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## PROGRAMME REPORT

# MELAKA ECO-SCHOOLS PROGRAMME (MESP) 2021 E-LAUNCH EVENT

12 APRIL 2021







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## Executive Summary

Melaka Eco-Schools Programme has been running for almost five years since 2016, in which more than 130 schools have been positively impacted. Eco-Schools Programme equips the school community with adequate environmental knowledge and awareness, transforming students, teachers and the surrounding community into becoming environmentally conscious individuals.

With more than 300 schools in Malaysia participating in the Eco-Schools programme to date, Green Growth Asia Foundation is looking forward to growing the number of schools in more states. By introducing a newly revised programme structure and with new partners joining, the Eco-Schools programme is now better equipped to disseminate environmental education and awareness among the youth in the nation.

We understand that without continuous support from schools, local governments and corporate sponsors, Melaka Eco-Schools Programme will not be at its place today. For the 2021 cohort, we are thrilled to announce the collaboration with Yayasan Sime Darby for further expansion of the Melaka Eco-Schools family. We look forward to more collaboration opportunities for sustainability with Yayasan Sime Darby in the future.

This programme report contains details of the Melaka Eco-Schools Programme 2021 E-Launch Event that includes an event background, comprehensive agenda, livestream analytics, and breakdown of the speeches.

# Event Background

## *Melaka Eco-Schools Programme (MESP) 2021 E-Launch Event*

12 APRIL 2021

MELAKA ECO-SCHOOLS FACEBOOK PAGE

Abiding by the health advisory by the Malaysian authorities, it was decided that the Melaka Eco-Schools Programme will be held virtually on the programme Facebook page on 12 April 2021.

Featuring pre-recorded messages, the event was a success, with more than 1294 people reached over the span of a few days. Virtually present at the event was TYT Tun Seri Setia (Dr.) Hj. Mohd. Ali bin Rustam (Governor of Melaka), Y.A.M Tunku Tan Sri Imran (Chairman of Yayasan Sime Darby), Ms Sophia Lim (Executive Director of WWF-Malaysia), Ms Lesley Jones (President of Foundation of Environmental Education), Mr Shamsul Bahar (Chief Executive Officer of Malaysian Green Technology and Climate Change Centre, Mr Jamsari (Deputy Director of Student Development, Melaka Education Department) and Dr Mahadi Mohamad (Executive Director of Green Growth Asia Foundation).

This event marks the beginning of a three-year commitment to sustainability between Yayasan Sime Darby, Green Growth Asia Foundation and Melaka State Government.





# Event Agenda

2:00 pm	<p>Welcoming speech by <b>Ms Farisha Zainol</b> <b>Communications Manager</b> <b>WWF-Malaysia</b></p> <p>Doa recitation by <b>Nazrul Hazim</b> <b>Former SMKBB Student</b> <b>Melaka Eco-Schools Alumnus</b></p> <p>Lagu Negaraku Lagu Negeri Melaka</p>
2:05 pm	<p>Welcoming address by <b>Dr Mahadi Mohamad</b> <b>Executive Director</b> <b>Green Growth Asia Foundation</b></p> <p>Opening remarks by <b>Ms Sophia Lim</b> <b>Chief Executive Officer</b> <b>WWF-Malaysia</b></p> <p><b>Mr Samsul Bahar</b> <b>Chief Executive Officer</b> <b>Malaysian Green Technology and Climate Change Centre (MGTC)</b></p>
2:15 pm	<p>Special address by <b>Ms Lesley Jones</b> <b>President</b> <b>Foundation for Environmental Education</b></p> <p><b>Mr Jamsari</b> <b>Deputy Director of Student Development</b> <b>Melaka Education Department</b></p>

**PROGRAMME DETAILS**

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- 2:30 pm      Keynote address by  
**Y.A.M. Tunku Tan Sri Imran Ibni Almarhum Tuanku Ja'afar**  
**Chairman**  
**Yayasan Sime Darby**
- TYT Tun Seri Setia (Dr.) Hj. Mohd Ali bin Mohd Rustam**  
**Governor of Melaka**
- 2:45 pm      Official Launch of the Melaka Eco-Schools Programme 2021 by  
**TYT Tun Seri Setia (Dr.) Hj. Mohd Ali bin Mohd Rustam**  
**Governor of Melaka**
- Melaka Eco-Schools Programme 2021 Video Montage
- 3:00 pm      End of Programme





