



From Awareness to Action: Challenges in Building A Sustainable Future

A Policy-to-Practice Proposal
Supporting SDG 12



**UNIVERSITY
OF MALAYA**

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Status of Practice



June 2025 – The Garden Mall Green Move Roadshow ♻️

Involved supermarket chains and local councils. Promoted good sustainable consumption habits in consumers. Raise awareness of choosing longer shelf-life, avoiding plastic wraps.



**Don't Waste It.
ReMeal It.**

An app to find surplus food from Cafes, Bakeries, Supermarkets, and Restaurants at discounted prices!

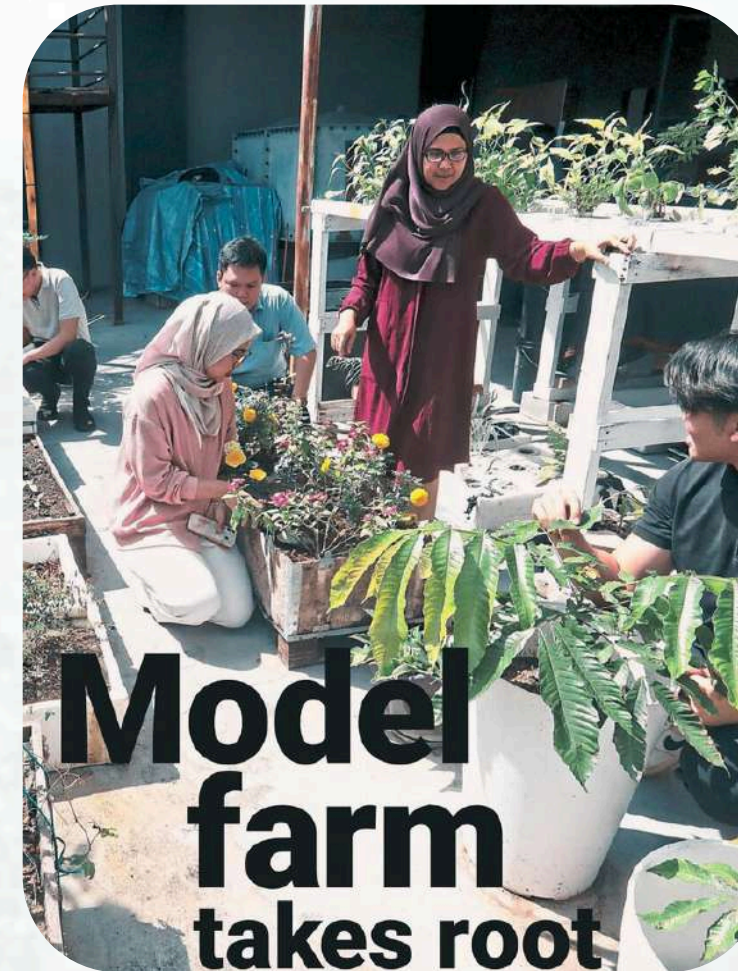
Malaysia's #1 food surplus app 🇲🇾



Malaysia's first surplus-food app launching 2024

Partnered with local authorities, DBKL, to fight food waste. Collaborated with public and private university students (Taylor & UiTM) to raise awareness.

In March 2025, it rescued nearly 70 tons of food surplus from Ramadan Bazaars across all states in Malaysia.



January 2025 – University of Malaya Smart Engineering & Sustainable Urban Farm

A rooftop aquaponic garden atop its Chemical Engineering building. It cultivates lettuce, spinach, herbs, stingless honey bees, and fish. The system integrates solar energy, rainwater harvesting, and on-site composting of organic waste, promoting sustainable food production and circular resource use.



Waste management

The Ministry of Housing and Local Government (KPKT) has launched the Circular Economy Blueprint for Solid Waste in Malaysia (2025-2035)

Everyday Actions for Sustainable Living

What We Can Do As Individuals



Reduce Waste

- **Make** plastic-free shopping a daily habit
- **Check** the fridge weekly and finish older food first
- **Use** an Eat Me First to finish food already stored
- **Serve** smaller portions to avoid food waste
- **Consume** only what you need by buying and cooking in realistic portions

Education and Awareness

- **Teach** children to finish what is on their plate at home and in schools
- **Encourage** students to lead green farming, composting and zero-waste projects (inspired by University of Malaya's green farming initiative)

Reuse and Sustainable Consumption

- **Carry** personal reusables such as bottles, containers and bags
- **Join** clothing drives with washed and gently used items
- **Support** composting hubs in schools, apartments and villages when provided by councils



Recommendations

Corporate role



Corporate can adopt a more proactive role in sustainability initiatives, extending efforts beyond city centres to also include suburban and rural areas.



1. Corporate Technology Solutions

Develop food waste apps like Kitche and expand food-surplus platforms (e.g., ReMeal) with SOPs for safe donation, recordkeeping, and sign-off.



2. Awareness Campaigns

Run annual roadshows, competitions, and toolkits with corporates and malls to drive SDG 12, extending efforts to suburban and rural areas.



3. Green financing

Corporates should practice sustainability reporting which cover the full cycle from manufacturing to production and disposal, promote recyclable materials and reuse (e.g., Starbucks Upcycled Pouch), and channel sponsorships or donations to ESG projects like food banks and urban farming.



Recommendations

Government role



Food Waste Pyramid

Prevention

6R
Refuse, Reduce,
Reuse, Repurpose,
Recycle, Rot

Disposal

1. Leftover Food Management Policy

- Prioritize prevention, promote recovery and redistribution following the principle of "6R".

2. Policy Implementation to Practice

- To review and monitor policies implementation and ensure their adoptions across all industries nationwide.
- Incorporate SGD 12 awareness into school curriculums from elementary level.

3. Incentives & Subsidy of Green Financing

- Provide tax deductions for businesses that donate unsold food to charities.
- Funding for food recovery networks, food banks, and redistribution programs.
- Provide tax rebates for cold-chain infrastructure investments.

Final Thoughts & Way Forward for SDG 12

Expected Outcomes by 2030

- 30 percent reduction in food, plastic and textile waste nationwide.
- More than 100 composting hubs established in schools, apartments and villages through council-community partnerships.
- ESG adoption surpasses 80 percent among small and medium-sized enterprises (SMEs) by 2030, building on rapid growth since 2023.
- Sustainable lifestyle mainstreamed with daily no-plastic habits and hygienic pre-loved clothing reuse.
- SDG 12 education embedded across all levels, from elementary eco-clubs to university projects, ensuring every graduate has practical sustainability experience.

“Through small daily actions strengthened by education, corporate responsibility and government policy, Malaysia can become a regional model for SDG 12 by 2030.”

**Thank
you**