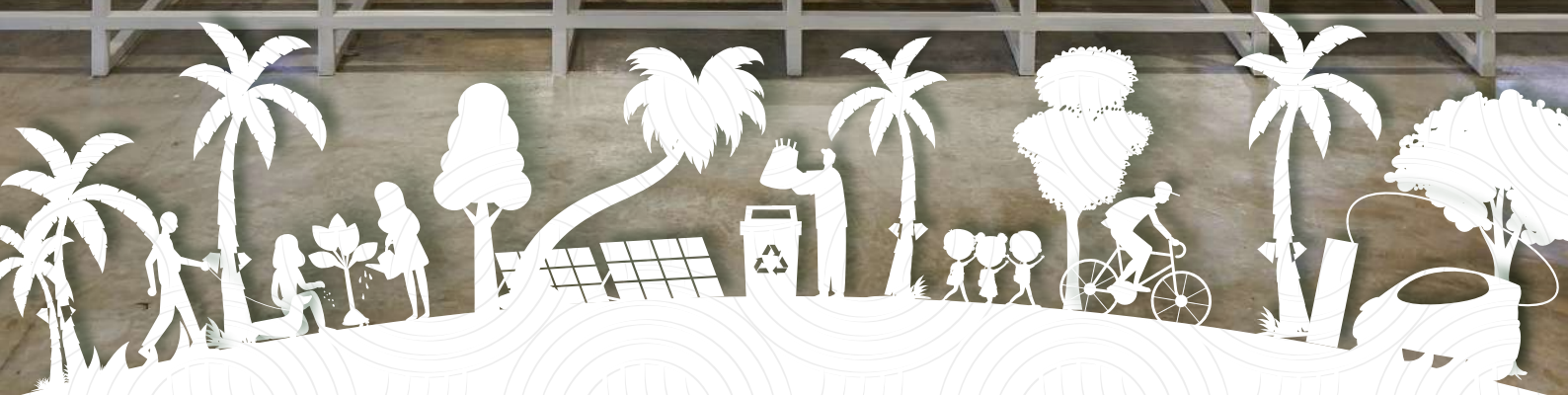




**GGAF**

Green Growth Asia Foundation



# **STRATEGIC ACTION PLAN 2030**

Empowering Youth In Individual Climate Action



Green Growth Asia Foundation

# **STRATEGIC ACTION PLAN 2030**

*Empowering Youth In  
Individual  
Climate Action*



First Edition 2023

The Green Growth Asia Foundation

Green Growth Asia Foundation (GGAF) was established in 2015.

It is an independent civil society organisation based in Melaka, Malaysia.

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GREEN GROWTH ASIA FOUNDATION STRATEGIC ACTION PLAN 2030

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The Green Growth Asia Foundation Strategic Action Plan 2030 is prepared by the Green Growth Asia Foundation (GGAF). The publication serves to illuminate actionable pathways outlined in the GGAF Strategic Action Plan 2030, providing a comprehensive guide for stakeholders keen on advancing sustainable development, incorporating ESG principles. This encompasses greening education, green talent development, green living practices, and impactful partnerships.

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# INTRODUCTION

Green Growth Asia Foundation, hereinafter referred to as the Foundation, is a civil society organisation based in Melaka, Malaysia, that specialises in the advocacy, localisation and realisation of United Nations sustainable development agendas through mental reengineering in the area of education, social and inter-level cooperation — ahead of the critical milestones for humanity, the decade of action 2030.

With time comes experience, shedding the light of wisdom, as with many newcomers, there will be a point of convergence in deciding their niche; the Foundation is not an exception. The previous edition of the strategic document saw a broader take on environmental sustainability with 'bringing solutions, making it happen' as the guiding principles for our environmental interventions. Through the many exchanges with various stakeholders, be it the policy - makers, regulators, community, teachers and students, we realised the need for a reflection in our focus as the propagator of change.

The recalibration of our strategic directive leads to the publication of renewed aspirations focusing on individual climate actions among our future leaders, the youth. The Foundation believes in the endless possibilities afforded by our changemakers moulded with the necessary exposure to climate and environmental literacy, mentorship and trust; they will be at the forefront of our climate mitigation and adaptation strategies, affecting change within their communities. This strategic document lays the Foundation, providing the direction for the Foundation green growth initiatives heading towards 2030 to fulfil the collective global pledges.

The Foundation remains committed to realising a sustainable future for Malaysia and the Asia region by leveraging on approaches that are uniquely ours-project-centric, knowledge-based and collaborative, as we firmly move forward with a focused agenda, espousing the learning, the science and the implementation of individual climate action.

Know the facts, change our mindset, and take action.

# OVERVIEW

Green Growth Asia Foundation's Strategic Action Plan 2030 is the spiritual successor of the 2018-2022 edition, a logical leap centred on the Foundation's monumental growth and re-defined focus. This strategic document charts the trajectory and deliverables committable across our four strategic pathways - Greening Education for a Sustainable Future, Green Talent for a Sustainable Future, Green Living for a Sustainable Future, and Partnerships for a Sustainable Future. This is a stark departure from our founding legacy, signifying the Foundation's steadfast commitment to embracing change today for a greener tomorrow.



# UNLEASHING GREEN GROWTH

In an era defined by unprecedented challenges, the urgency of addressing climate change has never been more palpable. Climate change is not a distant threat. It is here, it is real and it demands our immediate attention. As we witness the unfolding impacts of a warming planet, the time to act is now, and the Green Growth Asia Foundation (GGAF) is at the forefront of this pivotal endeavour.

The GGAF Strategic Action Plan 2030 is more than a mere document; it is a call to arms, a roadmap that beckons us to embark on a transformative journey towards sustainable coexistence with our environment. It is a blueprint that outlines a future where vibrant green growth flourishes, and the shackles of carbon emissions are cast aside.

Central to this plan is the recognition that education is our most potent weapon in the fight against climate change. The world's most valuable resource is not oil, gold or silicon - it is the minds of our youth. GGAF has ingeniously harnessed the power of climate education, nurturing and empowering the leaders of tomorrow to become fervent ambassadors of green growth. By imparting a profound understanding of the interplay between human activities and the climate, GGAF is nurturing a generation that will redefine the trajectory of our planet.

The brilliance of GGAF's approach lies in its emphasis on practicality. Knowledge is not static; it is a catalyst for action. Through education in sustainable development, our youth are not just passive recipients of information. They are armed with the knowledge and skills to engineer tangible change. From our daily routines to the industries we shape, the youth, equipped with the insights GGAF provides, can drive a paradigm shift towards reduced carbon emissions.

The GGAF Strategic Action Plan 2030 is not just a blueprint. It is a clarion call to unite, to rise above the challenges of our time and to channel our collective energy towards a greener, more resilient future. I urge you to delve into its pages, absorb its wisdom and join us in this noble quest. Together, let us pave the way for a world where climate change is not a looming crisis but a triumph of human ingenuity, compassion and dedication.

**Dr. S Anandan Shanmugan**  
Executive Director,  
Green Growth Asia Foundation

# GREEN GROWTH AND SUSTAINABLE DEVELOPMENT

As we stand on the precipice of a defining era, the importance of green growth and sustainable development has never been more pronounced. It is my privilege to introduce you to the GGAF Strategic Action Plan 2030 - an ambitious roadmap that envisions a future where our actions are guided by a profound commitment to the well-being of our planet and its inhabitants.

Amidst the complex web of challenges that the world faces today, GGAF's Strategic Action Plan emerges as a beacon of hope, casting a spotlight on transformative themes that will shape the trajectory of our collective journey. In the pages that follow, we will embark on a journey that navigates through the intricate tapestry of green growth, highlighting its symbiotic relationship with sustainable development - a harmony that encapsulates the essence of responsible stewardship.