# Livestream Analytics

The **Melaka Eco-Schools 2021** E-Launch was streamed on its Facebook Page. The recorded session can be viewed at <https://fb.watch/5ooyjNzWY8/>. The stream was live for an hour and a half, from 1:45 P.M. to 3:05 P.M. (GMT+8). The live stream analytics are divided into three separate categories: **stream analysis** will discuss how the live stream performs, **audience engagement** that outlines the public reaction, and the public and **demographic profiles** that identify audience profile.

## STREAM ANALYSIS

In total, we have reached **1,300 people**; the following is the breakdown:

### Live Session

During the live stream, we have a total of **57 viewers** that stay until the end. This is a significant number of viewers as the stream was **an hour-long** session.

### Recorded Session

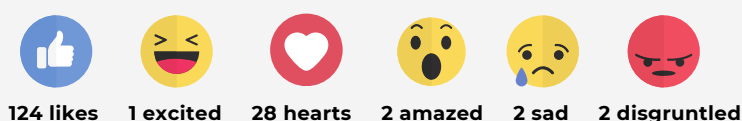
After the live stream, the post remains available for viewing on Melaka Eco-Schools Facebook Page, in which **572 people view the session for three seconds**, with **214 people stay for a minute**. Data as of March 7, 2021.

On average, viewers who decide to stay spend almost **9 minutes** extracting information from the e-launch event. The growing numbers of viewers are attributed to the mass promotion by the participating teachers to their colleagues, friends and family.

Surprisingly, **58.9% of the total views came from recommendations**, which demonstrates the effectiveness of a person-to-person ad campaign; another **39.1% came from our existing followers**, and **another 1.98% came from the 15 recorded shares**.

## AUDIENCE ENGAGEMENT

Overall, Melaka Eco-Schools 2021 e-launch was well received. A total of **293 audience engagements** are recorded, with **150 reactions**, **128 comments** and **15 shares**. The breakdown is as follow;

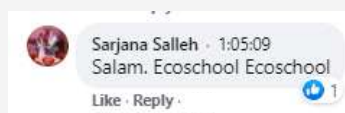
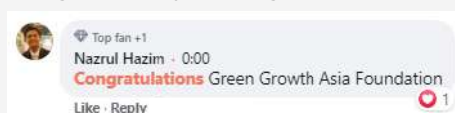


Upon analysis, we could not determine the cause for the less than positive reactions and will consider them as constructive criticism to improve our event management.

This event commemorates the expansion of ten new schools into the Melaka Eco-Schools family. The primary target group for the virtual launching event was teachers, students, education officials in Melaka and our strategic partners. Throughout the event, the audience left out a comment or two to liven up the mood and show their support for the programme.

Most of the comments can be segmented into two main types of comments, **congratulatory messages** and **introductory messages**. Below are a few screenshots of the comment left by the audience.

#### Congratulatory messages



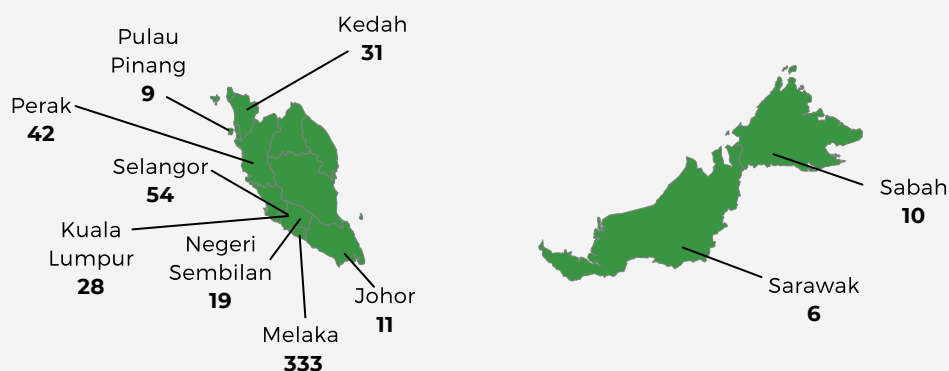
#### Introductory messages



### DEMOGRAPHIC PROFILES

The Eco-Schools Programme is the largest Education for Sustainable Development programme in the world. With members in more than 70 countries around the globe. Traditionally, our members abroad would not be able to participate in our eco-schools launch due to financial and logistic constraints. Since Melaka Eco-Schools 2021 was launched virtually, the previously mentioned issues are a thing of the past. The breakdown of the demographic profiles are as follow;

