



Contents

1	Message from the President
2	Foreword from the Programme Director
3	Vision, Mission, & Values
4	Our Theory of Change
6	2018 at a Glance
7	The SDG Goals that Inspire us to Act
8	Programme Evaluation
10	Partnerships for Sustainability
11	The Journey to Sustainability
12	Pillar Introduction
13	Youth Development & Volunteerism
14	Internships
15	MHB Knights of Nature Sustainability Camp
16	Public Outreach
17	The International Kuala Lumpur Eco Film Festival
19	Rehabilitation, Restoration, & Conservation
20	Klang Learning, Engagement & Action for Rivers (KLEAR) Programme
21	Anugerah Hijau
21	Volunteer Clean-ups & Tree-plantings
22	Community Development & Education
23	Garbage2Garden
24	Beg2Bekas
24	5R's
25	About EcoKnights®

Message from the President

“ When I envisioned a sustainable future, I saw a world where the youth, businesses, local communities, and government agencies work in partnerships with civil society organizations, progressing positively for humanity. ”

These parties should work together in a holistic and integrated manner to build urgent and impact-driven initiatives towards a common goal – that is to construct and develop a resilient planet and population. It is this vision that inspired me to establish EcoKnights®. This was 14 years ago.

Fast forward to 2019, I have witnessed and participated in the evolution of the organization and have experienced the fluidity in which EcoKnights® works across multi-sectoral platforms through partnerships to drive through and implement the sustainability agenda.

EcoKnights® is an organization that has grown in leaps and bounds, paving its way into the hearts of the community, and working with them to drive sustainable change be it economical, environmental, or social.



In a world full of uncertainties, I am indeed very proud to have gone through the challenging journey of raising the brand value and impact of EcoKnights® and making sure that we groom young leaders within and outside the organization to be responsible individuals that benefit their immediate communities in the future.

This annual impact report is about telling Malaysians what we have done, how we did it, and what we have achieved in the past year. This is our responsibility to the country and to all the donors, supporters, and volunteers who have gone on this journey with us.

I hope that EcoKnights® will continue to gain your support in more ways than one. EcoKnights® is what it is today because of your belief in us, and the active participation you have embarked on in your journey of becoming a change-maker.

Sincerely,

A handwritten signature in black ink that reads "Yasmin Rasyid." The signature is stylized and fluid.

Yasmin Rasyid
Founder of EcoKnights®
President 2018/2019

Foreword from the Programme Director

“ Here in EcoKnights®, we have always cultivated a young spirit of astonishing passion and dedication towards environmental protection. ”

In the year 2018, we have managed to kick-start multiple awareness programmes on a much bigger scale. We are at a tipping point as a nation; we have realised the importance of environmental sustainability, and we have begun investing resources into actualizing it.

This year, we have been blessed to build up partnerships with industry giants such as, in no favourable order, HSBC Bank, Vanke Malaysia, Starbucks Malaysia, DHL Express Malaysia, Shell Malaysia, Bursa Malaysia, Edaran Tan Chong Motors, Gamuda Land, Malaysia Marine and Heavy Engineering Holdings Berhad (MHB), Kenanga Investment Bank, MISC, UEM Sunrise, Aveda, Edotco, Finisar, Securities Commission, Petrosains, PAAB, IOI Properties Group, British High Commission Malaysia, Panasonic Malaysia, and Tanamera.



Partners of government agencies and learning institutions on the other hand include, MESTECC, Department of Irrigation and Drainage (JPS), Kuala Lumpur Municipal Council (DBKL), Iskandar Puteri City Council (MBIP), the Selangor State Government, Universiti Malaya, Universiti Teknologi Malaysia, Universiti Malaysia Sarawak, UCSI, IIUM, and Taylors University College. Thank you to all our partners and supporters for all of your support. These efforts played a major role in crowning our Founder & President, Mdm. Yasmin Rasyid the Brand Community Leader of the Year at the BrandLaureate Best Brand Awards in December.

Our programmes allowed us to engage with roughly 7900 members of the Malaysian public and 510 volunteers from different sectors. We have also successfully achieved a total of 64 thousand followers across our social media channels and obtained media coverage worth over RM6 million ringgit.

However, while we have come a long way, we aim to go even higher. To the aforementioned institutions and businesses that lent us your support, we thank you for your support and hope that you continue supporting us in our quest to inspire sustainable living across Malaysia!

Sincerely,

A handwritten signature in black ink, appearing to read 'Fadly Bakhtiar'.

Fadly Bakhtiar
Programme Director of EcoKnights®

Vision, Mission, & Values

EcoKnights®' vision is to mainstream sustainability practices in Malaysia. Our mission is to mobilize and facilitate the adoption of better sustainable living practices. We strive to do this with:

Creativity and Innovation

At EcoKnights®, we believe in consistently evolving with the Malaysian mainstream mindset in order to position our educational and awareness-building activities as relevant, solution-oriented and positive.