A cornerstone of this visionary plan is the unwavering support it lends to Environmental, Social, and Governance (ESG) initiatives undertaken by Government-Linked Companies (GLCs) and beyond. As industries evolve and corporations embrace their roles as catalysts for change, GGAF stands as a steadfast ally, championing principles that bridge profitability with societal and environmental responsibility. Through collaboration and shared purpose, we forge a path that illuminates a brighter and more equitable future.

At the heart of GGAF's strategic vision lies an unyielding commitment to education - specifically, the empowerment of our youth. With profound clarity, the plan resonates with a resounding call to action, urging us to cultivate a generation of leaders who are not only attuned to the imperatives of green growth but are also equipped with the tools to actualise it. By nurturing a deep understanding of sustainable practices, GGAF propels a movement that transcends generations, ensuring a legacy of responsibility that transcends the present moment.

As we delve into the themes that underscore this transformative roadmap, let us be inspired by the potential that lies within our grasp. Let us take up the mantle of stewardship and forge a path toward a future defined by green growth, sustainability and the unyielding promise of a better world for all.

**Datuk Ir. Ts. Dr. Mahadi Mohamad**  
Executive Director,  
Green Growth Asia Foundation



# EMPOWERING YOUTH IN INDIVIDUAL CLIMATE ACTION

In the tapestry of my over 13 years of experience, I have woven intricate connections that span across nations, industries and communities within the ASEAN region. These threads converge within the GGAF Strategic Action Plan 2030 - a blueprint that beckons us toward a future of tangible, transformative outcomes in the realm of climate change mitigation.

As we embark on this compelling journey, let me be your guide, unveiling the essence that propels our purpose. Our world is at a crossroads, and the urgency of meaningful action reverberates through every page of this plan. We stand on the brink of a new era, one where the concept of net zero emissions and a significant 45% reduction in carbon emissions is no longer a distant aspiration but a tangible reality.

Within these pages, the importance of tangible results is etched in bold strokes, urging us to embrace the power of collective action. We believe that change is not a mere abstraction but a series of deliberate choices, actions and commitments that reverberate through time. With each step we take, with each decision we make, we inch closer to a greener horizon - a future unburdened by the weight of unchecked carbon emissions.

Education is the cornerstone of our journey and the youth are the torchbearers of transformation. We recognise that knowledge is the catalyst that ignites change and our plan is dedicated to nurturing a generation that is not just aware of the climate crisis, but equipped to be agents of change. With unwavering determination, we believe that education can empower young minds to shape their individual actions and inspire others to follow suit.

Our vision, 'Empowering Youth in Individual Climate Action', is a compass that guides every facet of this strategic plan. Every pathway we chart is infused with this singular purpose. The GGAF Strategic Action Plan 2030 is a testament to our commitment and an invitation for you to join hands with us in forging a path towards a brighter, more sustainable future. We hope that you may find inspiration, clarity and a renewed sense of purpose to contribute to the monumental task of mitigating climate change and securing a greener, more equitable world for generations to come.

**Dr. Balamurugan Ratha Krishnan**  
Chief Executive,  
Green Growth Asia Foundation

# KNOWLEDGE FUELS CLIMATE ACTION

As the Chief Programme Officer of GGAF, it is with great enthusiasm that I introduce the GGAF Strategic Action Plan 2030, rooted in a profound commitment to advancing Education for Sustainable Development (ESD) with a focus on climate action.

The Eco-Schools Malaysia programme stands as the backbone of our efforts, serving as a cornerstone for environmental education in the country. We recognise the pivotal role of education in addressing the climate emergency, not merely as a response but as a proactive force driving mitigation, adaptation and resilience-building. Education guides us in fostering a sustainable culture that prioritises decarbonisation and resilience, crucial components in addressing the climate crisis and maintaining the balance of the carbon cycle within our shared ecosystem.

In our quest for impactful education, we extend our gratitude to the Foundation for Environmental Education (FEE) for their invaluable contribution in developing ESD-oriented programmes with a project-based learning approach.

The Climate Change and Environmental Education (CCCE) and the Greening Education Partnership emerge as indispensable components of our long-standing commitment to ESD. It is with appreciation that we acknowledge the Greening Education Partnership as a vital force in transformative education, offering realistic targets, systemic pillars, collaboration, strategic implementation, and resource allocation.

Moreover, our gratitude extends to the Office for Climate Education (OCE), our esteemed partner in Inquiry-Based Science Education (IBSE), contributing significantly to capacity building for STEM teachers.

As we embark on this journey, we recognise the interconnectedness of our initiatives and the broader landscape of ESD. Through collaborative efforts and strategic partnerships, we aspire to shape a future where education is a catalyst for positive change, equipping individuals with the knowledge and values needed to address the pressing challenges of our time.

## **Sri Themudu Bully Baboo**

Chief Green Education Programme Officer,  
Green Growth Asia Foundation



# A KEY ACTOR OF INDIVIDUAL CLIMATE ACTION

As the world grapples with the realities of climate change, it becomes increasingly evident that the magnitude of this global challenge demands a multi-faceted approach. While international agreements, corporate commitments and governmental policies undeniably set the stage, it is the cumulative impact of countless individual actions that holds the potential to tip the scales towards a sustainable future.

## THE WORLD'S CLIMATE IS CHANGING, WHY AREN'T WE?

While our planet experiences unprecedented shifts, from rising temperatures to erratic weather patterns, the question arises – why aren't we changing alongside it? The GGAF Strategic Action Plan 2030 prompts us to reflect upon this paradox, urging us to recognise the urgency of adapting our lifestyles, practices and mind-sets to align with the evolving needs of our environment.

In the face of mounting evidence and undeniable consequences, the plan beckons us to shed the inertia of inaction and embrace a proactive stance. By acknowledging the imperatives of change and embarking on a journey of personal transformation, we can harmonise our lives with the evolving rhythm of our planet.

## ONE PERSON CAN CHANGE THE WORLD

Embedded within the heart of the GGAF Strategic Action Plan 2030 is an unwavering belief in the extraordinary potential of ordinary individuals. "Individual Climate Action" resonates as a powerful call to action, reminding us that history is shaped not only by grand gestures but also by the cumulative impact of individual agency.

In a world brimming with interconnectedness, the actions of one person can trigger a ripple effect that cascades through communities, inspiring others to join the cause. Whether it's a student voicing out for climate justice or a local community champion advocating for sustainable practices, the stories of change catalysed by individual effort are a testament to the boundless potential of human agency.

As we navigate through the GGAF Strategic Action Plan 2030, these pathways guide us, reminding us that every choice we make and every step we take has the power to reverberate beyond ourselves. It is a poignant invitation to embrace our roles as stewards of change and recognise that within our hands lies the capacity to shape a world that thrives on sustainability, compassion and a shared commitment to safeguarding our planet for generations to come.



**"Education is the most  
powerful weapon which  
you can use to change  
the world."**

**- Nelson Mandela -**

# GGAF ACHIEVEMENTS 2015-2023

## 5 PROGRAMMES CONDUCTED

- Eco-Schools Malaysia
- Young Reporters for the Environment (YRE) Malaysia
- Climate Change Education (CCE)
- Climate Ready Classroom (CRC) / Digital Climate Change Module (DCCM)
- Others

## 12,165 STUDENTS INVOLVED

- Participants from across Malaysia joined all the programmes.

## 5,917 TEACHERS INVOLVED

- Participants from across Malaysia joined all the programmes.

## 865 SCHOOLS INVOLVED

- Participants from across Malaysia joined all the programmes.

