



# AIESEC in Malaysia

SESSION 2019 - 2020



# IMPACT REPORT

"A proud and action driven nation that  
embraces diversity and takes ownership  
for a better Malaysia."

FOR A  
**#UNITED  
MALAYSIA**

**BEYOND**  
MC1920



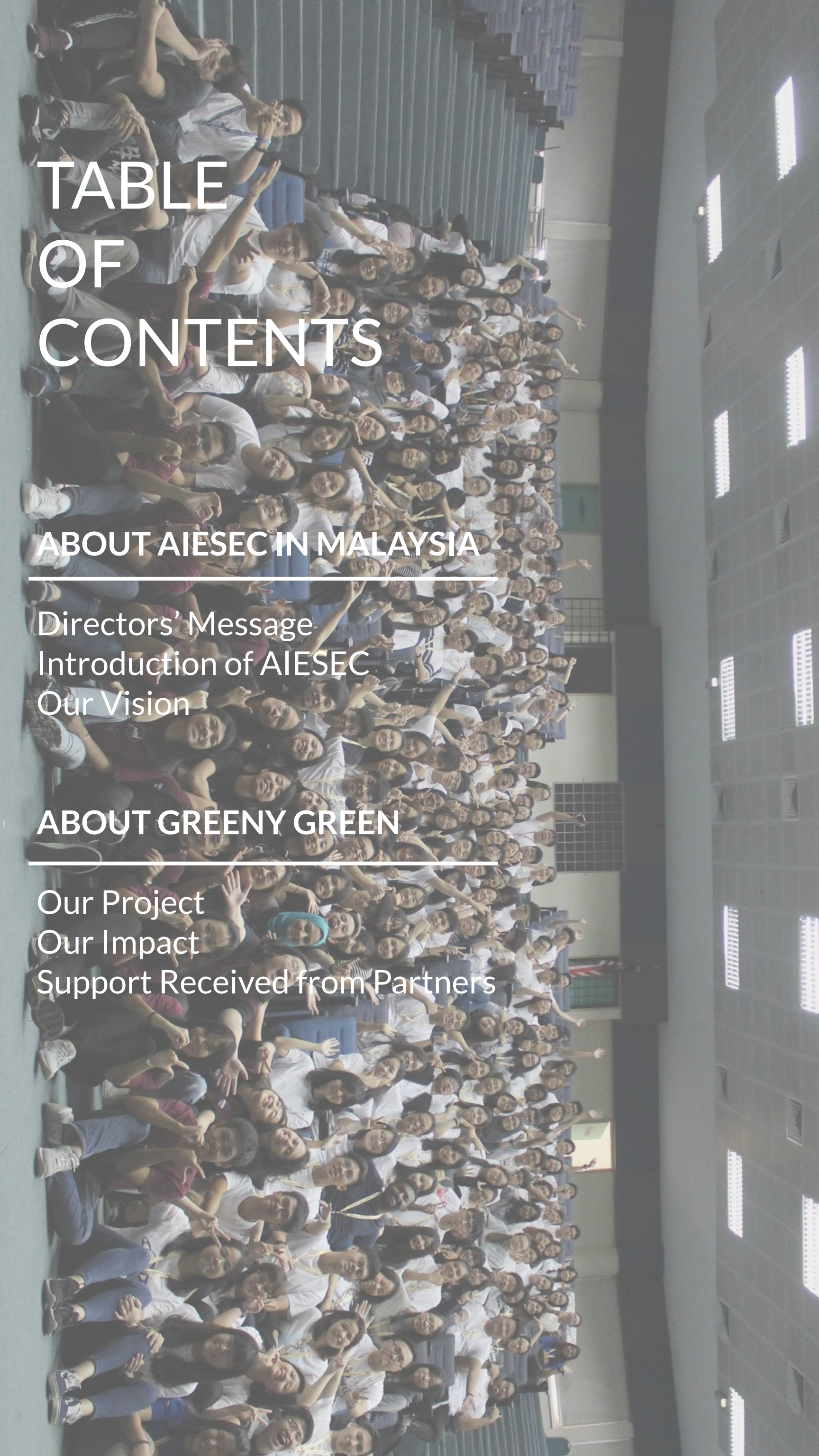


# THANK YOU,

*all AIESECers, alumni, partners,  
all enablers and supporters of AIESEC in Malaysia.*

Over the course of the year, there were moments of sweet celebrations, moments we loved and moments we cherished in our Project. These moments interweaved a story that belongs to all of us. We sincerely thank you for joining us in composing this beautiful, intriguing tale, and may our paths cross once again in our next chapter in this beautiful place.





# TABLE OF CONTENTS

## ABOUT AIESEC IN MALAYSIA

---

Directors' Message  
Introduction of AIESEC  
Our Vision

## ABOUT GREENY GREEN

---

Our Project  
Our Impact  
Support Received from Partners



# DIRECTORS' MESSAGE



## TRAVIS LEE

*DIRECTOR OF PARTNERSHIP  
DEVELOPMENT  
AIESEC IN MALAYSIA  
SESSION 2019 - 2020*

"Impact" this magic word has been advocated with an increasing momentum in the current world. This word seems to be very abstract and similar with "Change", so what is the differences of impacts and changes to people?

To me, bringing changes to someone can be just a moment of time, and the changes lasting are also just for temporary. Yet, bringing impacts to someone endures longer or even permanent, and it actually starts from changes that we made.

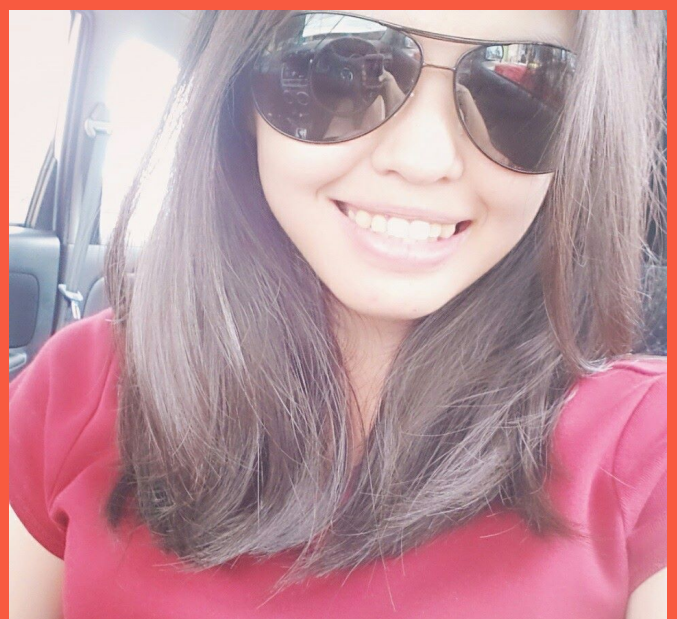
In Global Volunteer Programme, our Exchange Participants enter an unfamiliar environment bringing cultural shocks and challenges to them. They undergo self-exploration, adaptation, realization by seeing the world in a different cultural perspective. Plus, we are also bringing the world to our targeted group so that to expand their horizons, learn to embrace and respect different culture.

This mutual understanding would surely root in their mind and showcase with their actions. And these small action is gonna to build a better and peaceful community in the future, with the power of exchanges.

Global Volunteer is a programme that is full of excitements and brings out the fullest potential in a person. Being someone who has gone through the experience personally, to managing the project managers, I could proudly say this is by far one of the best experience.

When I was experiencing the program itself, I could see the definite impact that we are creating through our projects. Seeing our local community benefiting for the programs itself is indeed fulfilling. Through Global Volunteer Programme, we are also able to achieve our objectives of developing local students confidence, spreading awareness about a cause we truly care about and enhancing the leadership potential of the youths.

Furthermore, the essence of Global Volunteer also revolves around the cross-cultural understanding between people. Through the projects, we are able to showcase the uniqueness of Malaysia cultures to our volunteers from around the world, and allowing them the opportunities to learn directly from the local communities.



## AMANDA THAN

*DIRECTOR OF INCOMING  
GLOBAL VOLUNTEER  
AIESEC IN MALAYSIA  
SESSION 2019 - 2020*



# INTRODUCTION TO AIESEC

**Leadership** / 'lɪdərʃɪp /

**NOUN.**

*Leadership is a choice, a choice to lead.*

*Choosing to be the better version of yourself every day. Choosing to take responsibility for things in your world. And that choice is one you have to make again and again, every day.*



# INTRODUCTION TO AIESEC

~~YOUTH WILL BE THE SOLUTION~~  
**ARE**

There are many ways to develop the leadership within a person, but AIESEC believes in exchanges.