The majority of our audiences are from **Malaysia**, with people originated from Melaka top the board; it shows that the Melaka Eco-Schools Programme that has been running since 2016 is well received by the people of Melaka.



\*Above map is for illustration purposes only.

On the international spectrum, we have viewers tuned in from **nine different countries**. It is as follow;



\*Above map is for illustration purposes only.

In terms of the audience age and gender, we found out that **64% or 233 of our audience are females** while the remaining **36% or 139 are males**.

In the composition, **110 young adults, 247 middle-aged adults** and **15 old adults** participated in the virtual launching event. It shows the growing participation of the young in sustainable development initiatives in Malaysia. However, middle-aged adults who presumably work as educators are still leading the charge in inspiring the future generation to live sustainably.

At the same time, we should not overlook the active participation of the old adults that continue to contribute in whatever way possible to build a greener tomorrow.



# Programme Details

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The Melaka Eco-Schools Programme 2021 e-launch was held to commemorate the enrolment of 10 new schools into the programme. The strategic partnership between Green Growth Asia Foundation and Yayasan Sime Darby will further propel the education for sustainable initiatives, supporting the Melaka State Green Policies and our National Education Philosophy. Ultimately spark changes in the community towards a greener future.

## **WELCOMING ADDRESS BY DR MAHADI MOHAMAD**

The Executive Director of Green Growth Asia Foundation, in his welcoming address, expresses his appreciation to all stakeholders involved in ensuring the success of the Melaka Eco-Schools Programme to date. He notes that youth today are passionate and willing to take the lead against climate change. If we guide them, equipping them with environmental knowledge and skills, we can rest assured that our future is safe. Eco-Schools Programme does just that.

## **OPENING REMARKS BY MS SOPHIA LIM**

Sophia Lim, Executive Director and Chief Executive Officer of WWF-Malaysia, shared the progress of the Eco-Schools Programme in Malaysia and applauded the Melaka Eco-Schools' accomplishments since 2016. In her speech, she reaffirms WWF-Malaysia commitment to supporting sustainability initiatives, especially in regards to educational interventions.

## **OPENING REMARKS BY MR SAMSUL BAHAR**

The Chief Executive Officer of Malaysian Green Technology and Climate Change Centre (MGTC) welcomes the education for sustainable development initiatives through the Melaka Eco-Schools Programme by Green Growth Asia Foundation. He said that the structure of the Eco-Schools Programme resonates well with his organisation mission and vision, representing the Malaysian government resolve in addressing the ever-changing global climate emergencies.

## **SPECIAL ADDRESS BY MS LESLEY JONES**

In her speech, the President of the Foundation for Environmental Education acknowledges the effort of the Green Growth Asia Foundation and its partners in disseminating environmental education in Malaysia. She took the opportunity to share the success stories of Eco-Schools Global and how education plays a pivotal role in shaping a sustainable future.

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**SPECIAL ADDRESS BY MR JAMSARI**

The Melaka State Education Department was represented by Mr Jamsari, the Deputy Director of Student Development. In his speech, he thanked Green Growth Asia Foundation and Yayasan Sime Darby for sponsoring the participation of ten more schools in Melaka. The Eco-Schools Programme has been observed to stimulate positive student growth. Furthermore, the programme aligned perfectly with our national education blueprints and policy.