## 99,182 PARTICIPANTS INVOLVED

- 10 participated in the MoU Signing Ceremony - GGAF & WWF Malaysia
- 20 participated in the Eco-Schools Assessor Training
- 230 participated in the Water Conservation Programme Via Rainwater Harvesting
- 243 participated in the Eco-Schools Clinic
- 454 participated in the Eco-Schools Summit Melaka 2019
- 300 participated in the Back 2 Nature – Turtle Camp Programme 2019
- 200 participated in the GGAF & The Datai Langkawi Webinar Series
- 36 participated in the National Young Reporters for the Environment (NYRE) Ask Me Anything webinar 2021
- 1,294 participated in the Melaka Eco-Schools Launch 2021
- 390 participated in the Turtle Education Programme 2021
- 5 participated in the National Young Reporters for the Environment (NYRE) Competition 2021
- 96,000 participated in the Eco-Schools Perak Virtual Run (2022)

## **129** EVENTS ORGANISED

- 31 competitions
- 66 Eco-Schools Malaysia conferences, workshops, webinars and seminars
- 21 Young Reporters for the Environment (YRE) workshops
- 1 Digital Climate Change Marathon (DCCM)
- 1 Climate Ready Classroom (CRC) workshop
- 1 Carbon Literacy workshop
- 2 Zero2Maker workshops
- 5 Turtle Camps and conferences
- 1 CSR Project

## **86** MODULES PREPARED

- 20 lesson plans for the Turtle Education programme for youth
- 38 Sustainable Development Goals (SDG) lesson plans
- 3 Eco-Schools curriculum planning materials
- 1 Microplastic module
- 6 Southern Voices and Datai lesson plans

## **189** AWARDS GIVEN

- 36 Eco-Schools Green Flag awards
- 46 Eco-Schools Silver awards
- 30 Eco-Schools Bronze awards
- 77 National Young Reporters for the Environment (NYRE) Competition winners

## **36** MEDIA MENTIONS

- 26 news coverage
- 8 Youtube news video (Astro Awani)
- 1 mention on Didik TV - T.O.P (Trio On Point) (2021) | Episod 44 - Pendidikan Alam Sekitar Dalam Kurikulum
- 1 mention on Astro Radio News podcast

## **5** PUBLICATIONS PUBLISH

- 1 Digital Climate Change Marathon
- 1 Eco-Schools Malaysia Manual
- 1 Turtle Poem Book
- 2 journal publications
  - Water Conservation Initiative in a Public School from Tropical Country: Performance and Sustainability Assessments
  - Exploring Water Conservation Awareness Level Among Primary School Children From Melaka (Malaysia)

# OUR HISTORY

It started as a passion project between friends who felt the urge to do something against the looming threats of climate change, safeguarding the future for generations to come. Who could have predicted that the union of two aspiring changemakers in 2015 would result in the subsequent chain of events that made the Green Growth Asia Foundation we know today.

Incorporated in Malaysia, this environmental civil society organisation continues to achieve new milestones as the year progresses, gradually expanding and solidifying its influence nationwide, a step away from regional expansion. In the initial years of its establishment, the Foundation played a consultative role in supporting the Melaka Green City Action Plan (GCAP), which set the groundwork and support system for the eventual hosting of Eco-Schools Melaka in 2016, an environmental education programme by the Foundation for Environmental Education (FEE), Denmark.

The formative period of 2015-2020 allowed the Foundation to be involved in a broad range of sustainability initiatives, made possible by the strong support of local stakeholders - some of the programmes include but are not limited to climate literacy, sea turtle conservation efforts, environmental journalism and Industry 4.0 programmes. Some of the short-term projects would become modular programmes under Eco-Schools Malaysia. The hosting of Eco-Schools in selected states, with the blessings of WWF-Malaysia as the national operator, further enhances the Foundation's stewardship in environmental education. Succeeding WWF-Malaysia as the National Operator in 2022.

In deciphering our decision to include Asia in our collaterals, it signifies our vision for green growth in the Asia region and accolades our international partners that have been behind us since day one: the Asian Development Bank (ADB) and Local Governments for Sustainability (ICLEI South Asia), thus, opening endless opportunities for us play a more significant role in the arena of sustainable development. As a testament, the Foundation was invited to be part of the IMT-GT, BIMP-EAGA and Greater Mekong Subregion (GMS) cities network in supporting the Education for Sustainable Development Pillars of the Sustainable Urban Development Framework (SUDF) 2036. Aside from that, the Foundation has been actively involved in the domestic policy front, supporting the Economic Planning Unit (EPU) and IMT-GT Joint Business Council (JBC).

Despite all the uncertainties brought about by the pandemic, the Foundation was able to re-strategise and grow exponentially, garnering the trust and confidence of many stakeholders. As embedded in our corporate values, the Foundation is not just an organisation but an ecosystem of growth. Our offerings transcend your Environment, Social, and Governance (ESG) aspirations, it concerns our future together. Thus, we remain steadfast in our effort to inspire climate-ready changemakers, living up to our aspirations of empowering youth in individual climate actions.



# COUNCIL MEMBERS



**Mr. Emani Kumar**  
Deputy Chairman,  
Deputy Secretary General,  
ICLEI and Executive  
Director, ICLEI South East  
Asia - Advisory Committee



**Prof. Dr. Ir. Samsul Rizal**  
Rector, Syiah Kuala  
University, Banda Aceh,  
Indonesia - Advisory  
Committee



**Dr. Prasad Modak**  
Founder and Director,  
Ekconnect Knowledge  
Foundation - Council  
Members



**Ms. Sonia Chand  
Sandhu**  
Principal Evaluation  
Specialist IED, Asian  
Development Bank -  
Advisory Committee



**Datuk Lim Sue Beng**  
Advisor  
Green Growth Asia  
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**Professor Dr Raldi  
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Principal Senior Policy  
Analyst, Coordinating  
Ministry for Economic  
Affairs, Indonesia



**Mr. Thiagarajan  
Nadeson**  
Associate Director  
Peninsular Malaysia Conservation  
and Sustainable Markets  
WWF-Malaysia



**Datuk Ir. Ts. Dr.  
Mahadi Mohamad**  
Executive Director  
Green Growth Asia Foundation  
- Advisory Committee



**Dr. Balamurugan Rathakrishnan**  
Chief Executive,  
Green Growth Asia Foundation -  
Advisory Committee



**Dr. S. Anandan  
Shanmugam**  
Head of Department  
Nottingham University

# TEAM & GOVERNANCE



**Datuk Ir. Ts. Dr. Mahadi Mohamad**  
Executive Director



**Dr. S. Anandan Shanmugan**  
Executive Director



**Dr. Balamurugan Ratha Krishnan**  
Chief Executive



**Sri Themudu Bully Baboo**  
Chief Green Education Programme Officer



**Setupathy Ratha Krishnan**  
Chief Green Treasury and Finance Officer



**Aida Abdul Razak**  
Manager Green Fundraising and Partnerships Division



**Nurul Syamima Misran**  
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Manager Media and Green Engagement Division



**Mohd Irwan Mohd Rasip**  
Manager GreenPath Talent Development and Operations Division



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Green Education Programme Advocate



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Outreach and Engagement Advocate



**Muhammad Fadzly Me'an**  
Green Education Programme Advocate



**Shaheerol Izuan Nor Mazlan**  
Climate Education Advocate



**Jana Bahram Aziz Beiki**  
Green Education Programme Advocate



**Siti Nursyarah Nabilah Muhammad Azmi**  
Green Treasury and Finance Assistant

# OUR DNA

## Nurturing a Climate-Resilient Future

At the core of the Green Growth Asia Foundation (GGAF) lies a steadfast commitment to catalyse change, cultivate knowledge and empower generations. Our DNA is woven with a vision that transcends borders, a mission that propels action, unwavering beliefs that fuel our endeavours and values that ground our every step toward a more sustainable and harmonious future.

# OUR VISION

## A United Generation of Intelligent and Passionate Global Citizens Tackling Climate Change

Our vision resonates with the beating heart of a world united in purpose. We envision a generation of intelligent and passionate global citizens who stand as guardians of our planet, facing the challenge of climate change head-on. At GGAF, we see a future where youth are not only armed with knowledge but also equipped with the values, skills and attitudes to take bold action in the name of environmental stewardship. Our vision is one of unity and empowerment, where individuals across borders come together to rewrite the narrative of climate change.