We are not just an organization, but a movement, a youth leadership movement which brings global perspective to community and creates societal impacts via volunteer and internship experiences.

Youth is the key to unlock a better future and the future has arrived. AIESEC believes that undergoing cultural exchanges would allow youth to challenge their thoughts, unleash their potentials, expand their global horizons and develop themselves as a leader in a unfamiliar environment.

After the process, these young leaders will be a better self than yesterday's and contribute back to society, with making a better choice as a leader.



## WHY

It all started after the

## SECOND WORLD WAR

WHEN A GROUP OF  
*Young People*

determined that **cross-cultural understanding**  
 was essential to prevent similar conflicts.

AIESEC was founded after the Second World War by a group of young people from Europe (Belgium, Denmark, Finland, France, Netherlands, Norway, and Sweden). Our fundamentals were shaped by the social, economic and political climate of the time.



Since then, the world has been changing faster than ever before. We believe that young people hold the key to a better future and they must learn to adapt quickly and solve problems. This is why AIESEC strives for **Peace & Fulfillment of Humankind's Potential**.



In today's context, 'Peace' does not necessarily mean only avoiding war. Peace can symbolize a world that does not have conflicts that arise from cultural, religious, or other aspects of differences in humanity. Peace can also symbolize being in harmony with yourself. AIESEC strives to build a world where people can work towards their own understanding of peace, while respecting and understanding the views of others.

Through 'Fulfillment of Humankind's Potential' AIESEC strives for a world where people can be the best version of themselves.

## HOW

WE PLACE OUR  
**CONFIDENCE**  
 IN  
*Youth*  
 AS THE KEY TO UNLOCK A  
**BETTER FUTURE.**

We place our confidence in youth because they have the passion, dynamism and entrepreneurial spirit that are needed to shape the future. They have the responsibility to improve tomorrow by choosing who they will be today.

WE BELIEVE THAT  
**LEADERSHIP**  
 IS THE  
*Fundamental*  
**Solution**  
 AND IT CAN BE DEVELOPED IN ANYONE.

AIESEC is a platform for young people to explore and develop their leadership potential. After going through an experience with AIESEC, young people are better prepared to make a positive impact in any sphere they would choose.

## Our Unique Leadership Development Model

AIESEC's leadership development model seeks to prepare youth to take a stand on what they care about and become capable to make a difference through their everyday actions. That is why our answer is to develop the characteristics below according to the the biggest world trends.

Declining Trust in Formal Leaders

**Self Aware**

Understands and lives personal values  
 Focuses on strengths over weaknesses  
 Explores one's passions

Globalization and Nationalization

**World Citizen**

Believes in their ability to make a difference in the world  
 Interested in the world issues  
 Enjoys taking responsibility for improving the world

Complex and Interconnected World

**Empowering Others**

Communicates effectively in diverse environments  
 Develops & empowers other people  
 Engages with others to achieve a bigger purpose

Uncertain World

**Solution Oriented**

Adapts and shows resilience in the face of challenges  
 Transmits positivity to move forward throughout uncertainty  
 Takes risks when needed



## Our Values

AIESEC has a set of shared behaviors - our values - that shape our organizational culture. These values bring the AIESEC Way to life by guiding our everyday actions and decisions.



### Striving For Excellence

We continuously improve through creativity and innovation. We strive to deliver the highest quality performance in everything we do.

Some examples of living this value:

- We encourage each other to be better every day in everything that we do.
- We appreciate feedback and put it into action to achieve results.

### Demonstrating Integrity

We are consistent and transparent in our decisions and actions. We fulfil our commitments and conduct ourselves in a way aligned with what we envision.

Some examples of living this value:

- We communicate openly and honestly with all stakeholders.
- Our actions back up our words. We fulfil our responsibilities and promises.



### Enjoying Participation

We create a dynamic and welcoming environment through the active and enthusiastic participation of individuals. We enjoy being involved in AIESEC.

Some examples of living this value:

- We recognize the contribution of members and encourage them to be their best.
- We celebrate our victories by sharing our achievements.

### Acting Sustainably

We act in a sustainable way for our organization and society. Our decisions take into account the needs of future generations.

Some examples of living this value:

- We manage our resources to leave the best conditions for the organization for future years.
- We support each other and we build on what has been done in the past.



### Activating Leadership

We lead by example and inspire leadership through actions and results. We take responsibility for developing the leadership potential of others.

Some examples of living this value:

- We encourage and delegate responsibility to the new members of AIESEC in managing the organization.
- We empower members to deliver exchange experiences.
- We inspire actions in others by being role models.

### Living Diversity

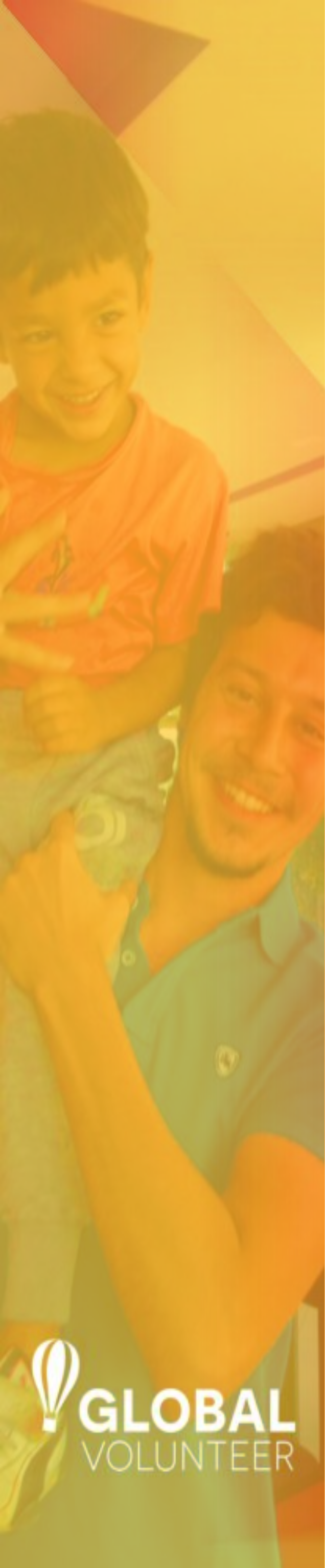
We actively learn from different ways of life and opinions represented in our multicultural environment. We act inclusively, respecting and actively encouraging the contribution of every individual.

Some examples of living this value:

- We interact with members from a large range of countries and territories at global conferences and living the cross-cultural exchange experience.
- We partner with organizations and companies that are open to diverse and global experiences.







**Global Volunteer** is a cross-cultural volunteer experience for young people who seek to develop themselves and the world by working with one of the Sustainable Development Goal issues in and community and organisation that values impact for a better world.

### **Global Volunteer For Youth**

1. Leadership Development
2. Cross-Cultural Experience
3. Contribution to SDGs

### **Global Volunteer For Organisation**

1. Global Perspective
2. Positive Impact Creation
3. Source with Ease

In April 2019, the Global Volunteer Program of AIESEC in Malaysia is endorsed by the Government as the objectives of the program is aligned with the Government's direction to develop more solution-oriented leaders and to tackle the social issue in Malaysia. It is a milestone for AIESEC in Malaysia to expand our current projects in term of its impact and accessibility across Malaysia.

In addition to bringing international volunteers into Malaysia, we have also mobilised more than 500 youth in Malaysia to participate in social projects abroad, contributing to the global agenda. In order to do so, we counted with the support of different organisation such as Electrolux, AirAsia, Fave, Kind Starfish Foundation, IOI Properties, Teach for Malaysia who have supported AIESEC initiative in term of financial support, brand credibility and learning & development.

As the outcome of the collaboration, we managed to empower more youth to partake in Global Volunteer program in alignment with specific Sustainable Development Goals. The companies and partners, at the same time, get to enjoy brand publicity and effective talent attraction into their companies. AIESEC in Malaysia is aiming to bring in more value partnership to enhance the program.



