

**#mySDGAction2030**



**Global Compact  
Network Malaysia**

# **CALL TO PARTNERSHIP PROPOSAL**

10 April 2020



"Markets can flourish only in societies that are healthy. And societies need healthy markets to flourish."

(H.E. Ban Ki-Moon, Former UN Secretary General)

## GLOBAL ACTION TO SECURE GREATER LEADERSHIP



 **mySDGAction2030**

**DECADE OF >>> ACTION**

Today, progress is being made on many fronts, however action to meet the Goals is not advancing at the speed or scale required. 2020 needs to usher in a decade of ambitious action to deliver the Goals by 2030.

The Decade of Action calls for accelerating sustainable solutions to all the world's biggest challenges – ranging from poverty and gender to climate change, inequality and closing the finance gap.

Global Compact Network Malaysia (GCMY) is seeking corporate partners to help mobilize strategic programs under the #mySDGAction2030 campaign – a local call to action for a more sustainable and resilient Malaysia.

In the aftermath of Covid-19, the Malaysian macroeconomy along with the people's economy would have suffered intense damage.

The source is twofold: the domino-effect from the impacts abroad, and the domestically generated cause due to the movement control order.

## STATE OF OUR WORLD - ECONOMY

Malaysians are exposed to monumental challenges as they are deeply integrated to the global economy as a trading nation.

92.5% per cent of SMEs have a negative outlook for the rest of 2020 against 77.7% after one week of MCO.

2.4 million in jobs lost, 67% of which are unskilled workers.

World Bank revises Malaysia's GDP forecast to -0.1% this year, from 4.5%

Household incomes projected to fall by 12% relative to the RM95 billion baseline.

Private consumption (main driver) set to fall to 1.6%, from 7.6%.

Consumer spending will see a sharp decline of 11%, despite the drop in general consumer price level by 4.4%.

SOURCE: World Bank, MIER.



“Aversion behaviour” is the action individuals carry out to avoid contracting Covid-19.

As a result, Aversion behavior translates into reductions in long-term growth with soaring health sector bills, reduced social activities, decline in physical infrastructure investments, and a destabilized human resource supply chain as a result of school closures.

## STATE OF OUR WORLD - SOCIETY

As a heterogeneous society, we must come together to leverage on our diversity to find common ground rooted in positive universal values to cope with societal challenges.

10,000 schools with 4.8 mil students will need to quickly establish normalcy.

Digital Security is threatened with a rise in criminal and hacking activities online.

Locally, racism and xenophobia is on the rise, fueled in part by hate speech and disinformation online.

Stress will play out its affect on our physical and mental well-being, this in an already troubled world.

All public events from sporting, religious to social gatherings have been axed.

Society's most vulnerable group will be hard hit with the number Poor set to rise.



SOURCE: The Star, MalaysiaKini, 3<sup>rd</sup> party.

For the first time in the 11-year history of the WEF Global Risks Perception Survey, environmental concerns dominate the top long-term risks by likelihood.

“Failure of climate change mitigation and adaption” is the number one risk by impact and number two by likelihood over the next 10 years.

## STATE OF OUR WORLD - ENVIRONMENT

Planetary boundaries will shape our world for the foreseeable future. There's only so much planet to go around.

Land degradation is affecting one fifth of the Earth's land area and the lives of one billion people due a significant loss of services essential to human well-being.

The loss of global biodiversity is accelerating, moving us closer towards unknown and irreversible changes to the Earth's ecosystems.

Limiting global warming to 1.5°C is necessary to avoid catastrophic consequences and irreversible changes. We have a window of less than 10 years to make course correction.

Increasing carbon emissions have led to acidification of our oceans, threatening marine life and hampering the ocean's role in moderating climate change.

From 1998 to 2017, climate-related disasters around the world accounted for 77 per cent of the nearly \$3 trillion in direct economic losses from disasters.

The Covid-19 disruption is a harbinger of things to come. It forces us to become aware of our own behavior and its impact on the collective, on the system.

Your organization's show of mindful leadership is needed to change the system and avoid the possibility of future breakdowns.