# OUR MISSIONS

## Paving the Path to Quality Lives and Environmental Impact

Our mission is simple yet profound - to enhance the quality of life while nurturing a positive impact on both the environment and society. We achieve this by:

### Empowering and Mobilising Youth for Individual Climate Action

We recognise the transformative power of individual actions. Our mission is to empower and mobilise youth as catalysts for change, driving individual climate action that reverberates through communities and beyond.

### Building a Talent Pool of Certified Climate Change Educators

Education is the cornerstone of progress. We are dedicated to nurturing a pool of certified trainers who will champion Climate Change and Environmental Education (CCEE), spreading knowledge like wildfire and igniting the flames of change.

### Promoting Green Living and Sustainable Lifestyles

Green living isn't just a choice; it's a responsibility. We are committed to promoting sustainable lifestyles, encouraging habits that breathe life into the planet and pave the way for a brighter future.

### Empowering City Governments with Data-Driven Insights

Our commitment extends to empowering city governments with actionable insights derived from data-driven information. By guiding decisions on planning and project implementation, we contribute to the creation of resilient, future-ready urban landscapes.

### Solidifying Strategic Partnerships for Sustainable Development

Collaboration is our cornerstone. We actively seek and solidify strategic partnerships, drawing strength from shared purpose and uniting forces for sustainable development that transcends boundaries.



## OUR BELIEF

### The Power of Individual Climate Action

GGAF's beliefs are etched in the power of individual climate action. We recognise that every change, no matter how small, holds the potential to reverberate across time and space. It is this belief that underpins our strategies, driving us to empower communities with knowledge, instil know-how, and foster sustainable practices.

## OUR VALUE

### Promoting Practical and Achievable Sustainable Development

As a civil society organisation, we embody our values through practical and achievable sustainable development. We advocate for change grounded in education - a change that is not only conceptual but also practical, tangible and within reach. Our values are the compass that guides us, ensuring that our every effort is rooted in the pursuit of a greener, more resilient world.

In the pages of GGAF's DNA, you'll find the blueprints of our aspirations, the essence of our purpose and the unwavering commitment to forge a path toward a future where climate change is met with resilience, unity and action.



# EMPOWERING YOUTH IN INDIVIDUAL CLIMATE ACTION

GGAF's vision of "Empowering Youth in Individual Climate Action" encompasses a holistic approach to environmental education and sustainability. This multifaceted approach is aimed at nurturing a generation of environmentally conscious and proactive individuals who actively contribute to addressing climate change.

Here's how these elements play a crucial role in GGAF's vision:

## MENTAL REENGINEERING

GGAF promotes IBSE as a fundamental educational approach. It encourages students to ask questions, conduct experiments, and explore real-world environmental issues. This empowers them to develop critical thinking skills and a deeper understanding of the scientific principles underlying climate change.

## HABITUAL CHANGES

Realising that habits are powerful drivers of individual actions, GGAF aims to help young people incorporate sustainable practices into their daily routines. This includes habits like reducing energy consumption, minimising single-use plastics and supporting environmentally friendly initiatives.

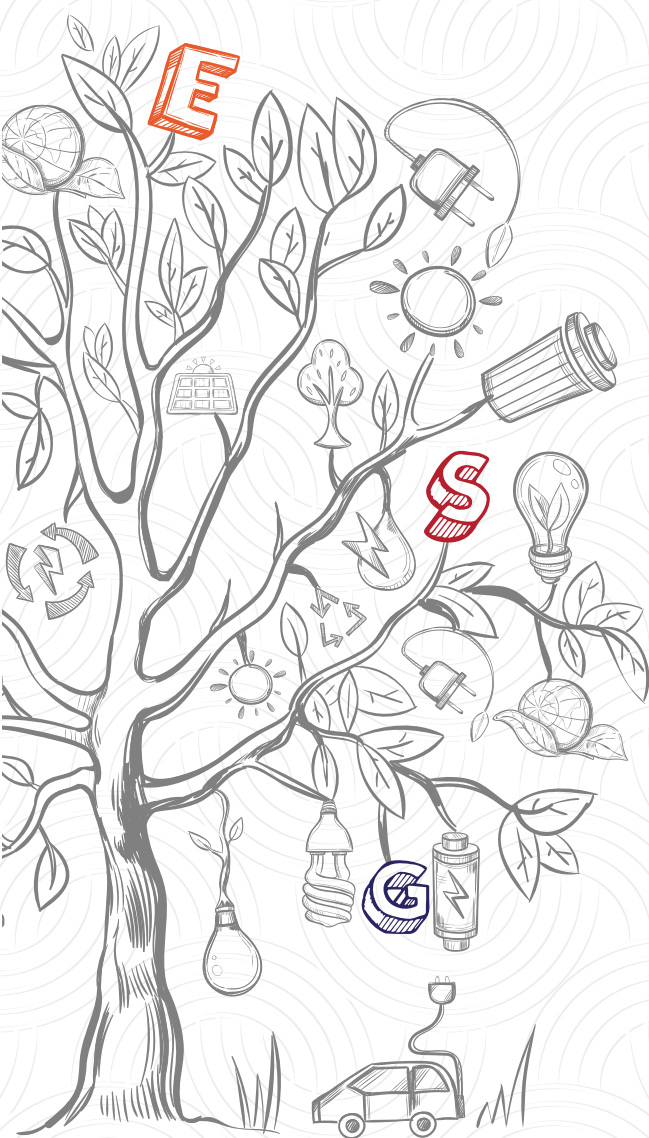
## PROJECT-BASED LEARNING

GGAF emphasises project-based learning to engage students in hands-on, practical initiatives related to environmental issues. Through such projects, young people gain practical experience in addressing climate change, fostering a sense of agency and responsibility.

## INQUIRY-BASED SCIENCE EDUCATION (IBSE)

GGAF places importance on reshaping the mindset of the youth. It seeks to instill a sense of responsibility and stewardship for the environment, encouraging a shift in values and priorities to prioritise sustainability.

# ESG ACROSS OUR PATHWAYS



Nowadays, everyone strives to contribute to the environment, and every segment of society talks about sustainable development goals; without relegating their effectiveness, we at the Green Growth Asia Foundation contemplate between implementing high-impact projects, replicability, and financial accessibility as it concerns our future green talents. We often find ourselves competing for limited resources at the juncture of low-impact projects with instant claimable results versus high-impact projects with prolonged reporting; naturally, project enablers would rally behind the former.

Fortunately, our planned interventions have been subconsciously geared towards fulfilling the Environmental, Social and Governance (ESG) reporting standards, easing our transition and future adoption of other sustainability reporting frameworks. The participation of the private sector is critical in bringing industry best practices to prepare future green talents holistically. The availability of financial resources enables greater reach and utilisation of Green STEM Education innovations in tackling climate change.

The familiarisation and propagation of environmental, social and governance reporting standards demonstrate the changing corporate landscapes toward environmentally conscious decision-making, inclusivity and transparency. Our collaborative model calls for a symbiotic relationship between corporate funders, the government, the community and us; thus, we are confident with our offerings to provide a win-win proposition to our partners, beneficiaries and national targets.

The ESG principles are embedded into our four strategic pathways with the following general fulfilment:-

- Track, monitor, and collect data that you can use for your ESG reporting and score.
- Participate and volunteer in Climate Change and Environmental Education (CCEE) activities in schools as part of the company's employee engagement initiatives.
- Become a preferred employer that contributes to employees' and their families' environmental and social aspects.
- Become the Climate Change Champion for school children and communities.
- Move beyond CSR and incorporate sustainability to create long-term value for schools, communities and the nation.
- Actively contribute to Malaysia's net-zero goals and global targets.