Sustainability

We like to practise what we preach and anyone involved with EcoKnights® is encouraged to be more responsible – at work or at home, making the current world slightly better one step at a time.

Passion

Passion is a big deal at EcoKnights®. A passion to serve and protect humanity by working on small efforts at the grass-roots level is drilled into the team to produce individuals that are ecologically conscious and responsible.

Respect

Without respect, EcoKnights® wouldn't be able to create engaging and meaningful programmes that serve the broader goals of sustainability. We strive to ensure that all our activities are conducted with the utmost respect to any and all sensitivities.



Our Theory of Change

The EcoKnights® programmes and activities act as catalysts for positive change. The positive results seen from small changes encourage further change, and thus, our participants and beneficiaries are inspired following their EcoKnights® experience and approach. Through our programmes, EcoKnights® participants are empowered with the attitudes, skills, and behaviours they need to make sustainable changes and thrive throughout their lives.

Authentic Learning

An authentic experience provides opportunities for our participants to respond to the daily challenges and uncertainties about sustainable living.

When positively experienced, this encourages them to embrace, rather than avoid, these challenges and uncertainties in the future. Through our programmes, our participants become more aware of sustainable living practices and develop a sense of urgency to adopt them.



Mudball-making activity with Gamuda Land

Creating the Right Environment

Creating the right environment to facilitate an authentic experience in all of our programmes provides the optimum conditions for learning. Our programmes take place in nature and such learning environments have been associated with outcomes such as increased knowledge and understanding, the development of skills, improved attitudes, behaviours compatible with sustainable living, and self-reliance.

This allows participants to develop solutions to address unsustainable practices and work towards their aspirations.

Reflective Learning

“ This camp has made me re-examine my belief systems, the way I think about sustainability and my role in contributing towards a more eco-friendly future. ”

Ler Wei Rong, participant in MHB Knights of Nature Sustainability Camp

Programmes delivered with specific outcomes designed to be integrated into the daily lives of our participants have been shown to deliver more lasting outcomes. Using feedback and goal setting, our programmes help to improve our participant's outcomes.

By planning the implementation of their original sustainable solutions, participants develop personal responsibility and are better equipped to plan the steps they need to achieve their goals.



Problem-solving Workshop in conjunction with the MHB Knights of Nature Sustainability Camp



Volunteering activity conjunction with the MHB Knights of Nature Sustainability Camp

The Residential Experience

This experience develops resilience and an overall affinity for green living.

Additionally, it provides the opportunity for participants to lead, practice, embrace, and advocate for sustainable living at home or the work environment in order to achieve national or global sustainable goals.

2018 at a Glance

7900

members of the Malaysian public
engaged through our programmes



RM2M⁺

Advertising Value
Equivalent

64K⁺

followers across all social
media platforms



510

total volunteers engaged

RM6M⁺

PR Value generated



SUSTAINABLE DEVELOPMENT GOALS



The SDG Goals that Inspire us to Act

When the United Nations announced the 17 Sustainable Development Goals (SDGs), we knew that these goals were going to guide us better in this game and race against time to mainstream sustainability on this planet.

While executing our programmes, we have kept the SDGs in mind as a guiding light for our organization. In our efforts to be a responsible and accountable organization that contributes to both national and global sustainability efforts, we are obliged to share how we contribute to the SDGs.

2018 Initiatives and their Impact

In all our initiatives, our beneficiaries are inspired and challenged to find new ways to create sustainable change in the world around them. They undergo the processes highlighted in our Theory of Change to eventually take action, lead others, and support one another in achieving a sustainable future.

The next section features the key initiatives delivered in 2018 and their impacts.



Programme Evaluation

Why we Evaluate our Programmes

If we are to encourage Malaysians to adopt a sustainable way of living, we must be sure our programmes can transform the individuals we work with – whether young or old.

For this reason, we take the evaluation of our programmes seriously. Some of our programmes have been evaluated since 2008 and we have continually invested in our capacity to measure our outcomes.

In each of our programme reports, we summarize the outcomes and amount of progress we are making, based on our assessment and evaluation methods.

The evaluation of our programmes is based on several aspects. One of our evaluation methods involves tracking the participation of our beneficiaries. The main method we use to do this is by quantifying the number of beneficiaries of our programmes.

Another evaluation method we utilize is based on measuring the attitudes, skills, and behaviours (e.g., social and emotional skills or soft skills) that our beneficiaries develop during their exposure to our programmes.

The primary method of capturing this data involves asking participants to complete feedback surveys or questionnaires at the end of each programme.

This allows us to gather better data about the impact that our programmes have in their lives especially towards their attitudes, beliefs, skills, and sustainable behaviours and practices.

