

**SUNWAY**  
UNIVERSITY



**SUSTAINABLE  
DEVELOPMENT GOALS**

Sunway University supports the Sustainable Development Goals

A large, modern, multi-story building with a grid-like facade, identified as Sunway University. The building is partially obscured by a large blue and white curved graphic element on the left side of the page. The foreground shows lush green trees and a paved area.

# SUSTAINABLE DEVELOPMENT GOALS

2024/2025 Report

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# President's Foreword

At Sunway University, our purpose extends beyond education and beyond employability – we are a mission-driven university committed to shaping a future where knowledge, innovation, and compassion converge for the betterment of people and the planet. We believe higher education must serve as a transformative force for good, nurturing intellect with integrity, empathy, and responsibility toward society.

This report captures Sunway University's ongoing journey toward sustainability and planetary health – aligning academic excellence with social purpose. We embed the Sustainable Development Goals (SDGs) across research, teaching, operations, and community engagement to create meaningful impact. From the **Sunway Desa Mentari Community Development Programme** to our education initiative **S.U.S.T.A.I.N – Sunway University Sustainability-focused Transformative, Accessible, Immersive, and Networked Teaching and Learning** – we are cultivating ethical and sustainability-minded graduates equipped to lead global change.



As the regional host of the **United Nations Sustainable Development Solutions Network (UNSDSN) Asia**, Sunway University also champions **Mission 4.7**, advancing Education for Sustainable Development (ESD) for Malaysia. In partnership with the School of Education and key stakeholders, we are helping teachers and learners integrate sustainability, global citizenship, and planetary health into mainstream education – ensuring every learner gains the values and skills to build a more just and sustainable future.

A major milestone in our journey was **PHAM 2024**, the inaugural Planetary Health Annual Meeting in Southeast Asia convened by Sunway University. It brought together global thought leaders to launch the **Planetary Health Roadmap and Action Plan**, charting regional pathways for health and sustainability. The event also celebrated the power of creative expression through the exhibition “From Evidence to Action”, inspiring transformation from awareness to advocacy.

Through green infrastructure, renewable energy, waste and water stewardship, and smart mobility, our campus stands as a living laboratory of sustainability. Beyond campus, initiatives such as the **Ipoh Doughnut Economy**, the **SDG Monitoring Portal for Malaysian States**, and the **Campus With A Conscience** movement reflect our collective pursuit of knowledge-driven transformation for a fair, inclusive, and resilient world.

Ultimately, our mission embodies the philosophy of **doing well by doing good**. True success lies not in accolades, but in the lasting value we create for our communities, our nation, and our world. By aligning excellence with empathy and innovation with integrity, Sunway University continues to lead with purpose – advancing education, research, and partnerships that drive a sustainable and equitable tomorrow.

**Professor Sibrandes Poppema**

*President, Sunway University*

# Methodology

This SDG Report highlights Sunway University's comprehensive actions in addressing the United Nations Sustainable Development Goals (SDGs) through four key areas:

## Operations, Research, Education and Engagement & Impact.

These pillars reflect the holistic approach Sunway University takes towards sustainability, with data collected from various sources over the period from 2024 to 2025. The report emphasizes Sunway University's dedication to aligning institutional strategies with the SDGs to generate long-term, measurable impact.

## Data, Metrics, and Sources of Information

To assess Sunway University's research contributions, data was extracted from Scopus on 20 September 2025, providing a comprehensive overview of the University's academic output.

This data enabled a detailed breakdown of:

- The number of publications associated with each of the 17 SDGs from 2024 to 2025, illustrating the University's focus areas and research strengths.
- The citation impact of these publications, highlighting the global relevance and influence of Sunway's research in contributing to knowledge generation for the SDGs.
- Lead author contributions, showing the leadership roles taken by Sunway University researchers in driving significant advancements towards achieving the SDGs.

In addition to research data, supporting information was obtained from institutional reports, sustainability records, course data, and engagement databases to capture the University's overall performance across operations, education, and community impact.

