Satinah Syed Saleh, Dr Su Woan Wo, Ms Kar Marn (Katelyn) Chin, and Ms Mallory Loone.

Congratulations to the team from SPAIR for successfully hosting such an impactful event.