CAN YOU IMAGINE WHAT HAPPENS TO THE WORLD WHEN WE

*Engage*  
*&*  
*Develop*  
E V E R Y

**YOUNG  
PERSON?**

— THIS IS THE QUESTION THAT —

**DRIVES US**

**P** AS WE STRIVE  
TO ACHIEVE  
WHAT WE ENVISION:

*Peace*

*&*

*Fulfillment*  
*of*  
*Humankind's*  
*Potential*





# FOR A **#UNITED #MALAYSIA**

Here at AIESEC in Malaysia, we strongly believe that leadership is the fundamental solution to the World and youth holds the future of the nation. Therefore, we strive to provide opportunities that would enable the youth to realise the beauty of diversity in the country and its contribution towards the success stories of Malaysia today. We want to produce proud leaders that would own the country and take whatever actions that matter for a better Malaysia.

AIESEC in Malaysia has chosen its battle for Malaysia, ultimately contributing to Peace & Fulfilment of Humankind's Potential.



According to the Business Dictionary, organisational culture includes an organisation's expectations, experiences, philosophy, as well as the values that guide member behaviour, and is expressed in member self-image, inner workings, interactions with the outside world, and future expectations. It is inseparable from lives and is vital to maintain that one identity of our organisation. In AIESEC in Malaysia, we actively promotes three national behaviours – Proactive, Ownership and Collaborative among our membership. These positive attributes have led AIESEC in Malaysia towards our vision.



**PROACTIVE**

**"We proactively learn, search and implement solutions and voice out our opinions."**

We ensure that all our members are equipped with growth mindset and would view failure as a stepping stone for them to achieve a greater success. We put more emphasis on actions rather than words.



**OWNERSHIP**

**"We are AIESEC in Malaysia, and we continuously strive to improve this entity until excellence is achieved."**

We prioritise AIESEC in Malaysia's long term well-being and sustainability when it comes to every single action and decision-making. We advocate for the organisational mission.



**COLLABORATIVE**

**"We leverage on the power of small and big scale synergy, of sharing resources and helping each other to grow."**

We value the strength of network and would capitalise on it for greater goals. We emphasise on back end synergy, knowledge sharing and good stakeholder management for mutual growth.

PHYSICAL FOOTPRINT

15 Local Entities  
(2 Expansions)

YEAR Global Volunteer  
Endorsed by the  
Government

595 Active Members  
Across Malaysia

3 National Projects  
(Education, Food  
Waste, Disability)

36 Official  
Partners

>100 Local Projects  
Every Year

10,000+ Alumni Network

1,695 Exchanges Delivered  
Per Year (16% Growth)

DIGITAL FOOTPRINT

98,000+ Facebook Page Followers

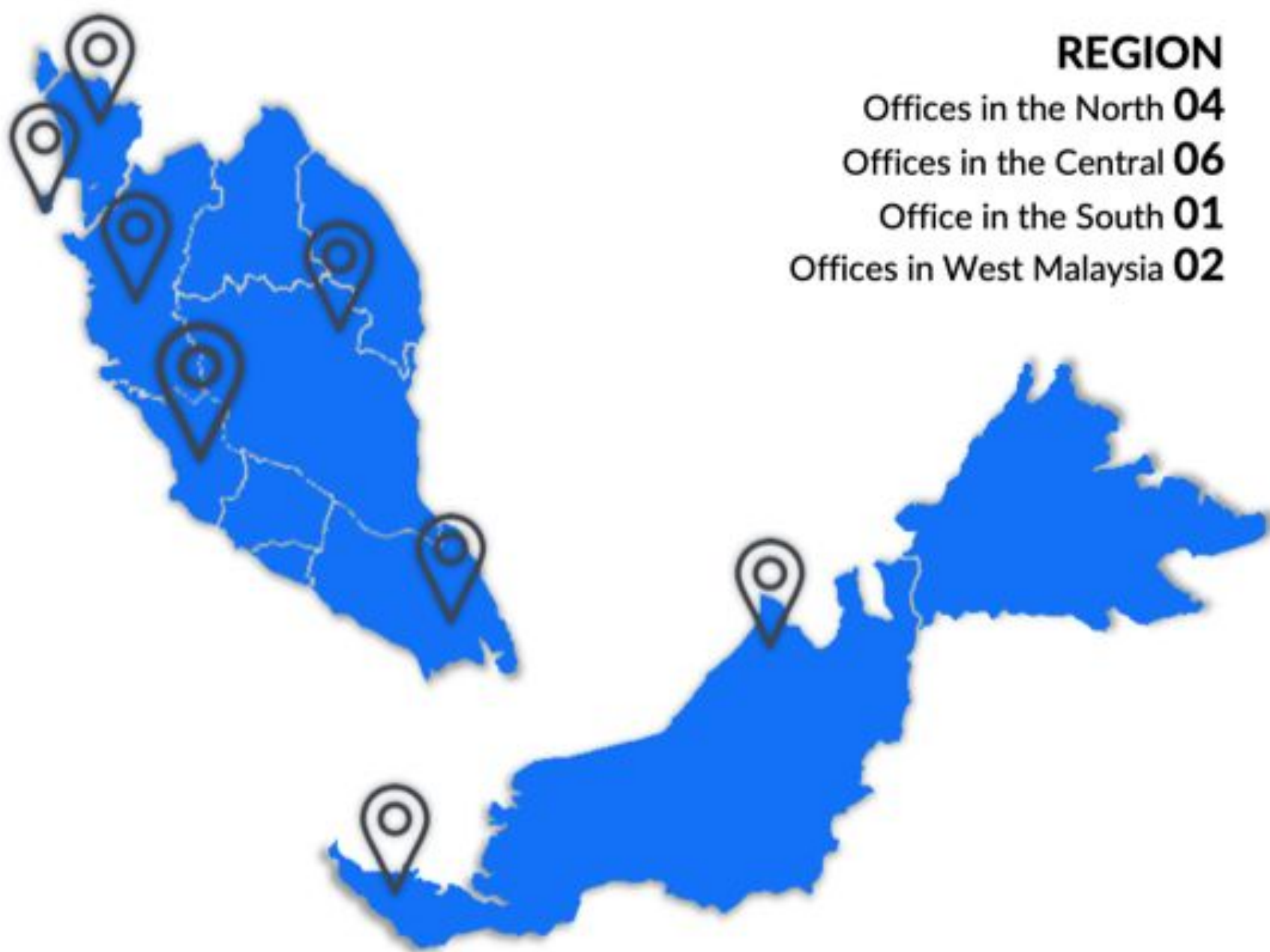
1,421 LinkedIn Followers

1,856 Instagram Followers

80,000+ Email Engagement/Year



## OUR LOCAL CHAPTERS



### REGION

Offices in the North **04**

Offices in the Central **06**

Office in the South **01**

Offices in West Malaysia **02**

#### **AIESEC IN KEDAH PERLIS**

Universiti Utara Malaysia (UUM), Sintok, Kedah  
Universiti Malaysia Perlis (UNIMAP), Perlis

#### **AIESEC IN PENANG**

University Sains Malaysia (USM), Penang Island

#### **AIESEC IN UTAR**

Universiti Tunku Abdul Rahman (UTAR), Kampar, Perak

#### **AIESEC IN UMP**

Universiti Malaysia Pahang (UMP), Gambang Campus, Pahang  
Universiti Malaysia Pahang (UMP), Pekan Campus, Pahang

#### **AIESEC IN UM**

Universiti Malaya (UM), Kuala Lumpur

#### **AIESEC IN TAYLOR'S UNIVERSITY**

Taylor's University Lakeside Campus, Subang Jaya, Selangor  
HELP University, Bukit Damansara, Kuala Lumpur

#### **AIESEC IN SUNWAY**

Sunway University, Bandar Sunway, Selangor  
Monash University, Bandar Sunway, Selangor

#### **AIESEC IN UPM**

Universiti Putra Malaysia (UPM), Serdang, Selangor

#### **AIESEC IN UKM**

University Kebangsaan Malaysia (UKM), Bangi, Selangor

#### **AIESEC IN UNMC**

University of Nottingham Malaysia Campus, Semenyih  
Heriot-Watt University Malaysia, Putrajaya, Selangor

#### **AIESEC IN JOHOR BAHRU**

Universiti Teknologi Malaysia (UTM), Skudai, Johor

#### **AIESEC IN KUCHING**

University Malaysia Sarawak (UNIMAS), Sarawak  
Swinburne University of Technology Sarawak, Kuching

#### **AIESEC IN CU**

Curtin University (CU), Miri, Sarawak  
Universiti Malaysia Sabah (UMS), Kota Kinabalu, Sabah

# OUR PROJECT



**Greeny Green 7.0 (GG)**



# WHY WE DO

**Climate change** is the global issue in such that Malaysian people do not know about clear action that they could take to take in part for this issue. From 1981-2015, both maximum and minimum temperature increase by 1.5'C. People not aware about the action that can be taken by them in daily life.