## Selection of Case Studies and Action Initiatives

To provide a balanced and comprehensive understanding of Sunway University's contributions to the SDGs, case studies and actionable initiatives were selected to represent tangible outcomes across all 17 SDGs. These initiatives were collected through a campus-wide self-reporting process, involving input from faculties, schools, shared services operational units, research centres and institutes across the University.



## Comprehensive Impact Reporting

Each submission was carefully reviewed, refined, and rewritten for clarity and relevance prior to inclusion in the report. This process ensures that all selected case studies accurately reflect Sunway University's sustainable practices, measurable outcomes, and alignment with institutional priorities and global sustainability targets.

Beyond the key highlights featured in this report, additional initiatives and long-term projects are detailed on Sunway University's dedicated sustainability website, providing stakeholders with a broader view of the University's efforts in advancing sustainability and planetary health.

By integrating detailed quantitative metrics with qualitative case studies, this SDG Report delivers a transparent, evidence-based, and actionable account of Sunway University's continued progress towards achieving the SDGs – reinforcing its mission as a university that is doing well by doing good.

# Strategic Vision

## Operations

Sunway University embeds sustainability principles throughout its operations, ensuring that every policy, process, and infrastructure decision reflects a deep and lasting commitment to environmental stewardship. By integrating sustainable design, renewable energy use, efficient resource management, and responsible consumption across campus operations, the University demonstrates how operational excellence can go hand in hand with sustainability leadership. Data-driven systems enable continuous monitoring and improvement, fostering a campus ecosystem that is efficient, inclusive, and future-ready.

## Education

At the heart of Sunway University's mission lies its commitment to education that transforms lives and advances the global sustainability agenda. Sustainability is not treated as a standalone subject but as a living philosophy that shapes teaching, learning, and institutional culture. Through values-driven, immersive, and interdisciplinary learning experiences, students are empowered to think critically, act ethically, and lead with purpose. This education model nurtures graduates who are equipped with the mindset, skills, and empathy needed to drive positive change for people and the planet.

## Research

Sunway University champions translational and impact-driven research that addresses real-world challenges through interdisciplinary collaboration. Its research culture emphasizes innovation, inclusivity, and social responsibility—bridging scientific inquiry with practical application. By aligning research priorities with the UN Sustainable Development Goals, the University advances solutions that strengthen communities, inform policy, and contribute to a sustainable global future.

## Engagement & Impact

Sustainability at Sunway University extends beyond the campus into the communities it serves. Through strategic partnerships and collective action with government, industry, and civil society, the University cultivates collaboration that empowers people and promotes shared prosperity. Engagement efforts focus on fostering social inclusion, advancing community well-being, and catalysing meaningful impact through education, innovation, and advocacy. In doing so, the University reaffirms its belief that true excellence is achieved not only by doing well, but by doing good.



# 2024/2025 HIGHLIGHTS

## AT A GLANCE



## CAMPUS WITH A CONSCIENCE



**81<sup>st</sup>** / 2,318  
 GLOBAL RANK

## Sunway University Ascends in the Global SDG Rankings 2025

Reflecting its commitment to sustainability, Sunway champions the UN SDGs through transformative education, solution-focused research, and inclusive innovation – driving broader local and global impact.

### Top 25



#20



#22

### Top 50



#50



#31



#30

### Top 100



#78

# 1 No Poverty



## Building a Poverty-Free Future Through Holistic Action

### Operations

Sunway University's operational backbone in the fight against poverty is its extensive and transformative scholarship and bursary ecosystem. In alignment with the visionary philanthropy of the Jeffrey Cheah Foundation, Sunway University provides comprehensive financial aid to high-achieving and underprivileged students from the B40 community and beyond. These scholarships and bursaries dismantle financial barriers, ensuring equitable access to world-class education. This strategic initiative empowers recipients with the knowledge and skills for upward social mobility, breaking the cycle of poverty by creating guaranteed pathways to quality employment and a more secure future. RM892million has been provided through the scholarship.