**KEYNOTE ADDRESS BY Y.A.M. TUNKU TAN SRI IMRAN IBNI ALMARHUM TUANKU JA'AFAR**

The Chairman of Yayasan Sime Darby, Y.A.M Tunku Tan Sri Imran Ibni Almarhum Tuanku Ja'afar, in his speech, extend his appreciation to Green Growth Asia Foundation, Melaka State Government and Melaka Education Department, among others, in their successful implementation of the Melaka Eco-Schools Programme. He added that Yayasan Sime Darby, over the years, has been actively pursuing and promoting sustainable development initiatives in Malaysia. He hopes that the Melaka Eco-Schools Programme will spearhead the effort in combating local environmental issues in Melaka and serve as a role model for other schools in the country.

**KEYNOTE ADDRESS BY TYT TUN SERI SETIA (DR.) HJ. MOHD ALI BIN MOHD RUSTAM**

The Governor of Melaka, in his speech, welcomes the further expansion of the Melaka Eco-Schools Programme through the collaboration between Green Growth Asia Foundation and Yayasan Sime Darby. He said that the active participation of schools in the programme leads to an increase in the community environmental consciousness. Melaka has been recognised as the leading green technology state in Malaysia, and the Melaka Eco-Schools Programme will undoubtedly strengthen the implementation of state policies effectively.

**OFFICIAL LAUNCH OF THE MELAKA ECO-SCHOOLS PROGRAMME 2021 BY TYT TUN SERI SETIA (DR.) HJ. MOHD ALI BIN MOHD RUSTAM**

The Melaka Eco-Schools Programme 2021 was launched by TYT Tun Seri Setia (Dr.) Hj. Mohd Ali bin Mohd Rustam followed by a video montage and a special video of testimonies from Eco-Schools ambassadors in Melaka consisting of a headmistress, teachers, parents, and most importantly students.





# Speech Quotes



**TYT TUN SERI SETIA (DR.) HJ.  
MOHD. ALI BIN RUSTAM**

GOVERNOR OF MELAKA

“ The active participation of schools in Melaka in this programme can mould a new generation of students that are responsible towards nature. In the long run, Melaka can be a successful green city where its citizens appreciate the environment and actively take actions to protect it ”



**Y.A.M. TUNKU TAN SRI IMRAN IBNI  
ALMARHUM TUANKU JA'AFAR**

CHAIRMAN OF YAYASAN SIME DARBY

“ This programme is intended to enhance Environmental education (EE) among teachers and students, under the National Policy on the Environment 2002-Green Strategies on 'Education & Awareness'. We are excited to collaborate with CCAF in this programme which will be facilitating a change in students mindset and culture in 250 teachers and students in 10 schools in Melaka. ”



**MR HAJI JAMSARI BIN MARIMAN**

DEPUTY DIRECTOR OF STUDENT DEVELOPMENT  
OF MELAKA EDUCATION DEPARTMENT

“ The Eco-School programme helps in shaping the personality and behaviour of an individual due to the nature of the programme itself. The programme module and activities revolves around shaping the emotional, physical, social and intellectual needs of the student. ”



### **MS LESLEY JONES**

**PRESIDENT OF FOUNDATION FOR ENVIRONMENTAL EDUCATION**

“ By empowering young people to become the driver of positive change in their own community, the eco-schools programme is strongly aligned with the Green City Action Plan Melaka. ”



### **MR SAMSUL BAHAR BIN MOHD NOR**

**CHIEF EXECUTIVE OFFICER OF MALAYSIAN GREEN TECHNOLOGY AND CLIMATE CHANGE CENTRE**

“ The Eco-Schools programme runs parallel with the objectives of GreenTech Malaysia whereby environmental issues such as energy, water, waste are managed with appropriate sustainable solutions. Eco-Schools programme have the potential in changing the mindset and creating awareness on sustainable development among the young generation. ”



### **MISS SOPHIA LIM**

**CHIEF EXECUTIVE DIRECTOR @ EXECUTIVE DIRECTOR, WWF-MALAYSIA**

“ Eco-Schools is pertinent because it empowers students to lead change in various environmental issues. They are exposed to critical thinking, anticipating future scenarios, and making decisions collaboratively - skills that matter in a time of crisis. ”

**DR MAHADI MOHAMAD**

EXECUTIVE DIRECTOR, GREEN GROWTH  
ASIA FOUNDATION

“Eco-School programme fosters deep-rooted environmental learning with a fully-fledged syllabus to promote a future that is full of passion and opportunities for protecting the environment.”