Statistic shown (Source: Global Environment Centre):

**23,000 tonnes** of solid waste produced daily in **Malaysia**

**Only 5%** is recycled

# WHAT WE DO

**Greeny Green** had been run since July 2017, had been impacted more than **1,000 students about recycling and climate change issue.**

Greeny Green project focuses on students by providing them consistent **weekly training** and actions follow up within 4 weeks, and monthly follow up after 4 weeks. **It aims to educate youth as the influencer to their peers.**

**Greeny Green 2020 focused topic:**

- 1) **Eco Bricks**
- 2) **Endangered animal & ecosystem**
- 3) **Plastic Waste**



# HOW WE DO

## Train-the-Trainer

To built the quality of trainer before delivering the online school workshop, our Partners:

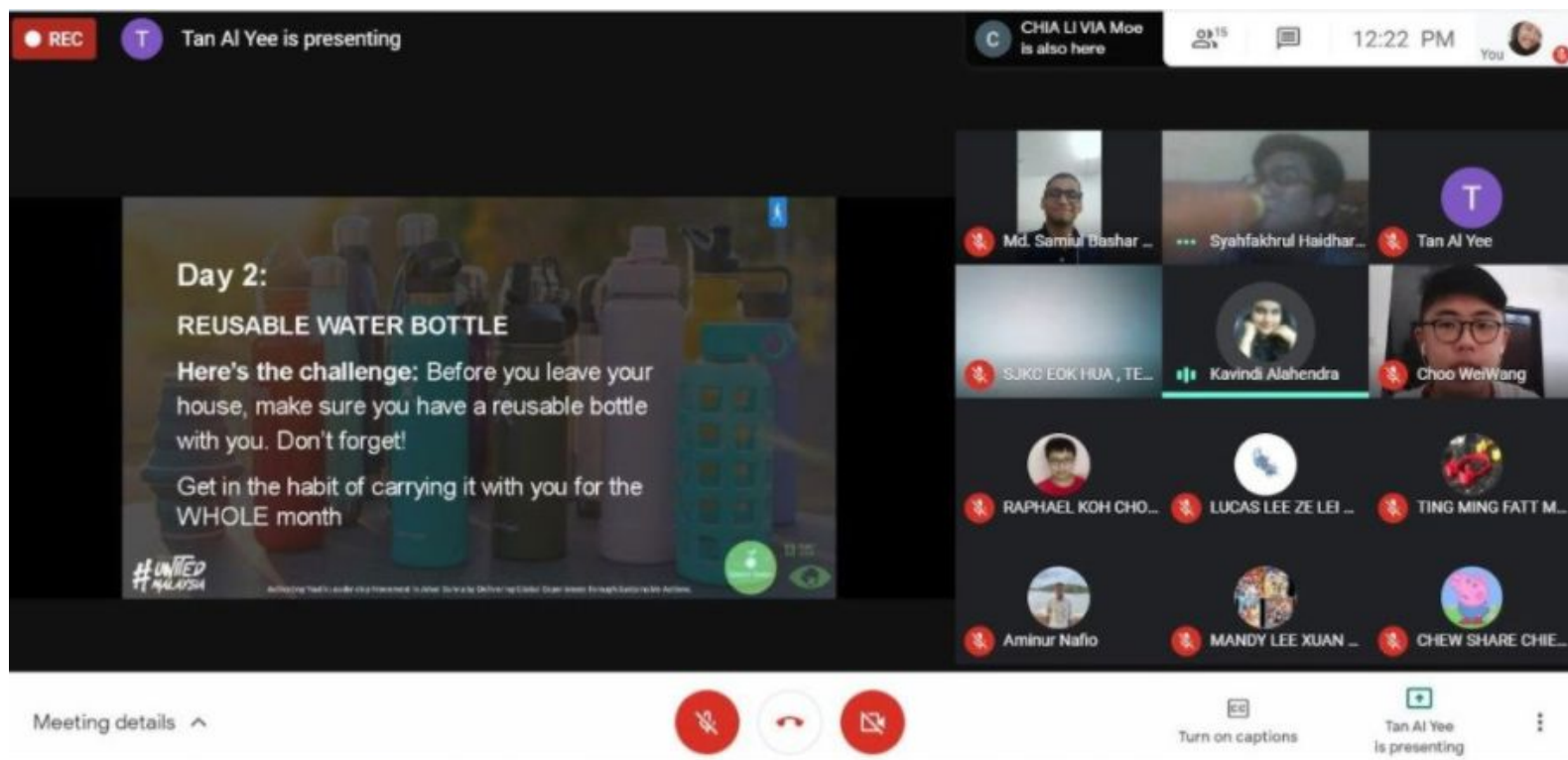
- 1) Free Tree Society (FTS)
- 2) PYNG Zero Waste

had provided training regarding environmental issue in Malaysia, how does the every stakeholder can take the right action take part in reducing the plastic waste and do tree planting in order to overcome the environmental issue happen in our community.





# HOW WE DO



## ONLINE SCHOOL WORKSHOP



Within 4 weeks, 3 online workshops is held in Google Meet where 3 school is involving:

- i) SJK (C) Kulai 2
- ii) SJK (C) Tiram
- iii) SJK (C) Masai

They are visited by committee and virtual volunteers from AIESEC in Johor Bahru, to spread awareness about climate change and environmental sustainability through 2 hours of talk and practical action through Google Meet.

### Focused topic:

- i) Understanding Environment Issue
- ii) Plastic waste & 3R concept
- iii) Eco Bricks

### Outcome:

- i) **94 students** educated from the workshops
- ii) Estimated **7.5kg of plastic** being recycle throughout the online workshop
- iii) **8 virtual volunteers** being developed in term of leadership and effective communication.



# HOW WE DO

## GLOBAL VILLAGE

Global Village is an AIESEC iconic exhibition event showcasing culture from countries all over the world.

Theme : GLOBAL VILLAGE 2020

Platform : FaceBook LIVE

Date : 2 Aug 2020 (8pm - 10pm)

Countries involved:

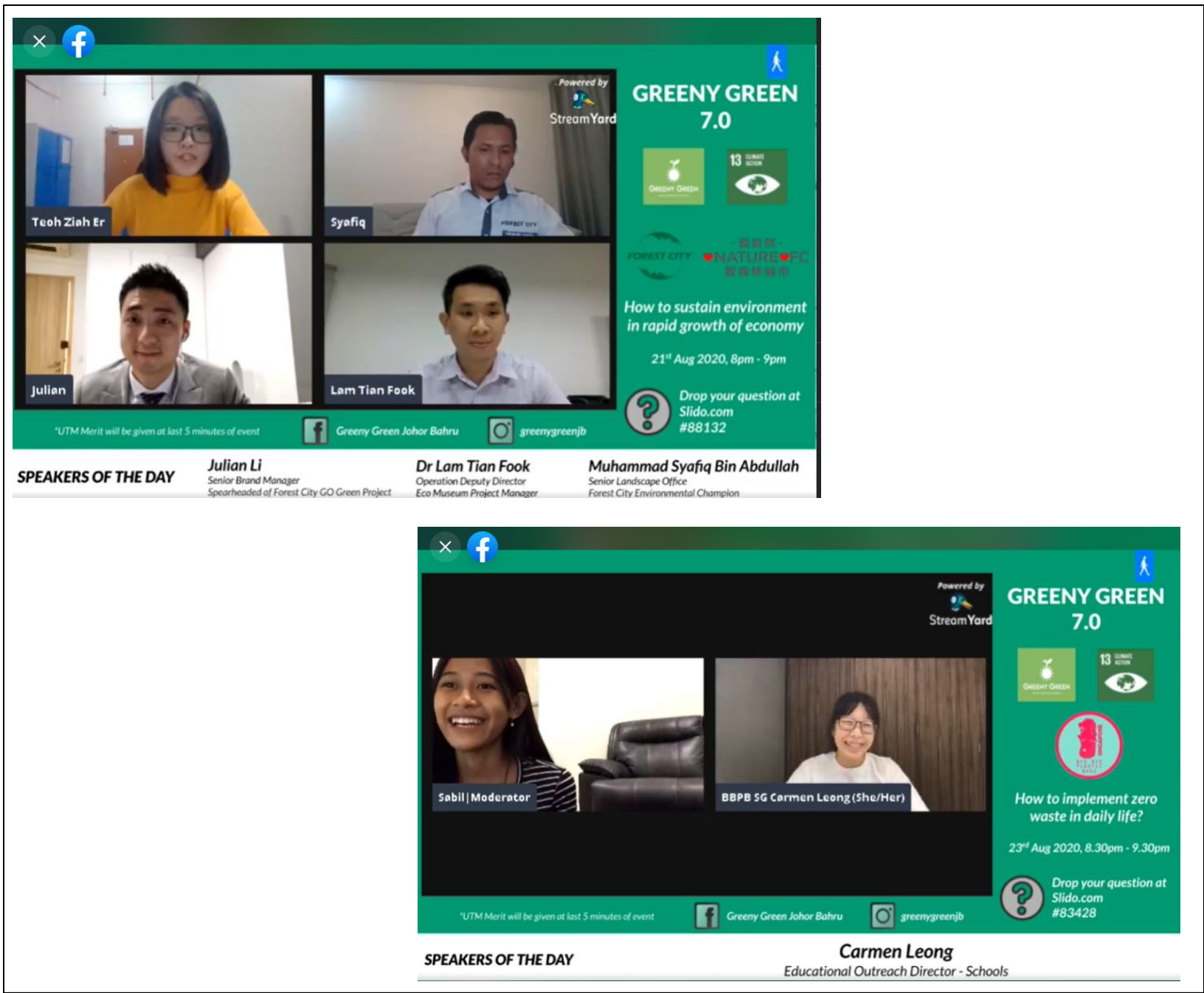
- 1) Indonesia
- 2) Sri Lanka
- 3) Bangladesh
- 4) Malaysia
- 5) Eritrea