## Education

We are cultivating the next generation of leaders equipped to tackle systemic poverty. By embedding poverty-alleviation themes into the core curriculum, such as the Community Service for Planetary Health course, students move from theory to practice. They learn to diagnose socio-economic challenges and co-create sustainable livelihood and micro-enterprise projects with underserved communities. This experiential learning model fosters an entrepreneurial mindset and a deep understanding of ethical governance, ensuring graduates are empowered to drive equitable change and uphold the mission to "Leave No One Behind."

## Research

Sunway University is at the forefront of generating actionable solutions to multidimensional poverty through its landmark Sunway Desa Mentari Community Development Programme. By integrating socio-economic, health, and behavioural data from over 5,000 households, our multidisciplinary researchers uncover the root causes of hardship. This evidence-based research directly informs the design of targeted interventions and influences local policy on inclusive urban regeneration, positioning Sunway as a leader in using data-driven insights to foster income resilience and ending the poverty cycle in all its forms.

## Engagement & Impact

The values of "Campus with a Conscience" mobilizes our student and staff community through the Sunway Student Volunteer (SSV) to make a direct impact on household poverty. Through programmes like Rakan Shopping and Bright Sparks, hundreds of student volunteers provide essential grocery support, after-school tutoring, and digital-literacy mentoring to B40 families. These sustained partnerships with NGOs and community leaders translate thousands of service hours into measurable social impact, fostering empathy and civic responsibility while delivering immediate relief and capacity-building support to those in need.

The Jeffrey Cheah Foundation (JCF), Malaysia's largest education-focussed social enterprise, was established to give back to society by reinvesting surpluses into scholarships, and institutional development. Since 1997, it has supported quality education through a not-for-profit model.



Founded by Tan Sri Dato' Seri Sir Dr Jeffrey Cheah KBE AO, the Foundation embodies his vision of education as a driver of nation-building and sustainable progress. In recognition of his contributions, he was conferred the Knight Commander of the Order of the British Empire (KBE), the first Malaysian to receive this honour from His Majesty King Charles III.

JCF has forged significant ties with world-renowned institutions including Cambridge, Oxford, Harvard, Lancaster, and leading UK professional bodies. In 2018, the Jeffrey Cheah Biomedical Centre was established at the Cambridge Biomedical Campus, home to Nobel Prize-winning research.

To date, JCF has awarded over RM892 million in scholarships, expanding opportunities for deserving students across Malaysia. It also supports global partnerships and academic exchange through the Jeffrey Cheah Institute on Southeast Asia and professorships at Harvard, Cambridge, and Oxford.

In 2016, JCF gifted USD10 million to the United Nations Sustainable Development Solutions Network (SDSN), establishing its Asia headquarters and the Jeffrey Sachs Center on Sustainable Development at Sunway City. These initiatives reinforce JCF's commitment to education, sustainability, and global collaboration.



## Operations

### Leading Sustainable Culinary Excellence

We demonstrates operational leadership in sustainable food systems through global recognition of its culinary expertise. Chef Soon Pau Voon's Lifetime Achievement Award from Worldchefs highlights the institution's commitment to advancing sustainable gastronomy. This accolade, combined with the University's contribution to the Planetary Health Alliance's "Planet-Saving Meals" initiative, positions Sunway at the forefront of sustainable culinary education and practice. By integrating planetary health principles into its operations and curriculum, the University champions nutritious, environmentally conscious food production that supports both human health and ecosystem preservation. These achievements showcase how Sunway's operational excellence in culinary arts directly contributes to building more sustainable and resilient food systems for future generations.

## Engagement & Impact

### Nourishing Communities Through Shared Action

Sunway University's annual Bubur Lambuk initiative, led by the School of Hospitality, directly combats hunger by preparing and distributing 500 nutritious meals to diverse communities during Ramadan. This *#CampusWithAConscience* effort unites students, government leaders, and industry partners in meaningful action, strengthening local food security while fostering cross-community solidarity. By blending cultural tradition with purposeful engagement, the program demonstrates how university-community partnerships can create immediate impact in the fight against hunger.