# OUR PATHWAYS



**GREENING EDUCATION  
FOR A SUSTAINABLE  
FUTURE**

**GREEN TALENT FOR  
A SUSTAINABLE  
FUTURE**

**GREEN LIVING FOR  
A SUSTAINABLE  
FUTURE**

**PARTNERSHIPS FOR  
A SUSTAINABLE  
FUTURE**



In realising our aspirations of Empowering Youth in Individual Climate Action, methodological approaches are critical to translating strategies into actionable tactics, especially in the instances of sustainability, as every aspect of life is interconnected.

To put it into perspective, in meeting the greenhouse gas emissions (GHG) reduction targets, the signatory countries must enact a gradual transition towards green economies; however, without a fundamental understanding of climate change, there will be no sense of urgency. Similarly, the pandemic highlights the discrepancy in our national information technology readiness.

Hence, the strategic pathways outlined in this document emerge as catalysts for ushering in the envisioned shared aspirations. These pathways are akin to carefully designed puzzle pieces that, when fitting together seamlessly, bring the overall objective into sharp focus. Failure to traverse any one of these pathways threatens the integrity of the entire vision.

To clarify, consider the scenario where education is the key to forging a future - one that thrives on conscious environmental decisions, culminating in fulfilling lives that, in turn, inspire impactful changes in others. In essence, these pathways act as guides of change, directing us toward a collective realisation of our aspirations.

## PATHWAY 1

### **GREENING EDUCATION FOR A SUSTAINABLE FUTURE**

The Foundation believes that Climate Change and Environmental Education (CCEE) is key to progress, a tool to affect meaningful changes in the hearts, minds and souls of our future generations. By aligning our aspirations with the UNESCO Greening Education Partnership (GEP) with a National Education Philosophy, we are confident in our ability to educate and empower a generation of influential advocates for sustainable living through Individual Climate Actions.

## PATHWAY 2

### **GREEN TALENT FOR A SUSTAINABLE FUTURE**

A crucial element, primarily focused on upskilling and reskilling programmes. These initiatives target diverse groups, including school students, undergraduates, unemployed graduates, teachers and private sector employees, offering tailored certifications. The core objective is to equip individuals in multiple areas of sustainability through specialised and adaptive training, nurturing a skilled generation capable of driving meaningful change in their industries.

## PATHWAY 3

### **GREEN LIVING FOR A SUSTAINABLE FUTURE**

Sustainability encapsulates economic growth, environmental care and social well-being; therefore, it concerns us all. The Foundation remains committed to advocating for the whole-of-community approach in adapting and mitigating climate change. Together, through our individual and collective climate actions, we can embrace green living and enhance our quality of life.

## PATHWAY 4

### **PARTNERSHIPS FOR A SUSTAINABLE FUTURE**

Everyone has a stake in realising a sustainable future, but ironically, only some are willing to act. Therefore, in the spirit of unity and cooperation, the Foundation extends its arms to foster intergenerational and inter-level partnerships - developing a support ecosystem to empower the incubation of ideas and solutions, geared towards achieving our collective goals.

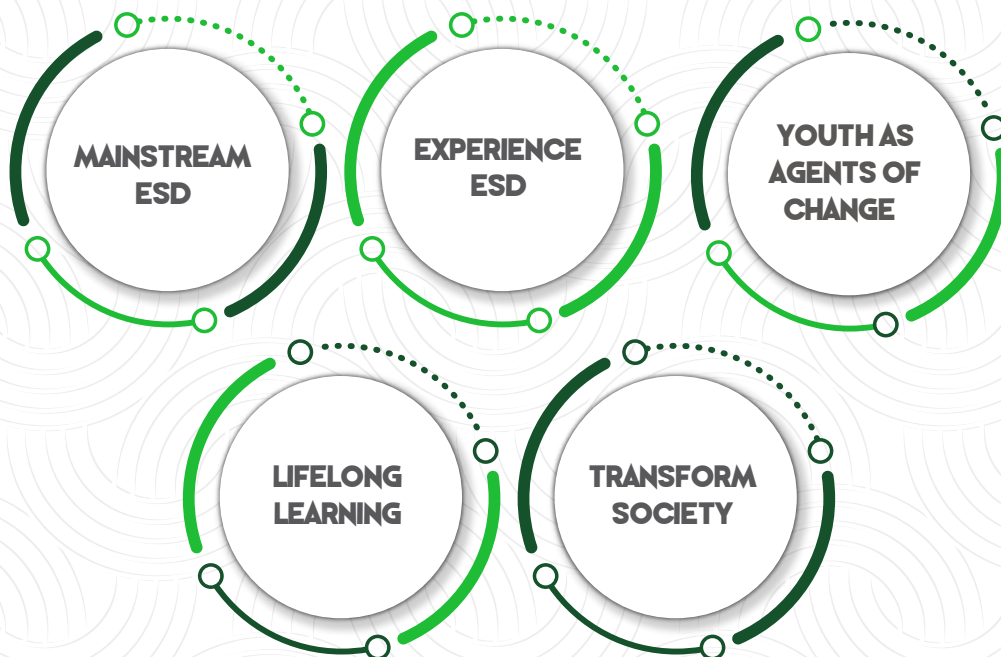


# PATHWAY 1

## GREENING EDUCATION FOR A SUSTAINABLE FUTURE

The Foundation aligns its ongoing Climate Change and Environmental Education (CCEE) initiatives, such as the Eco-Schools Malaysia programme, to address the four pillars of the UNESCO Greening Education Partnership.

This strategic pathway is designed to nurture climate-literate individuals by integrating Climate Change and Environmental Education (CCEE) into the national curricula, empowering young people to be actively involved in decision-making, thus leading systemic change as change agents - global perspectives, local initiatives.



## GUIDED BY THE UNESCO GREENING EDUCATION PARTNERSHIP



The Greening Education Partnership is a global initiative that takes a whole-of-system approach to support countries to tackle climate crisis by harnessing the critical role of education.

As a collaborative platform for governments and other stakeholders including inter-governmental organisations, civil society, youth, academia, and private sector, Greening Education Partnership aims to deliver strong, coordinated and comprehensive action that will prepare every learner to acquire the knowledge, skills, values, and attitudes to tackle climate change and to promote sustainable development.



## GOALS

- To facilitate schools and Higher Education Institutions (HEIs) in attaining green accreditation scheme.
- To empower and mobilise Youth to take Individual Climate Action.

## OBJECTIVES

- By 2030, 1,000 schools and 50 HEIs will be green accredited through Eco-Schools and EcoCampus Programmes.
- By 2030, 100,000 youth aged 5 to 30 will acquire the knowledge and skills needed to take and promote Individual Climate Action.

## TARGETS

- Implementation (certify) of Eco-Schools Programme in 2,000 schools
- Implementation of Eco-Campus Programme in 50 HEIs
- Participation of 10,000 youth in the Young Reporters for the Environment Programme
- Implementation of Low Carbon School Project in 100 schools
- Implementation of Low Carbon Campus Programme in 50 HEIs
- Implementation of Rainwater Harvesting Project in 500 schools
- Implementation of Cloth Recycling Project in 100 Schools
- Implementation of Smart Farming Project in 100 schools
- Implementation of Energy Efficiency School Project in 100 schools

## SDG



# WHY MALAYSIA GREENING EDUCATION PARTNERSHIP ROADMAP 2030 IS URGENTLY NEEDED

Following the UN's Transforming Education Summit in September 2022, the UNESCO Section for Education for Sustainable Development has launched a global, multistakeholder partnership to coordinate efforts to get every learner climate ready.

The UNESCO Greening Education Partnership is a global initiative that takes a whole-of-system approach to support countries to tackle climate crisis by harnessing the critical role of education. As a collaborative platform for governments and other stakeholders including inter-governmental organisations, civil society, youth, academia, and private sector, the Greening Education Partnership aims to deliver strong, coordinated and comprehensive action that will prepare every learner to acquire the knowledge, skills, values, and attitudes to tackle climate change and to promote sustainable development.