## Event Highlights

- 1) *SDG showcasing*
- 2) *Countries performance*
- 3) *Countries culture exhibition*



# HOW WE DO



# WEBINAR



During August, 2 Webinar had being held together partner with **Forest City and Bye Bye Plastic Bags Singapore**

**Webinar 1.0**

**Topic** : How to sustain environment in rapid growth of economy  
**Date** : 21 Aug 2020  
**Time** : 8pm - 9pm  
**Speaker** : Forest City

**Webinar 2.0**

**Topic** : How to implement zero waste in daily life  
**Date** : 23 Aug 2020  
**Time** : 8.30pm - 9.30pm  
**Speaker** : Bye Bye Plastic Bags Singapore

**Outcome:**

- 1) More than 500 people being inspire throughout the webinar session
- 2) **89.79%** of satisfaction towards the webinar



# HOW WE DO

## PLASTIC GO GO! ONLINE COMPETITION

An competition is held through online where aim to let the participant to Implement zero waste, 3Rs concept in daily life by using their own creativity to come up an useful recycle thing

### Details:

Duration : 5 Aug 2020 - 27 Aug 2020

Prizes : Forest City Water Park Ticket,  
Water Bottle, Paper Lamp,  
Fountain Pen

### Outcome:

- 1) **83 people** participate in this online competition
- 2) Estimate **3.1kg** of plastic being recycle through this competition



Don't miss  
the competition

## DIY COMPETITION

To implement zero waste, 3Rs concept in daily life by using your own creativity to produce something useful

**STEPS:**

1. DIY a product using plastic.
2. Make a simple poster.
3. Submit it at <https://bit.ly/plasticgogo>.

**5-27**  
AUGUST

FREE  
ENTRY

For more information,  
please contact:  
Cai Hui - 0183772550  
Wei Wang - 0167716330