## Education

### Mainstreaming Sustainable Food Systems Through Education

Sunway University is operationalizing its commitment to food security by integrating sustainable agriculture into its lifelong learning ecosystem. Through its micro-credential in Sustainable Agriculture and Food Systems, the University extends its educational impact beyond traditional students to professionals and community members. This accessible program equips learners with practical skills in sustainable food production, resilient farming practices, and efficient resource management. By making this knowledge widely available, Sunway is building capacity across sectors to transform local food systems, reduce waste, and enhance nutrition security. This initiative demonstrates how operationalizing sustainability education creates tangible pathways toward zero hunger, empowering a broader community to implement solutions that ensure food sovereignty for all.

## Research

### Securing Food Systems Through AI-Powered Disease Detection

We are advancing global food security through innovative research that protects poultry health and stabilizes food supplies. The development of a hybrid chromaticity-morphological machine learning classifier represents a breakthrough in early virus detection, capable of identifying Newcastle disease and other infections in poultry at their earliest stages. This AI-driven system analyzes subtle changes in comb color and bird morphology to provide real-time health assessments, enabling farmers to prevent outbreaks before they spread. By safeguarding livestock health, this research directly supports sustainable food production, reduces economic losses for farmers, and helps maintain stable protein supplies for communities. The technology demonstrates how cutting-edge computational research can create practical solutions for strengthening agricultural resilience and protecting vital food sources against disease threats.



# 3 Good Health and WellBeing

## 3 GOOD HEALTH AND WELL-BEING



### Operations

#### Cultivating a Campus Culture of Holistic Wellness

Sunway University embeds health and well-being across its campus design and operations. Buildings use passive cooling, natural daylight, and strict air-quality monitoring to create a healthy work-and-study environment.



The 2024 “Less Salt, Oil, Sugar” campaign encouraged healthier food choices across campus eateries, complemented by lactation rooms and barrier-free facilities. Staff and students benefit from ongoing mental-health counselling, fitness classes, and ergonomic programmes. The annual marathon run organised by Faculty of Medical and Life Sciences exemplify Sunway’s culture of active living and community spirit. Guided by the Sunway Sustainability Strategy 2030, these efforts position well-being at the heart of university life.

## Education

### Equipping Future Generations for a Healthier Tomorrow

School of American Education embeds the principles of health and well-being directly into its academic core, transforming students into informed advocates and skilled professionals for planetary health. The curriculum is dynamically designed to connect theoretical knowledge with tangible action, as seen in the innovative Green Classroom Initiative launched in the Introduction to Environmental Science (ENVS 1014) course for Spring 2025. This initiative requires students to bring a potted plant to class, actively creating a biophilic learning environment that enhances indoor air quality and fosters a direct, personal connection to ecological well-being.

This commitment to innovative pedagogy extends beyond the university walls through initiatives like the Planetary Health Playbook, developed by the Sunway Centre for Planetary Health (SCPH). Aimed at children aged 7-9, this interactive playbook uses narrative-style content to educate youth on healthy habits, nutrition, and sustainable practices. Its successful deployment during Global Doughnut Day 2024 in an Ipoh school, where 50 students engaged with interactive stations facilitated by SCPH and the Ipoh Doughnut Economics Centre, showcases Sunway's leadership in fostering intergenerational learning and public health literacy.

These hands-on approaches are complemented by rigorous degree programmes in medicine, public health, and life sciences. Furthermore, through the "Campus with a Conscience" movement, students extend their learning by leading peer-to-peer mental health campaigns and public health outreach. By merging classroom innovation with widespread community engagement, Sunway University ensures its graduates and the broader public become proactive champions for a healthier, more sustainable society.

## Engagement & Impact

### Forging a Unified Front for Planetary Health

Sunway University solidified its position as a global leader in the planetary health by hosting the landmark Planetary Health Annual Meeting (PHAM) 2024, a pivotal event that translated global dialogue into a concrete national framework for action. Under the powerful theme "*Bridging Worlds: Towards a Planetary Health Approach for All*," the conference successfully convened over 400 delegates from 52 countries, uniting a diverse tapestry of scientists, government officials, industry leaders, healthcare professionals, and Indigenous community representatives.