The Malaysia Greening Education Partnership Roadmap 2030 is a dedicated initiative, crafted specifically for collaboration between the Ministry of Education (MOE), Ministry of Natural Resources, Environment and Climate Change (NRECC), and State Education Departments (JPN). Its primary goal is to facilitate collective efforts aimed at equipping learners across all age groups with the essential knowledge, skills, values, and attitudes needed to champion climate action and advance the cause of sustainable development. A key focus of this initiative is the promotion of life-long learning and non-formal education, acknowledging their pivotal roles in addressing pressing societal and environmental challenges.

## 4 ACTION AREAS OF TRANSFORMATIVE EDUCATION

### GREENING SCHOOLS

From early childhood through adult education, work to ensure that all schools achieve green school accreditation, including teacher training and higher education.

### GREENING TEACHER TRAINING AND EDUCATION SYSTEMS' CAPACITIES

Strengthen education systems to be climate-smart with adequate measures, and ensure teachers and policymakers are trained in school accreditation, including teacher training and higher education.

### GREENING CURRICULUM

Embrace lifelong learning approach that integrates climate education into school curricula, technical and vocational education, workplace skills development, teaching materials, pedagogy, and assessment.

### GREENING COMMUNITIES

Strengthen community resilience by integrating climate education into lifelong learning, with a focus on empowering and mobilising young individuals, community centers, and learning cities to take action on climate change.

4

ACTION AREAS OF TRANSFORMATIVE EDUCATION

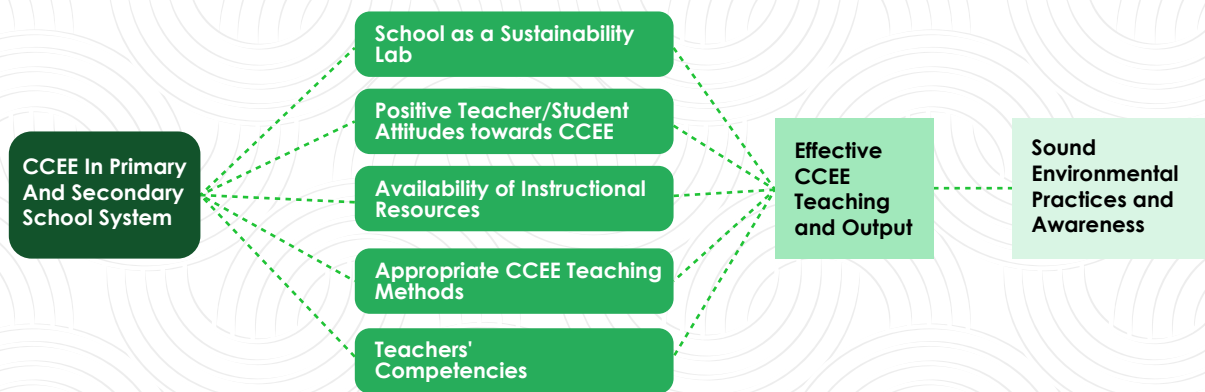
# THE IDEAL MODEL OF CLIMATE CHANGE & ENVIRONMENTAL EDUCATION (CCEE)

GGAF is dedicated to instilling a sustainable mindset in the future workforce and stands as a frontrunner in the evolving Environmental, Social, and Governance (ESG) movement.

In pursuit of the objective to reduce greenhouse gas (GHG) emissions by 5-10%, GGAF has been actively promoting and implementing a range of Climate Change and Environmental Education (CCEE) programmes, including the Eco-Schools initiative, since 2015.

With a strong focus on nurturing talent and preparing them to become responsible custodians of the environment, the Eco-Schools programme plays a pivotal role in shaping a workforce that is acutely aware of its impact on the planet.

It is now indisputable that CCEE must be seamlessly integrated into the national education system to realise such ambitions. The following outlines the optimal model for CCEE within the primary and secondary school system.



Conservation will fail unless it is better connected to people, and people start out as children who need to revere their connection to nature from a personal, rather than intellectual, viewpoint.  
Hofferth and Sandberg (2001)

The ideal model presented encompasses all school types within Malaysia's national education system, including special education and Institute of Teacher Education (IPG). Refer to the table below for the list of school types under the MOE.

This model aligns with Malaysia's commitment to inclusive education, as outlined in the Malaysia Education Blueprint 2013-2025. Inclusive education, introduced in the Education Act 1996, extends educational opportunities to students with special needs, allowing them to learn alongside their mainstream peers while still providing special education when necessary.

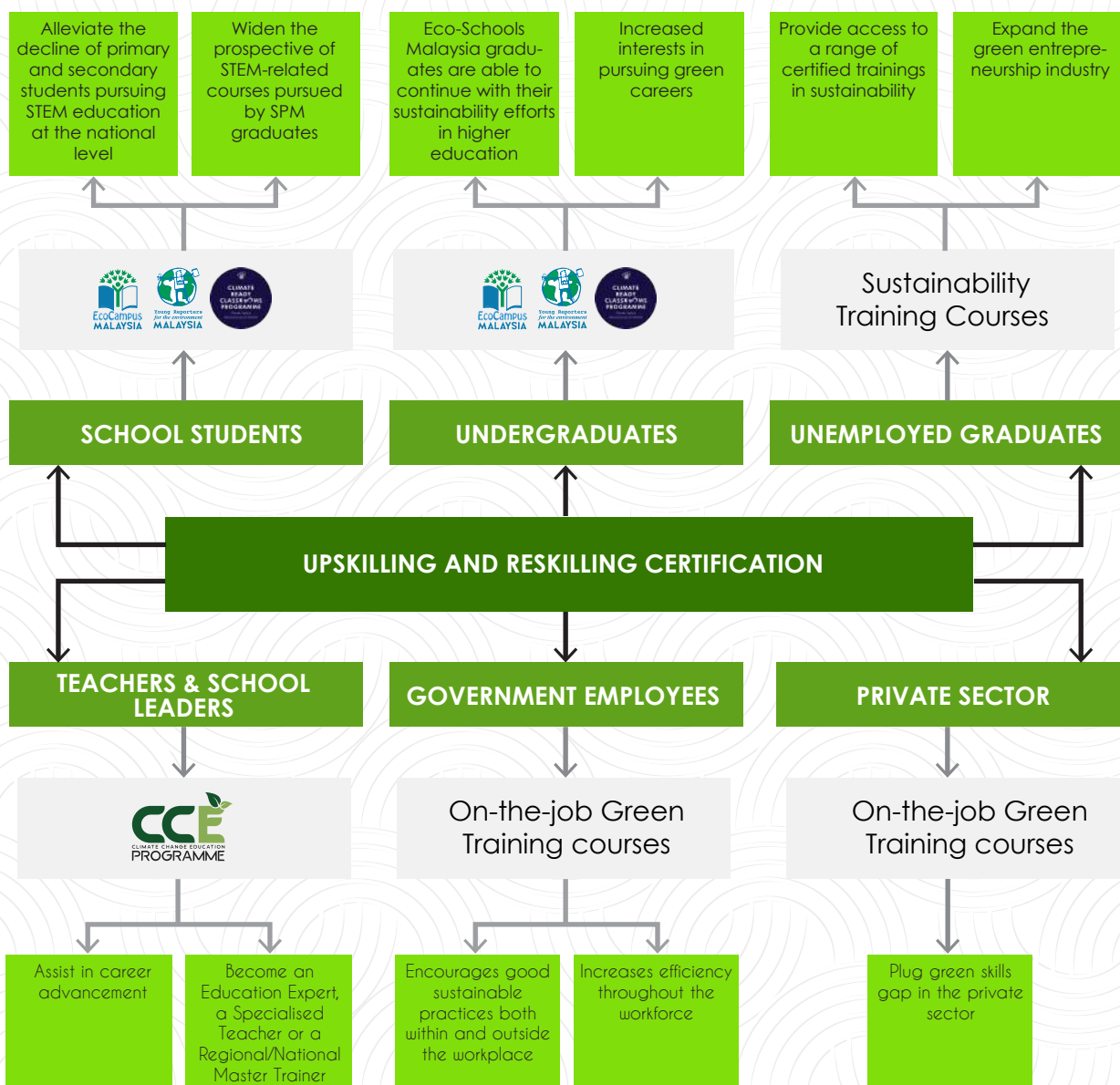
The central principle of inclusive education is to ensure equal access to education for all students, regardless of their physical, social, or intellectual abilities, promoting diversity and inclusivity within schools.