# Press Release



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## MOVING TOWARDS SUSTAINABILITY; Yayasan Sime Darby x GGAF: Eco-Schools Melaka

**Melaka, Malaysia, 12 April 2021** - Green Growth Asia Foundation (GGAF) is collaborating with Yayasan Sime Darby for this year's Eco-Schools programme (ESP) in Melaka.

The E-launch of the Melaka Eco-Schools programme is scheduled for the 14th of April 2021. It is better than ever this year due to the involvement and support of Yayasan Sime Darby for greater success and growth. The Ministry of Education has also been one of our greatest pillars in building a greener future together starting in schools and expanding it to the community.

Eco-Schools Programme is a growing occurrence that vitalises the young people to engage in their environment by allowing them to actively protect their environment by identifying, designing and implementing their own eco-project chosen from 12 environmental themes. The Eco-Schools' mission of forming a group of learners that make the environment more sustainable using a 3-year cycle sets the core philosophy of how the programme educates.

Eco-Schools was first brought to Malaysia by WWF in 2011. Today, the programme is growing to greater heights with the help from Green Growth Asia Foundation and Yayasan Sime Darby. The current Eco-Schools programme is well equipped with a fresh new look under the collaboration of GGAF and the endorsement of Yayasan Sime Darby. It consists of an extensive program framework to suit the learning process and understanding of young minds.

The Eco-Schools programme comprises a new set of modules curated by project coordinators, global experts and renowned local and global researchers. By fine-tuning the programme modules, we hope to better assist teachers and students with the international syllabus while producing favourable impacts among the students. The new modules consist of the following key elements which are the eco-schools workshop, environmental action workshop, pedagogy workshop, international collaboration and rewards and recognition.

Over the decade of implementing this programme in primary and secondary schools, many achievements have been obtained. Currently, we have 130 schools registered for this programme in Melaka involving 1896 teachers and 1758 students. A milestone was achieved in Melaka when four extraordinary schools were awarded the green flags for their effort and contribution in sustaining the environment for the betterment of all.

### **About Green Growth Asia Foundation**

Green Growth Asia Foundation (GGAF) is a nonprofit organisation that provides a platform for leadership, thought and action in responding to sustainability challenges in Asia. They actively promote new strategies that strike a balance between economic development, social inclusivity and environmental sustainability. Find out more about GGAF at <https://greengrowthasia.org/>.

### **About Yayasan Sime Darby (YSD)**

Yayasan Sime Darby is the main philanthropic arm of Sime Darby. Over the years, YSD has expanded its wings from offering scholarships to outstanding and deserving individuals to funding impactful conservation, outreach and development programmes. YSD is dedicated to enhancing lives and delivering sustainable value through the following five pillars which are education, environment, community and health, sports as well as arts and culture. Find out more about Sime Darby at <https://yayasansimedarby.com/>.

**-Ends-**

**For more information, please contact:**

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MS. FARISHA ZAINOL



SDR. NAZRUL HAZIM BIN SULEIMAN



YBRS. DR MAHADI MOHAMAD



SOPHIA LIM (WWF-MALAYSIA)



Ts. Shamsul Bahar Mohd Nor  
Chief Executive Officer  
Indigenous Knowledge Technology and Climate Change Centre

TS. SHAMSUL BAHAR MOHD NOR



MS. LESLEY JONES



HAJI JAMSARI BIN MARIMAN



Y.A.M. TUNKU TAN SRI IMRAN IBNI ALMARHUM TUANKU JA'AFAR





TYT TUN SERI SETIA (DR.) HAJI MOHD ALI BIN MOHD RUSTAM



GURU BESAR SK DATO DEMANG HUSSIN - PN. JAMILAH BINTI ISHAK



GURU BESAR SK CONVENT INFANT JESUS 1 - PN. ONG KWEE BEE



GURU ECO SCHOOLS - PN. NOR HADIJAH BINTI OMAR@MAHMUD



WAKIL IBUBAPA - EN. DANIEL ANG



WAKIL IBUBAPA - PN. NITHIYA A/P SUBRAMANIAM



TANISHKHA A/P SALVA KUMARAN



ALYA ADRIANA BINTI MOHD SYAIFUL RIZAL