## Research

### Research: Translating Science into Public Health Impact

A flagship 2024 initiative, led by the Faculty of Medical and Life Sciences in partnership with EP Plus Group Sdn Bhd, is a nationwide study on the Knowledge, Attitude, and Practices towards Colorectal Cancer Screening. This research directly tackles colorectal cancer—the nation's most common cancer in men and a leading cause of mortality. The study investigates the complex behavioural, dietary, and socioeconomic determinants that influence participation in early detection. Its impact lies in generating robust, evidence-based data that identifies key barriers to screening, from public awareness to healthcare access. Findings revealed key barriers to early detection and directly informed public-awareness strategies and national policy frameworks under Malaysia's National Strategic Plan for Colorectal Cancer. This research demonstrates Sunway's ability to turn scientific evidence into policy action that saves lives and reduces non-communicable disease burdens. By bridging academic rigor with industry expertise, this project accelerates the move from knowledge to practice, ultimately reducing the societal burden of non-communicable diseases and saving lives through early diagnosis and preventive healthcare.



The cornerstone achievement of this gathering was the official launch of Malaysia's groundbreaking Planetary Health Roadmap and Action Plan, a comprehensive strategy co-developed by Sunway Centre for Planetary Health. This vital roadmap outlines a clear, actionable path for integrating planetary health principles into national policies, targeting critical areas from sustainable food systems and urban design to climate-resilient healthcare. The event's impact extended beyond the policy launch, fostering dynamic collaboration through a vibrant Planetary Health Festival and interactive workshops that engaged the public and academia alike. By orchestrating this critical convergence of global minds and championing the resulting Action Plan, Sunway University demonstrated an unparalleled capacity to mobilize cross-sectoral partnerships, driving tangible progress that safeguards both ecosystem integrity and public health for generations to come.

# 4 Quality Education

4 QUALITY  
EDUCATION



## Operations

### **Curating Excellence Through Signature Educational Experiences**

Sunway University operationalizes its commitment to quality education through the innovative Sunway Signature Collection, a curated portfolio of flagship programmes designed to develop future-ready graduates. This strategic initiative brings together the University's most distinguished and innovative courses across sustainability, technology, and leadership, creating a clear pathway for educational excellence. By systematically identifying and scaling its most successful academic offerings, Sunway ensures consistent delivery of high-impact learning experiences that meet evolving global demands. The Collection serves as an operational framework for maintaining the highest educational standards while providing students with transparent access to the University's premier programmes. This approach demonstrates Sunway's commitment to operational excellence in education, effectively bridging academic innovation with student success and positioning the University as a leader in delivering transformative, quality education for sustainable development.

## Education

### Transforming Learning for a Sustainable Future through the S.U.S.T.A.I.N Strategy

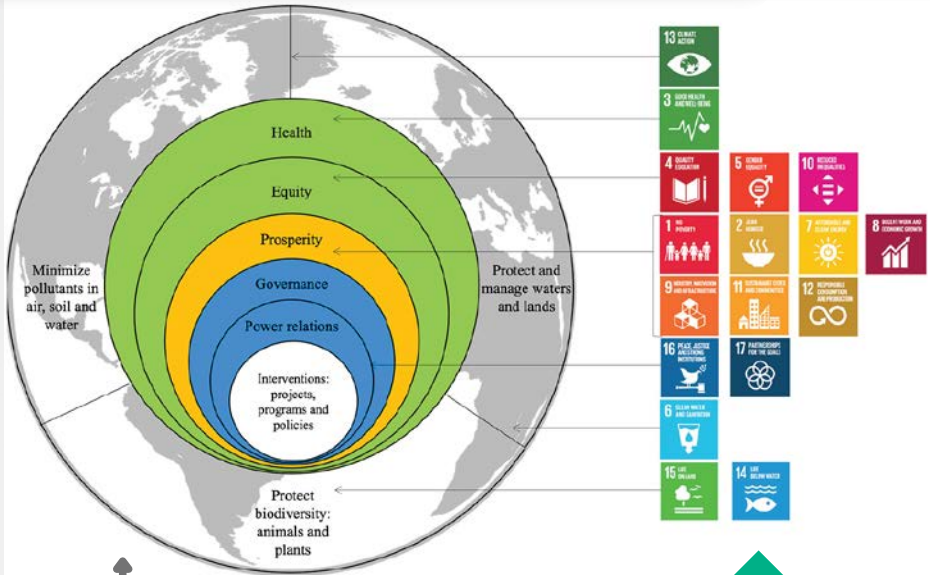
We are redefining quality education through its groundbreaking S.U.S.T.A.I.N strategy, a comprehensive framework designed to cultivate the next generation of global sustainability leaders. This transformative educational model integrates three core, interdisciplinary courses—Entrepreneurial Mindset and Skills, Integrity and Sustainable Development, and Community Service for Planetary Health—ensuring every graduate develops the skills to address complex global challenges. Enhanced by innovative tools like the award-winning, game-based Paradox of Theron platform, the strategy makes learning immersive and scalable, reaching thousands of students each semester while maintaining educational quality. The impact is clear and measurable: 98.5% of students show improved problem-solving abilities, and 92.3% demonstrate stronger ethical leadership. By embedding sustainability, entrepreneurship, and community engagement directly into the curriculum, Sunway ensures its graduates are not only academically proficient but also equipped as ethical, innovative change-makers ready to drive sustainable development worldwide.