Prizes worth up to  
RM150 given to top  
3 winners





## Plastic Go Go

### DIY COMPETITION

FREE REGISTRATION WITH  
AMAZING PRIZES AWAITS

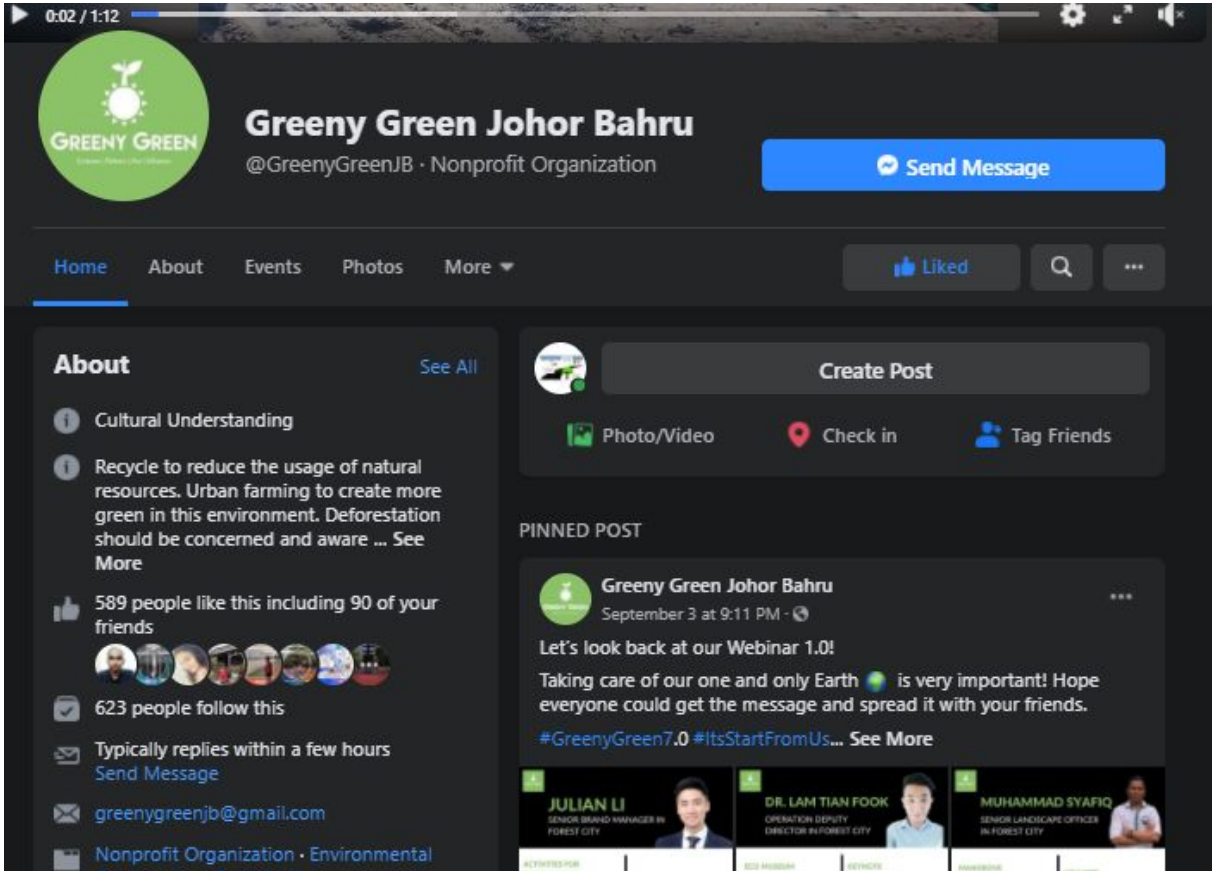


# Promotional Material

## Facebook page

623 followers

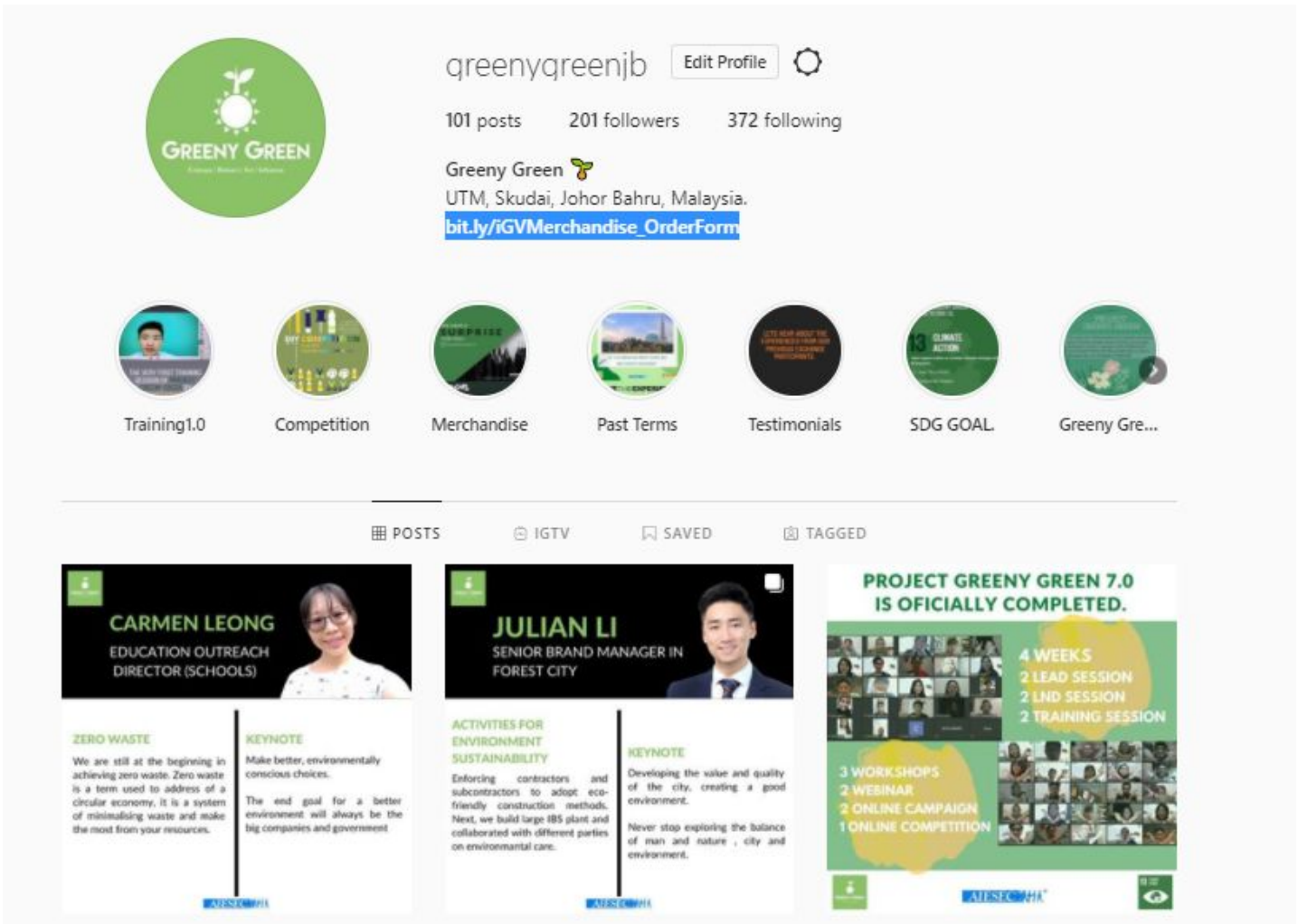
Average 900+ view for every post



## Instagram

201 followers

Average 400+ view for every post





# OUR IMPACT

**22**

Eco Bricks built

Plastic recycled

**7.075**  
kg

**94**

Student leaders

Primary school

**3**

**5**

Training and Workshop

Participant Plastic Go Go!  
Competition

**83**

# OUR IMPACT

**16823**

Social Media Outreach

Webinar Views at  
FaceBook

**8746**

**135**

Webinar Participant

Average rating towards  
project

**90.18**  
%

**8**

Virtual Volunteer  
Recruited

Organizing Committee  
Involved

**6**



# OUR IMPACT

## People Impacted

### Online School Workshop

Workshop 1.0  
Understand Environment  
Issue

Workshop 2.0  
3Rs

Workshop 3.0  
Eco Brick

**Total Participants: 94**

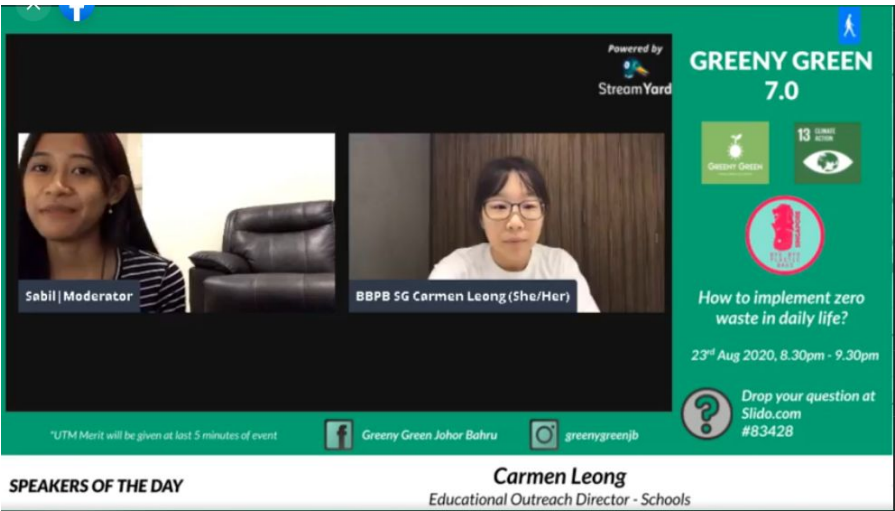
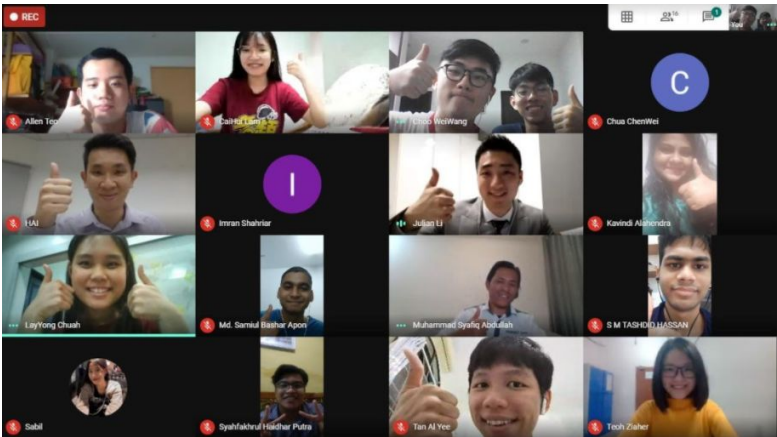
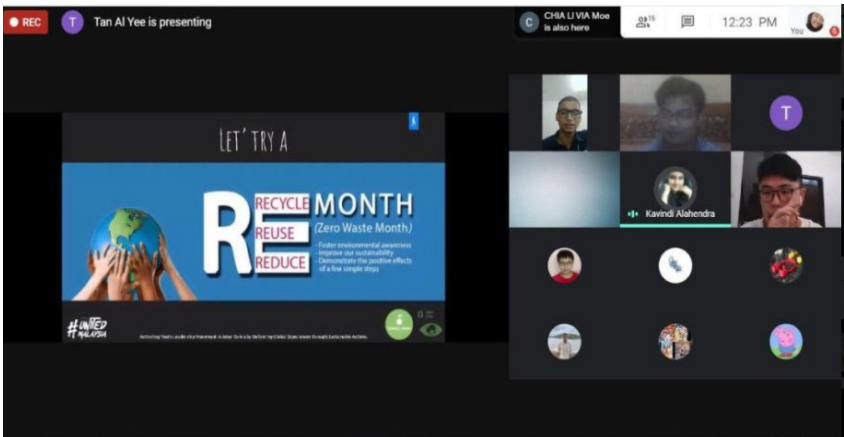
### Webinar

Webinar 1.0  
How to sustain environment in  
rapid growth of economy

Webinar 2.0  
How to implement zero waste  
in daily life

**Total Participants: 135**

**Total People Impacted from Workshop and Webinar  
229**



# OUR IMPACT

## School Outreach

Throughout 4 weeks of virtual project, AIESEC organized a series of workshops in different schools to spread awareness for the following topics

- 1) Understanding Environment Issues
- 2) Zero Waste + 3Rs
- 3) Eco Bricks



SJK (C) Tiram



SJK (C) Kulai 2



SJK (C) Masai



# OUR IMPACT

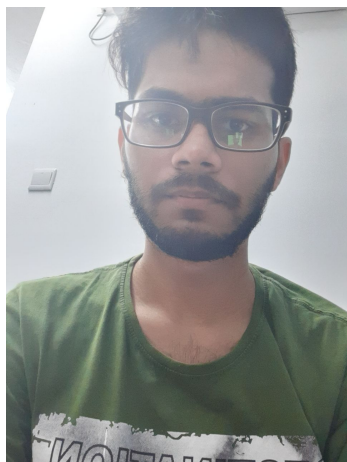
## Virtual Volunteers

From 2 August 2020 - 29 August 2020, 8 virtual volunteer from different countries and cultures to volunteer in virtual project for Greeny Green 7.0. They spread environmental awareness by organizing and facilitating the workshops in online schools workshop, Webinar, build Eco Brick and online campaign. At the same time, they develop own leadership skills by stepping out of their own comfort zone by embracing different kind of challenging environment.