Combining quantitative and qualitative information helps us identify the domains in which we can improve in to ensure we continue to deliver quality and impactful programmes to Malaysians.

To deliver this information better, we have formed a dedicated Sustainability Communications department within EcoKnights®.

A significant step forward in our impact reporting has been the development of our Theory of Change and Logical Framework. These frameworks are where the key principles behind what we do come from, in addition to the steps that go into creating our objectives on every intervention or programme we deliver.



Our River Explorer programme in conjunction with the River of Life project

Partnerships for Sustainability

In 2018, EcoKnights® worked in collaboration with 54 partners ranging from businesses to government agencies, NGOs, and higher learning institutions, to deliver impact-driven initiatives to communities and the environment through 22 initiatives valued at a total of RM 1,009,075. Additionally, 14 Corporate Social Responsibility (CSR) programmes were delivered in 2018, benefiting 4,545 people.

“ It is essential to continuously educate one and all to elevate awareness as we enlisted the public to actively promote good environmental practices. In upholding the commitment, we realized that embracing the initiative by the power of collaboration is the best way to achieve our goal and objectives. We are glad to work closely with EcoKnights® team in this programme, to deliver outcomes that are aligned with the programme’s core intent. ”

Khariza Bt. Abd. Khalid,
Chief Operation Officer, Gamuda Parks



Beach clean-up in collaboration with HSBC



Eco Enzyme Workshop in conjunction with the Starbucks Green Outreach Programme



Car-free Morning in collaboration with KLEAR

The Journey to Sustainability



Pillar Introduction

Since 2018, EcoKnights® has been striving to achieve its vision and mission through five distinct pillars:



supported by
Sustainability Communications



Problem-solving Workshop during the MHB Knights of Nature Sustainability Camp, in collaboration with Malaysia Marine and Heavy Engineering Holdings Berhad (MHB)

Youth Development & Volunteerism

EcoKnights® youth development programmes are part of a larger process that aim to prepare youth for the future challenges of sustainability and the process of achieving his or her potential. The youth development programmes are promoted through activities and experiences that help youths develop social, ethical, emotional, physical, and cognitive abilities.

For EcoKnights®, sustainable development in relation to youth development is taken to mean that development has the capacity to be sustained over time.

Internships

23

Interns trained in :

- Project reporting and monitoring
- Project management
- Public relations



“ EcoKnights® is an amazing place to discover your hidden talent and get a better understanding of your skill sets. The senior staff are always there to guide and give me enough freedom to try new things ... It's really exciting to work together with a bunch of passionate people, striving for a better environment. ”

Maddy Chong,
Sustainability
Communication Intern

“ I obtained more opportunities to engage with local communities, listen to their needs and help them solve their problems. Other than communities, I was also given the chance to attend meetings with DBKL and partners such as Starbucks Malaysia. ”

Yann Chyi, Rehabilitation,
Restoration, & Conservation
Intern

97%

of interns felt they were given responsibilities that enabled them to apply the knowledge and skills taught in their respective courses.

87%

of interns agreed that the internship experience helped them to prepare for their future careers, advanced studies, or projects.

MHB Knights of Nature Sustainability Camp



The Knights of Nature Sustainability Camp is designed to develop young leaders in sustainability through experiential and immersive learning activities.

The major goals of this camp are to:

1. Construct long-term relationships between participants and corporate partners.
2. Broaden the capacity of EcoKnights® to empower volunteerism efforts.
3. Ensure that young leaders are exposed to a variety of learning opportunities.

33

youths engaged during the camp





DIY Self-watering System Workshop in conjunction with Gamuda Land's H2Ours @ Rhythm Fiesta

Public Outreach

Within EcoKnights®, the Public Outreach pillar plays two crucial functions:

1. To enhance public engagement, understanding, participation, and action on the concept of sustainable living.
2. To enhance the capacity of EcoKnights® officers and interns to provide organizational support to other EcoKnights® programmes and provide guidance on where, when, and how to deploy a wide range of interventions centred around education and communication.

The International Kuala Lumpur Eco Film Festival



The International Kuala Lumpur Eco Film Festival is an annual celebration of films about sustainability. The festival serves as a platform to enhance public awareness and encourage public participation in sustainability initiatives.