## PATHWAY 2

### GREEN TALENT FOR A SUSTAINABLE FUTURE

The "Green Talent for a Sustainable Future" pillar is a vital cornerstone dedicated to the development and empowerment of individuals across diverse spectra of society. This comprehensive approach includes upskilling and reskilling programmes designed to benefit school students, undergraduates, unemployed graduates, teachers, government employees and the private sector. With access to sustainability-related training and development certifications, individuals from various backgrounds can elevate their skills, creating a more informed and adept generation prepared to drive real change.



## GOALS

- To build a talent pool of trainers in climate change education.
- To promote social and green entrepreneurship to empower students to create their own opportunities.
- To integrate ESG principles into the schools and the HEI's curriculum to equip students with a holistic understanding of sustainability and ethical decision-making in their future roles.
- To integrate ESG and sustainability principles into training to equip students with the necessary skills to thrive in a rapidly evolving job market.
- To empower city governments to make cities inclusive, safe, resilient and sustainable.

## TARGETS

- Implementation of School Leaders' Professional Development - Climate Change Education (2,000 school leaders)
- Implementation of Teachers' Professional Development - Climate Change Education (4,000 educators)
- Implementation of youth sustainable and innovative business trainings and programmes to develop 1,000 young social and green entrepreneurs
- Implementation of Climate-Ready Classroom Training in 100 Schools
- Implementation of ESG, Carbon Literacy and sustainability-related trainings for university students and lecturers in 50 HEIs
- Implementation of 10 Climate Change and ESG Education Modules through Eco-Schools and EcoCampus Programmes
- Implementation of ESG, Carbon Literacy and sustainability-related trainings for 500 government employees' from 10 cities under the Green City Action Plan Programme

## OBJECTIVES

- By 2030, 2,000 number of school leaders and 4,000 number of educators will be trained with the knowledge, skills, values and behaviours that are required to support and promote Individual Climate Action among youth.
- By 2030, 1,000 youth will be trained with the knowledge, skills, and values of sustainable and innovative business that are essential to supporting the development of young social and green entrepreneurs.
- By 2030, 10 Malaysian city governments will have acquired the knowledge and tools needed to implement integrated policies and plans for inclusion, resource efficiency, climate change mitigation and adaptation, and disaster resilience based on the right types of data collection and analysis to make cities inclusive, safe, resilient and sustainable.

## SDG



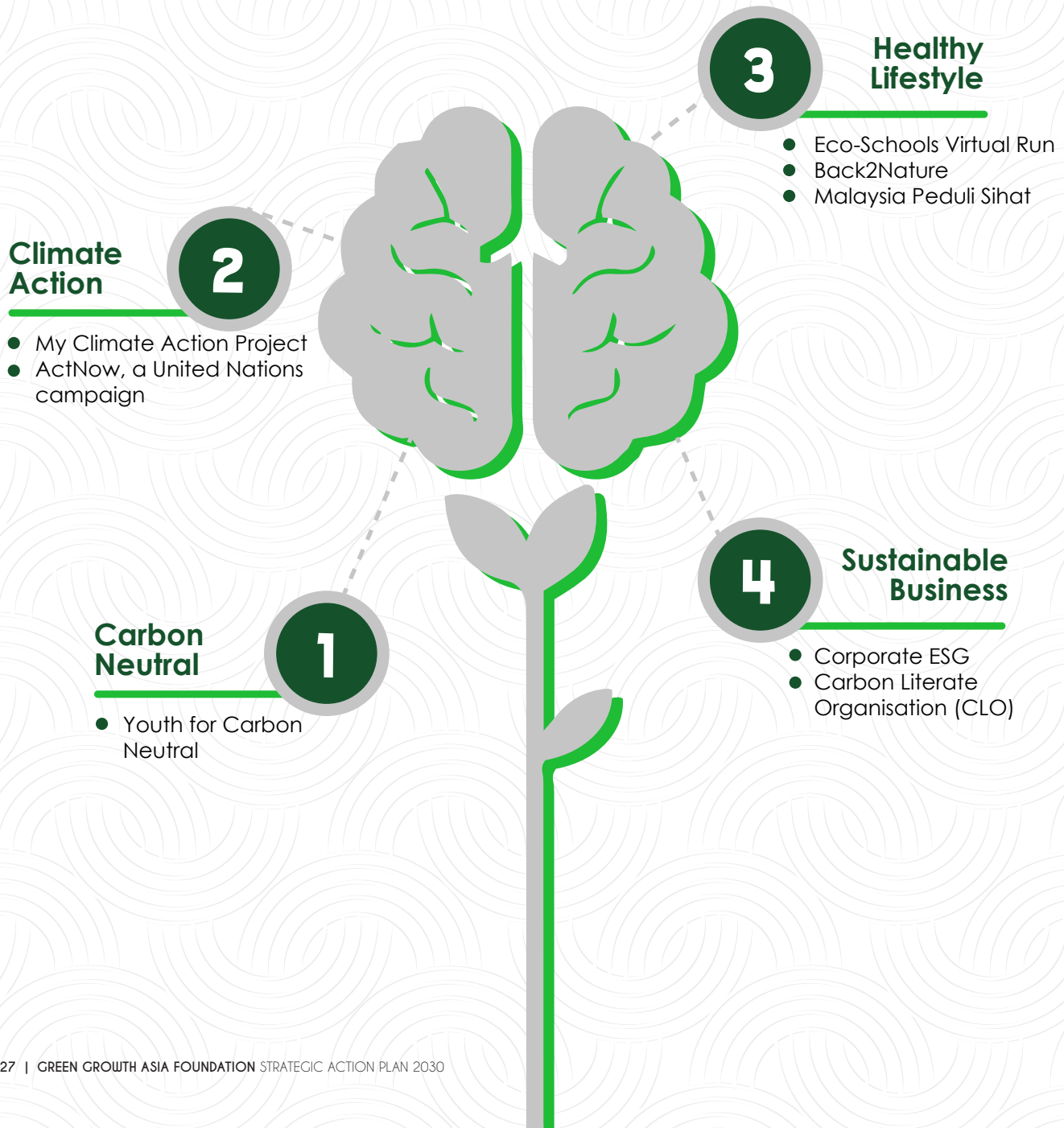


## PATHWAY 3

### GREEN LIVING FOR A SUSTAINABLE FUTURE

One of the key challenges to sustainable living is practising it, as we have to unlearn most of our habits that are damaging to the environment. The Foundation advocates for people to be part of the solutions by knowing the facts, changing their mindset and taking action. This strategic pathway demonstrates our commitment to fostering lifelong climate-friendly behaviours and habits, underscored by our focus on promoting Individual Climate Action. It is inspired by the United Nations programmes - 'ActNow' and 'I'm a City Changer' initiatives that encourage small steps in tackling climate change. At its core, Green Living for a Sustainable Future contributes significantly to the concept of carbon neutrality, as the adoption of sustainable practices inherently reduces carbon footprints.

With reference to the environmental, social and governance (ESG), this pathway offered a step-up, focusing on the sustainable journey of aspiring changemakers.



## GOALS

- To promote green living & sustainable lifestyle.