## HOW BUSINESS SHOULD RESPOND

- 1 Do-Good Culture.** Corporate behaviour is a microcosm of today's economic system. Companies that outperform others today and will continue to prosper in the next decade are the ones that take the management-speak of "purpose" to heart.
- 2 Social/Environmental Stewardship.** Energize citizens around a shared vision of thriving society and planet. A business cannot thrive when there is no society to help nurture the supply and demand market to create robust economies.
- 3 Activate Leadership.** The state of our world calls on all of us—and our organizations—to do our part for the community at large. Step up and lead others to build the future we want by demonstrating how leadership looks when done by the best!
- 4 Eco-System not Ego-System.** Being risk averse may keep you safe but having risk assessments and not plan for contingencies is only for show. Take a systems approach, in thought and deed by resourcing and planning detailed response plans to strategically assessed risks.
- 5 Double down on partnership.** Collaboration is truly about making what is impossible to do alone possible when done with others. Business must put partnership at the heart of what they do at all times as a great revolution in business is coming.
- 6 Lower cost vs. Lower Risks.** Building multiple supply chain and production pathways may seem less than efficient, but it helps with business sustainability. Place value in resiliency and risk reduction in business plans and calculations.

At the heart of the 2030 Agenda, the SDGs reflect a bold vision for humanity. But when UN convened in September 2019 to review our progress, the results conveyed a clear message: we have not progressed at the pace and scale needed to neutralize existential threats to our future.

We need to establish a “new normal” for Malaysian business community before we can start experiencing actual tipping points.

## CALLING BUSINESS LEADERS TO ACTION

The World that we want, the Malaysia that we need; cannot become a reality without collaboration. The Goals can only be achieved with the help of inspiring and determined leadership of the business community, matched by purpose across the organization.

To raise our ambition, we surmise that an incremental approach will no longer suffice, but instead advocate for a 'Transformational' approach as our line of attack. GCMY invites Malaysia-based companies to lend a helping hand to kickstart the Decade of Action to 2030 by joining **#mySDGAction2030 – the Malaysian call to action behind the UNGC's SDG Ambition.**

The partnership will raise the level of ambition to meet the needs of society and planet by mobilizing the following programs and projects that work to catalyze change at the strategic level.

**#mySDGAction2030** partnership proposals:

1. **UNGC Business Leaders for 1.5c Campaign**, a global movement for businesses to be climate change action stewards
2. **Sustainable Sourcing Collaboration via Sustainable SME**, an initiative to enable access to sustainable financing for suppliers by developing sustainable supply chains
3. **Public Service Advertisement (PSA)**, creation of the biggest communication network for public awareness and education on SDG matters
4. **SDGs via CSR Guide**, to better align CSR actions to SDGs impact
5. **Sustainability Leaders Dialogue (SOLID) 2020**, an high level convening of various C-Suites to discourse on corporate sustainability and enable sustainability centric decisions
6. **SDG Toolkit**, a SME Guide to Sustainable Business with a comprehensive set of tools to enable transition

# #MYSDBGACTION2030 – CALL FOR PARTNERSHIP



## UNGC BUSINESS LEADERS FOR 1.5C CAMPAIGN – CLIMATE ACTION FORUM

The world today is facing unprecedented, interconnected environmental challenges. If we fail to change course now, we risk missing the window to avoid runaway climate change, with disastrous consequences to all life. The World is calling on business to step up and commit your business to set science-based targets aligned with limiting global temperature rise to 1.5°C above pre-industrial levels.

This initiative begins with the Business Climate Action Forum 2020 (BCAF2020), co-organized by GCMY & UNIDO is a half-day conference that seeks to enlighten the private sector and relevant stakeholders of the potential business risks that will be caused by climate change, and strategies these actors can employ to adapt to and mitigate them.

## #mySUPPLYChain

Often the major justification for SMEs to become more sustainable revolve around sales, growth and funding. Understanding this motivation, it is critical that both the carrot and stick approach in creating sustainable SMEs is tied to procurement decisions of buyers and financing decisions of banks.

With the aim of harnessing the influencing authority of procurement, this “Good practice approach” guideline incorporates both UN SDGs and UNGC 10 principles as a base approach for SME suppliers. Under this multi-stakeholder program, SMEs enjoy recognition as preferred supplier and gain access to financing under a recognition mechanism.



# #MYSDGACTION2030 – CALL FOR PARTNERSHIP



## #myCHANNEL4Change

Society must endure if economic and environmental dimensions are to have any meaning at all. However, there is a need to promote positive beliefs, attitudes, behaviours and actions so that people, communities, you and I can take to make a difference in creating the world we want.

#mySDGAction2030 calls on companies to join forces in the creation of the biggest Public Service Advertisement (PSA) platform to increase awareness around current issues by informing and educating constituents through high-impact, though provoking materials. Participation in this CSR program is easy, call us to be counted in as the pioneer group.