*Bangladesh*



**Samiul**



**Tashdid**



**Imran**

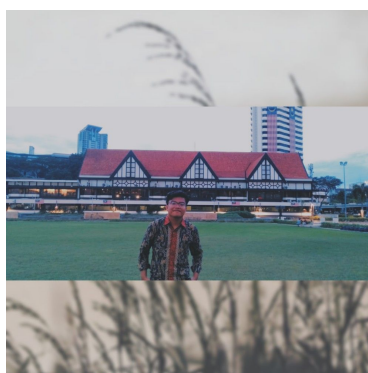


**Aminur**

*Indonesia*



**Sabil**



**Syahfakhrul**

*Sri Lanka*



**Kavindi**

*Malaysia*



**Allen Teo**

# OUR IMPACT

## Plastic Recycled

Throughout 4 weeks of virtual project, few activities had being conduct in way to recycle the plastic used

- 1) Built Eco Brick
- 2) Plastic Go Go! Competition

### ***Outcome:***

- 1) 22 pcs eco bricks built
- 2) 83 people participant in competition
- 3) Estimated 7.075kg of plastic being recycled



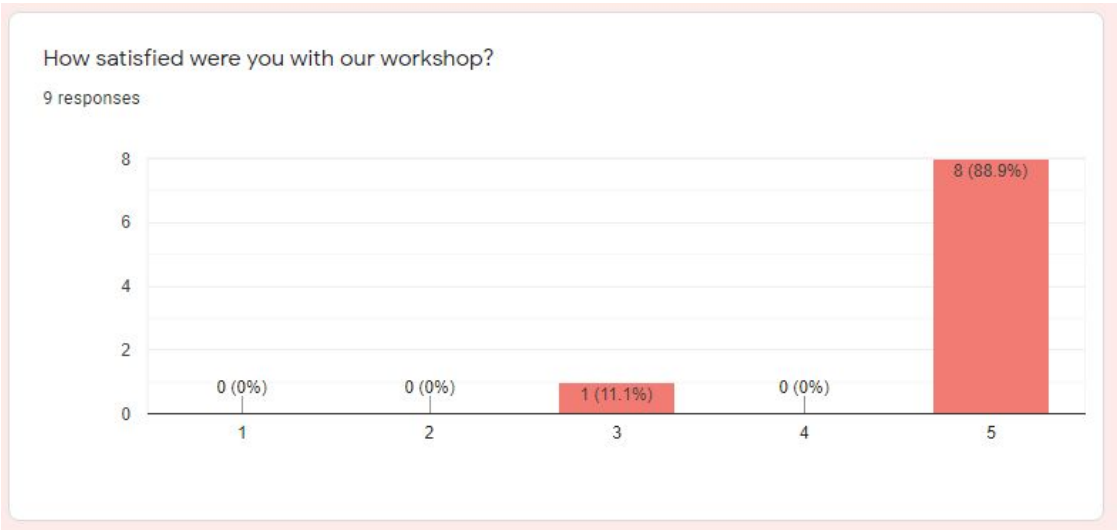
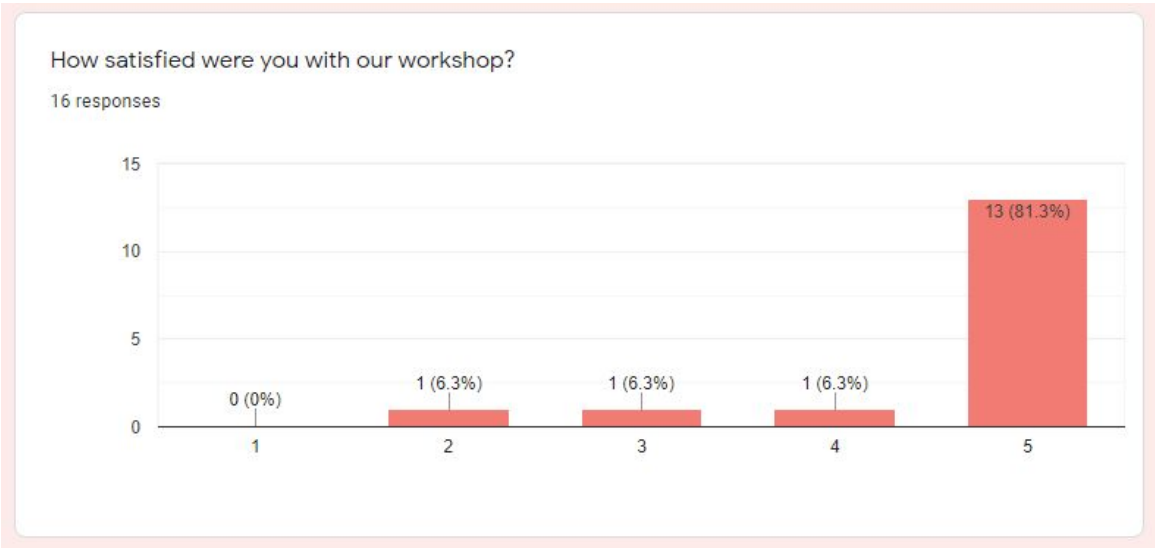


# OUR IMPACT

## Satisfaction of Students

Throughout 4 weeks of virtual project, some feedback form have being collect after the online workshop in order to get the feedback and improvement from student so can do more better in next time.

- 1) 92.5% satisfied in Workshop 1.0
- 2) 83.64% satisfied in Workshop 2.0
- 3) 95.56% satisfied in Workshop 3.0