## TARGETS

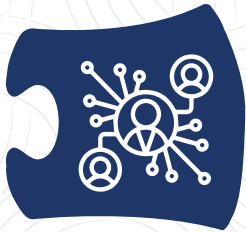
- Implementation of Eco-Schools and EcoCampus Virtual Run in 5 States in Malaysia
- Implementation of My Climate Action involving 5,000 youths
- Implementation of Climate Ready Classroom in 1,000 schools/HEIs
- Implementation of Youth for Carbon Neutral involving 1,000 youth
- Implementation of Back To Nature Programme involving 1,000 youth
- Implementation of ActNow Programme involving 1,000 youth
- Implementation of Superfood Projects in 5 States
- Undertake 50 ESG-related Training sessions, Consultancy projects and Sustainability Business Reporting
- Implementation of 5 Sustainable Business Awards
- Implementation of 50 ESG-themed webinars, forums and conferences

## OBJECTIVES

- By 2030, 10,000 youth aged 5 to 30 will have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.
- By 2030, 100 companies will acquire knowledge and skills needed to adopt sustainable practices and to integrate sustainability information into their reporting cycle.

## SDG



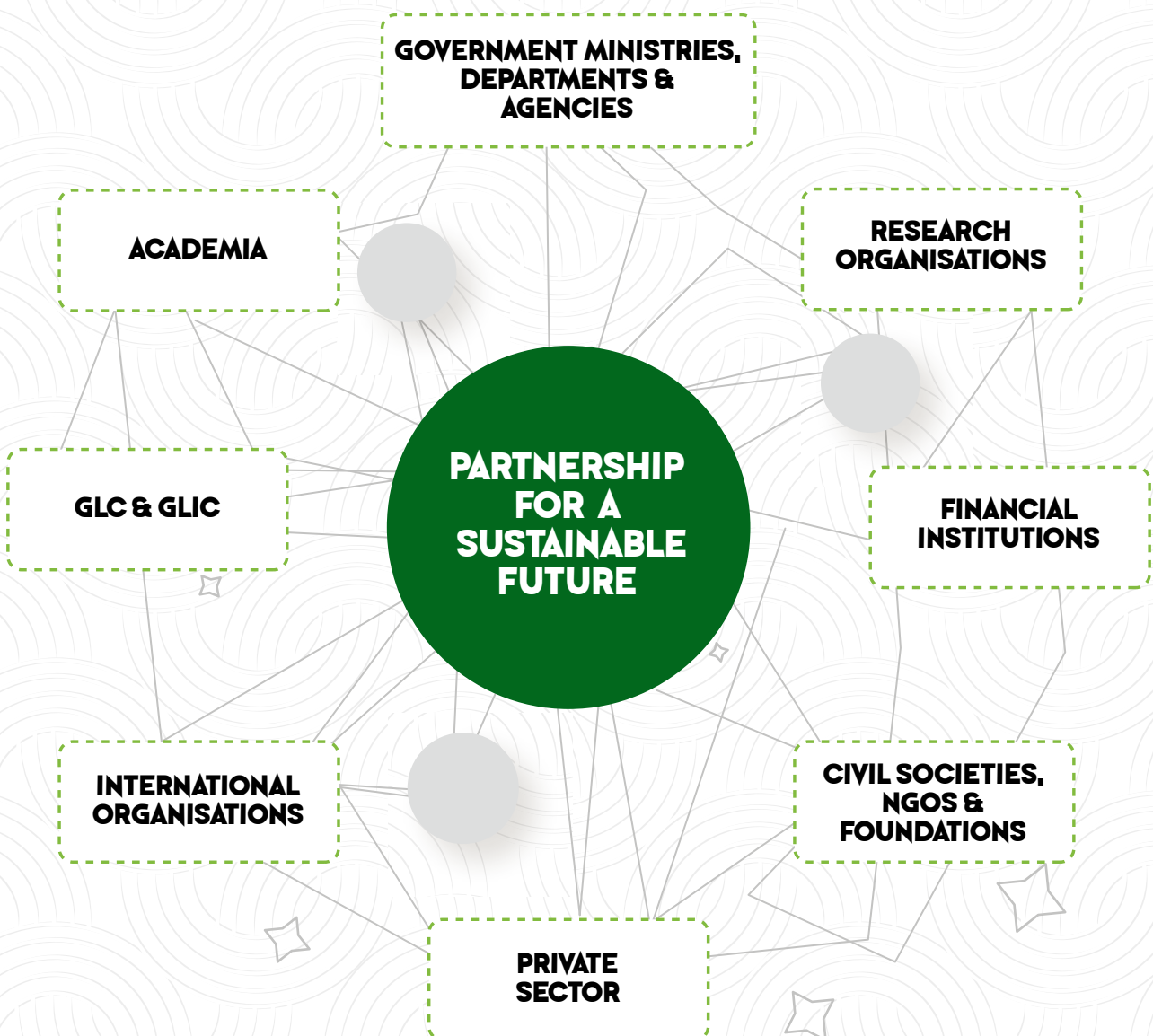


## **PATHWAY 4**

### **PARTNERSHIPS FOR A SUSTAINABLE FUTURE**

The successful implementation of the many sustainability initiatives in the past, present and the upcoming future is attributed to the firm and inclusive collaboration between the foundation and our stakeholders. The partnership-based approach remains the prerequisite for effective response to the increasing sustainability challenges faced by us all. We are actively pursuing opportunities for cross-sectoral collaboration for our stakeholders, adopting best practices, inclusive measures and solutions.

The stakeholder network that we continue to build contains the following key partner categories:-



## GOALS

- To solidify the global partnership for sustainable development.

## TARGETS

- Develop Greening Education Partnership ASEAN Network
- Develop EcoCampus ASEAN Network
- Establish My Climate Action Network
- Establish Sustainable Business Network
- Seek collaborative funding partners for Eco-Schools Programme in 1,000 schools
- Seek collaborative funding partners EcoCampus Programme in 50 HEIs
- Develop YRE ASEAN Network
- Develop Low Carbon School Network
- Develop Low Carbon Campus Network

## OBJECTIVES

- By 2030, develop 100 public, public-private, civil society, private sector and multi-stakeholder partnerships to promote individual climate action.
- By 2030, mobilise significant resources from all sources and at all levels to finance all key activities planned to promote individual climate action.

## SDG



# CONCLUSION

As we conclude the GGAF Strategic Action Plan 2030 for the decade ahead, we are reminded of the incredible journey that has brought us to this point. What began as a passionate endeavor between two friends in 2015 has evolved into a powerful force for positive change in the realms of education, talent development, sustainable living and strategic partnerships.

The GGAF Strategic Action Plan 2030 represents not just an evolution but a revolution in our commitment to addressing the pressing challenges posed by climate change. It builds upon the foundations of our previous plan, embracing our monumental growth and redefined focus. Our guiding principles, enshrined in our DNA, emphasise our unwavering dedication to nurturing a climate-resilient future.

We are proud to have joined the Foundation for the Environmental Education (FEE) as a full member, further solidifying our commitment to addressing the critical environmental challenges of our time – climate change, biodiversity loss and environmental pollution – as laid out in GAIA 20:30.

In addition to our overarching goals, we are pleased that our planned interventions have already paved the way for adherence to Environmental, Social and Governance (ESG) reporting standards. This foresight positions us well for future adoption of other sustainability reporting frameworks, reflecting our commitment to transparency and accountability.

Furthermore, the engagement of the private sector and the availability of financial resources are integral to the success of our initiatives. Their involvement not only brings industry best practices but also expands the reach and impact of our Climate Change and Environmental Education (CCEE) innovations, a vital component in tackling climate change.

As we embark on this journey from 2023 to 2030, we do so with optimism, determination and a sense of collective purpose. We invite all stakeholders, partners and friends to join us on this path towards a more sustainable and resilient future. Together, we will continue to make a positive and lasting impact, safeguarding the future for generations to come.

In the words of Margaret Mead, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." Let us, as the Green Growth Asia Foundation, stand united as we tackle the challenges of climate change and work towards a brighter and more sustainable future for all.

**FOLLOW US**

**GREEN GROWTH ASIA FOUNDATION**





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