89%

increase in public participation
compared to 2017's festival



101

films screened as part
of the festival

RM239K

total sales generated from the Green Market

“ This (KLEFF) is a great demonstration that strong partnerships across stakeholders can, and will, make a difference towards a better environment. ”

YB Isnaraissah Munirah, Deputy Minister of the Ministry of Energy, Science, Technology, Environment and Climate Change (MESTECC)



168

volunteers engaged

170K+

online engagements

90%

of our volunteers would recommend our events to their network

86%

of our volunteers had a good volunteering experience with us

Festival Partners

ORGANIZERS



ENDORSED BY



VENUE PARTNERS



SPECIAL FILM CATEGORY PARTNERS



PARTNER OF HEARTS



UNIVERSITY PARTNERS



COMMUNITY PARTNER



DIGITAL CONTENT PARTNER



COMMERCIAL PARTNER



LOGISTICS PARTNER



ACCOMODATION PARTNER



SUPPORTING PARTNERS



WORKSHOP & TALKS PARTNERS



ACT FOR SDGs PARTNERS





VANKE Tree-planting activity in conjunction with the River of Life project

Rehabilitation, Restoration, & Conservation

Rehabilitation, Restoration & Conservation (RRC) refers to the three steps or approaches that EcoKnights® uses to protect ecosystems, both urban and rural. Rehabilitation emphasizes the retention and repair of degraded ecosystems, but more latitude is provided for replacement (e.g. tree-planting) because it is assumed the targeted ecosystem is more degraded before any of EcoKnights® programmes.

Our restoration efforts focus on the retention or preservation of a particular ecosystem. In this context, conservation refers to programmes that focus on the preservation of a particular ecosystem for the future.

Klang Learning, Engagement & Action for Rivers (KLEAR) Programme



This programme aims to catalyze positive community-based actions on rivers with a focus on community participation in river restoration, rehabilitation, and conservation activities. It aims to minimize the impact of man-made activities on rivers while mobilizing positive changes through river education and empowerment programmes. EcoKnights® focus on urban rivers apart from the Klang River also includes other major tributaries such as the Kerayong and Bunus Rivers.

430

volunteers
engaged

5190

community members
participated



7

universities
participated

5

communities
participated

5

corporate
partners

2

community
gardens
established

Anugerah Hijau



A competitive platform for high schoolers tackling river waste pollution through waste management initiatives within their schools. This programme is a collaborative effort with the Ministry of Federal Territories (KWP) and the Department of Irrigation and Drainage (JPS) through the River of Life project (ROL).



32

students engaged through our finalist workshop

8

sustainable community projects funded

250+

students engaged through our event roadshows



Volunteer Clean-ups & Tree-plantings

EcoKnights® regularly facilitates volunteering efforts in cleaning and beautifying the rivers and coastal areas in Malaysia. This effort is a collaborative effort with corporates and educational institutes.

365kg

of waste collected in 2018

105

fruit trees planted along Sungai Kerayong, Bunus, and Klang



,Community edible garden maintenance in conjunction with the Starbucks Green Outreach Programme

Community Development & Education

To mainstream sustainable development, EcoKnights® invests a lot of effort in promoting the concept of sustainable community development which spans across all types of neighborhoods, towns, cities, or regions. These sustainable community development efforts are continually adjusted to meet the social and economic needs of its residents while preserving the environment's ability to support them.

Garbage² Garden

Reducing climate impact through sustainable food waste management approaches and practices, this programme focuses on educating Malaysians on composting, and providing the tools communities need to start.

We aim to encourage more people to minimize the amount of food waste they send to landfills and instead, convert it into compost for gardening.



“EcoKnights® conducted their G2G programme for our TPP2A Sustainable & Green Committee in May 2018. It was something very new to us and we learned so much about not wasting our kitchen waste. Instead, we learned we could compost them into useful fertilizer for our gardens. We highly recommend this programme for communities to participate in for the good of our Mother Earth and our health!”

Irene, TPP2A Sustainable & Green Committee, Puchong Prima.

720

beneficiaries
participated

25

workshops
conducted

175

60-litre compost
bins distributed

BEG2BEKAS

This campaign aims to influence the consumption and disposal of single-use plastic bags during Ramadan by handing out alternative packaging solutions at the yearly bazaar. Additionally, the campaign involves a sub-programme that collects used cooking oil from bazaar vendors to be upcycled into soap products.



1000

reusable plastic food
containers distributed

130kg

of used cooking oil collected

5R's Initiative (Refuse, Reduce, Reuse, Repurpose, Recycle)

This is a community-based programme on sustainable waste management where our office serves as a drop-off center for solid waste and used cooking oil. The solid waste is collected, segregated, and recorded prior to sending to iCYCLE Malaysia to be processed for upcycling or recycling. The used cooking oil is collected by Green Yards Malaysia and is upcycled into candles or soaps.

1000

litres of used cooking
oil collected

3.7 tonnes

of solid recyclable waste collected

About EcoKnights®



EcoKnights® is a registered non-governmental organization with the Registrar of Societies (ROS No: PPM-007-10-06032010). Since 2005, the EcoKnights® organization has assisted in the form of development and environmental interventions to community groups, government agencies, learning institutes and other organizations.

Through smart partnerships and collaborations, EcoKnights® works across transdisciplinary fields to build bridges towards achieving sustainable development for communities and companies as per the Sustainable Development Goals (SDGs)

Want to learn more about EcoKnights®? Follow us on the pages below:



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