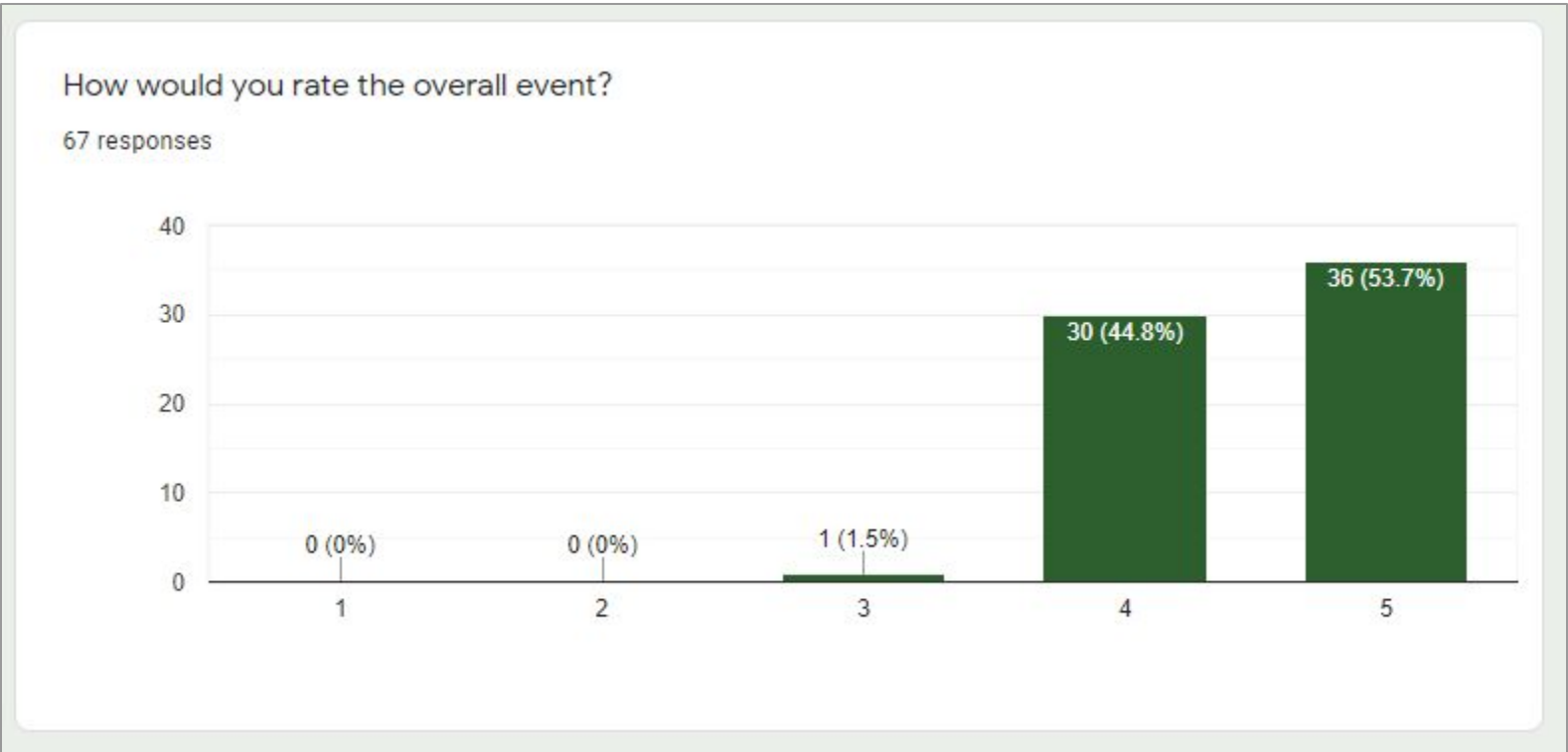
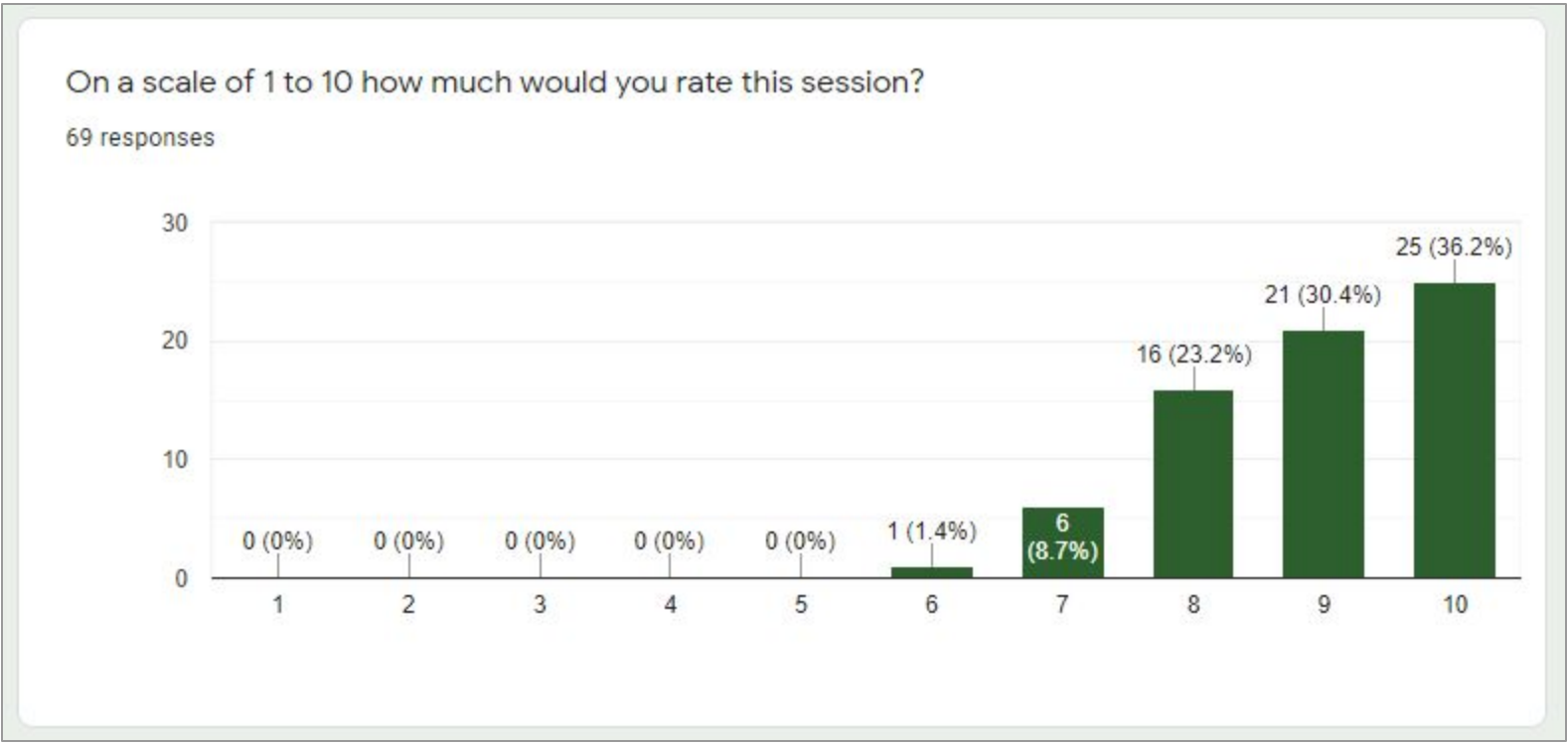


# OUR IMPACT

## Satisfaction of Public

Throughout 2 webinar held during the virtual project, some feedback form have being collect after the webinar session in order to get the feedback and improvement from public so can do more better in next time.

- 1) 89.13% satisfied in Webinar 1.0
- 2) 90.45% satisfied in Webinar 2.0





# Exchange Participants Sharing

**Syahfakhrul  
Haidhar Putra  
-Indonesia-**



“I learnt a lot of **knowledge** regarding the environment and **zero waste** movement during this project. I was also bestowed an opportunity to learn a lot of **soft skills** like communication, time management, socialising, adaptability and lots of other skill that shape me into a better person.”

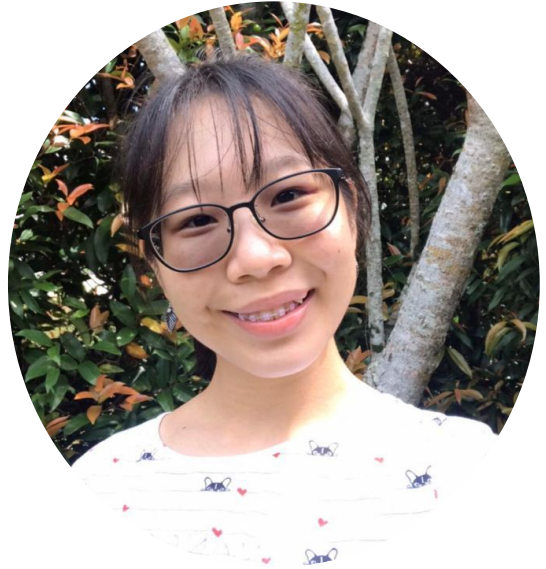


**Samiul  
-Bangladesh-**

“By this project I get to learn a lot about **environment issues and the impacts of climate change**. It was really challenging and interesting as we need to raise awareness among the kids during the project.”

# Partners Sharing

**Carmen Leong**  
**-Bye Bye Plastic**  
**Bags Singapore-**



*“ From this project definitely can **increase the plastic exposure** where I also learned through this experience when cooperate with Greeny Green. Thanks Greeny Green for the inviting me as speaker to share my through to **increase the awareness** to public which I never done something like this before. Lastly, I was happy work with the Organizing Team as they were very cooperative and kind in making me feel welcome. ”*



**Rick Lim**  
**-PYNG Zero**  
**Waste-**

*“ Overall I feel **quite good**. It is my honor to get invite by Greeny Green project, where this is my first time do sharing to volunteer via online platform. Throughout the session **I was enjoy**, but I hope can have physical touchpoint in next coming project so that we can have more interaction with people. It is because the impact bring from virtual project actually is limited as people only get the information but not practical from the session. ”*



# SUPPORT FROM PARTNERS

Name of Partner	Support
Forest City (FC)	<ul style="list-style-type: none"><li>- Provide the in-kind sponsor for the Online Competition prizes to participants</li><li>- Become the speaker to share the experience in environment field during the Webinar 1.0</li></ul>
Bye Bye Plastic Bag Singapore (BBPB SG)	<ul style="list-style-type: none"><li>- Become the speaker to share the experience on how to implement zero waste in daily life during the Webinar 2.0</li></ul>
PYNG Zero Waste	<ul style="list-style-type: none"><li>- Provide the training to VVs on understanding the environment issue</li><li>- Explain on how to do the eco brick during the training session</li></ul>
Free Tree Society (FTS)	<ul style="list-style-type: none"><li>- Provide hands-on training for the virtual volunteers on planting and composting</li><li>- Became the speaker to address on how to plant a tree and how it can contribute to the environment</li></ul>