## #myCSR4sdg – A CATALYST FOR SHARED GROWTH

The turning point for CSR in Malaysia can be traced to 2007 when Bursa Malaysia made CSR reporting a listing requirement. Since then, the practice evolved and matured and is today a mainstay in corporate reporting. The connection between the SDGs and CSR should be obvious but has remained obscure.

The SDGs via CSR Guide is a descriptive document to help peel away the perceived complexities of engaging the global goals by analyzing outputs or outcomes and aligning them to the SDGs. The guide addresses the lack of know-how, taking small steps, leveraging on short to mid term strategies, tapping into existing synergies and taking advantage of the opportunity to innovate.

# #mySDGAction 2030 – CALL FOR PARTNERSHIP



## SUSTAINABILITY LEADERS DIALOGUE 2020

Climate change is a clear and present danger to all existence. Businesses are exposed to risks of infrastructural damage, input price volatility, product obsolescence, ratings depreciation, reputational damage, and regulatory restriction due to climate change disruption. Environmental stewardship is called upon to take affirmative action NOW!

SOLID 2020 is Malaysia's premier corporate sustainability event bringing C-Suite executives to discuss, debate and implement sustainability measures within their organizations. It seeks to converge 100 C-Suite leaders to zoom into actions for positive impact and gain insights from global sustainability gurus.



## #mySME/SDGToolkit – BUILDING RESILIENCE THROUGH SUSTAINABILITY

Malaysian businesses are feeling the pressure from government, competitors and investors to become more sustainable. This can be reflected in almost three-quarters of businesses in Malaysia conceding to the role that they can play in delivering the United Nations' SDGs.

The SME/SDG Toolkit is a comprehensive set of tools for SMEs to use as a reference point to begin their sustainability journey. These tools will encompass readiness questions, action checklist, best practice guide, Malaysian sustainable benefit map and digital knowledge resource map. Proper use of the toolkit will help you build a sustainability plan to make your business more resilient. This initiative is an acknowledgement that the SMEs is an unstoppable force for good.

Our initiative seeks to combine the best properties of the UN, such as moral authority and convening power, with the private sector's solution-finding strengths, and the expertise and capacities of a range of key stakeholders.

The Global Compact is global and local; private and public; voluntary yet accountable.

# PARTNERSHIP BENEFITS

 <b>DECADE OF ACTION</b>	BCAF2020	SDGs via CSR Guide	SOLID2020	SDG Toolkit for SMEs	#mySUPPLY Chain	#myCHANNEL4 Change
1. Special Presenter title before GCMY	✓	✓	✓	✓	✓	✓
2. Conference benefits suite, e.g. VIP seats, speech,...	✓		✓			
3. Brand Communications (Collaterals, backdrop, digital)	✓	✓	✓	✓	✓	✓
4. Program Launch and Press Conference	✓	✓	✓	✓	✓	✓
5. Press Interviews (subject to availability of spots)	✓	✓	✓	✓	✓	✓
6. Recognition by Guest of Honour in attendance	✓	✓	✓	✓	✓	✓
7. Pre-arranged meetings with persons of interest	✓	✓	✓	✓	✓	
8. GCMY Corporate hospitality	✓	✓	✓	✓	✓	✓
9. Direct impact on Supply-chain/ business relations				✓	✓	

NOTE: All benefits describe herewith are subject to scope of partnership and specific terms and conditions.

For a more detailed presentation on specific projects and partnership benefits, please contact our task force.

ABOUT GLOBAL COMPACT NETWORK MALAYSIA (GCMY) United Nations Global Compact (UNGC) is a strategic policy initiative for businesses that are committed to take actions to advance broader societal goals. The Global Compact Network Malaysia (GCMY) is the local chapter of the UNGC, that supports Malaysian members in enabling them to contribute towards the SDGs and achieve business excellence via our 10 Principles, programmes and tools while providing access to partnerships with a range of stakeholders – to share best practices and emerging solutions. We also seek to position the Malaysian private sector as a benchmark and a primary agent in driving a sustainable world.

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<https://www.ungcmalaysia.org/>

## AT YOUR SERVICE



 **#mySDGAction2030**

# DECADE OF ACTION

To discuss customized partnership arrangements, please contact our task force.



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**We hope you will join us in the creation of an unstoppable global movement to bring us closer to the world we want.**