**S**unway  
**U**niversity  
**S**ustainability-focused  
**T**ransformative  
**A**ccessible  
**I**mmersive and  
**N**etworked Teaching and Learning for Global  
Sustainable Development and Planetary Health

**SUSTAIN** Now for a Better Tomorrow

# A Holistic Integration of the Planetary Health Framework and the UN SDG




**Planetary Health & Sustainability in the Tropics**  
**Sunway University Micro-credential Course**

**Sunway Core Values:** Integrity, Humility, Excellence  
**Sunway University Focus:** Planetary Health, Sustainable Development and Entrepreneurship


**Entrepreneurial Mindset & Skills**


**Community Service for Planetary Health**


**Integrity and Sustainable Development**



Nurturing holistic graduates for the future work landscape  
**Sunway University Compulsory Courses**

## Research

### **Advancing Educational Excellence Through Evidence-Based Innovation**

Sunway University demonstrates its commitment to quality education by actively supporting the Education Research and Innovation Grant Scheme, a strategic initiative that funds research to transform teaching and learning practices. These grants enable the development of evidence-based solutions to enhance learning outcomes and create scalable educational tools. By championing educational research, Sunway contributes valuable knowledge to the global education community while directly improving teaching methodologies across its programmes. This research-driven approach ensures the University remains at the forefront of educational innovation, providing inclusive and equitable learning experiences that prepare students to excel in a rapidly evolving world, directly advancing SDG 4's mission of ensuring inclusive and equitable quality education for all.

## Engagement & Impact

### **Expanding Access Through Global Educational Partnerships**

Sunway University's 15-year partnership with Lancaster University exemplifies our commitment to advancing inclusive and equitable quality education through international collaboration. This strategic alliance has enabled more than 15,000 students to access world-class dual-degree programmes and global learning opportunities, significantly enhancing educational mobility and cross-cultural understanding. The partnership's innovative approach to transnational education ensures students receive internationally recognized qualifications while benefiting from diverse pedagogical perspectives. Through joint curriculum development, student exchange programmes, and collaborative research initiatives, this engagement has created meaningful pathways for lifelong learning and skills development. By maintaining this long-standing commitment to educational excellence, Sunway demonstrates how strategic international partnerships can effectively reduce barriers to quality education while preparing graduates to thrive in an increasingly interconnected world, directly contributing to the global achievement.

## Empowering Educators, Advancing SDG 4: A National Education Milestone at Sunway



### Jeffrey Cheah Foundation and UN-SDSN Launched Malaysia's Largest ESD Training Initiative

Sunway University strengthened its national role in sustainable development by hosting the launch of Malaysia's largest teacher training programme in Education for Sustainable Development (ESD) on 4 July 2024. Jointly initiated by the Jeffrey Cheah Foundation and the UN Sustainable Development Solutions Network (UN-SDSN), the programme was introduced at the ESD for 2030 Regional Meeting on "Transforming the Futures of Education", held at Sunway University.

The initiative reinforced Sunway University's position as a convener of global thought leadership in education for sustainable development. With the Jeffrey Cheah Foundation committing to fund the expansion of the programme to 30 schools—reaching over 2,500 teachers and impacting more than 30,000 students—Sunway University affirmed its pivotal role in driving systemic SDG-aligned transformation in Malaysia's education landscape - proactively championing SDG 4: Quality Education.

The event was further elevated by the presence of key national figures, including YB Fadhina Sidek, Minister of Education; YB Wong Kah Woh, Deputy Minister of Education; and senior government officials from the Ministry of Higher Education and the Malaysian National Commission for UNESCO. Their participation reflected the strong alignment between national policy priorities and Sunway's mission to shape inclusive, future-ready education guided by global sustainability goals.

# 5 Gender Equality



## Operations

### **Institutionalising Equity through Policy and Empowerment**

Sunway University embeds gender equity into every operational layer through robust governance and inclusive human resource frameworks under the leadership of HR Services. The Employment Practice, Living Wage, Salary and Pay Equity Policy ensures equal pay for equal work, effectively addressing the gender pay gap and promoting economic justice across all roles. Clear mechanisms exist to report discrimination and guarantee equal access to career advancement and leadership pathways. Complementing these structural safeguards, the Sunway Gender Equality Club (SGEC) leads advocacy and awareness efforts, championing initiatives such as bias-awareness workshops and inclusive-language campaigns. Together, these top-down policies and bottom-up student actions create a holistic, values-driven culture where gender equality is not only protected but actively practiced across campus.

## Education

### **Transforming Learning into Tangible Empowerment**

Through experiential learning, students translate classroom theory into community change—exemplified by the “Flow with Confidence” initiative addressing menstrual poverty and stigma. Students designed a holistic outreach programme combining the distribution of sanitary pads with menstrual-health education for women and girls in low-income communities. The initiative delivered both immediate relief and long-term empowerment—reducing financial strain while fostering awareness, confidence, and bodily autonomy. It also strengthened students’ leadership, communication, and empathy—skills central to advancing gender equality beyond the classroom.

## Research

### **Empowering Women Entrepreneurs to Break the Cycle of Poverty**

A flagship initiative in this area is the Bengal Kemahiran & Motivasi Keusahawan (BKMK), a strategic, qualitative study conducted in collaboration with Sunway iLabs, focusing on nine women entrepreneurs from the underserved Desa Mentari community. This research is designed not merely to observe, but to actively intervene by providing the participants with targeted education, business skills, and access to resources and platforms essential for launching and sustaining their entrepreneurial ventures.

The impact of the BKMK initiative is twofold. Firstly, it delivers immediate, tangible benefits to the participants by equipping them with the tools to generate independent income, thereby enhancing their financial autonomy and agency within their households and community. Secondly, the study generates rich, nuanced data on the perceptions, motivations, and barriers these women face in their pursuit of economic self-sufficiency. The outcome is a powerful, evidence-based understanding of how entrepreneurship can be a viable mechanism for women in low-income communities to break the cycle of poverty. The findings from this qualitative study provide a critical blueprint for designing more effective, empathetic, and scalable support systems for women-led micro-enterprises, positioning Sunway University at the forefront of research that transforms gender equality from a concept into an economically empowered reality.

## Engagement & Impact

### **Championing Women Leaders and Inspiring Inclusion**

Sunway University celebrates and advances women's leadership through platforms that inspire visibility and mentorship. The 2024 International Women's Day Forum, themed "Empowering Women in STEM: Breaking Barriers, Shaping the Future," brought together leaders from CIMB, Hilti, Fortinet, and Jelawang Capital, offering students authentic role models and career guidance in male-dominated fields.

This annual initiative—part of the Campus with a Conscience movement—extends to financial literacy workshops, self-defence sessions, and advocacy campaigns, collectively empowering women across all disciplines. By driving these inclusive engagements, Sunway University reinforces its position as a champion for diversity, leadership, and sustainable gender equality.

# 6 Clean Water and Sanitation

6 CLEAN WATER AND SANITATION



## Research

### A Multidisciplinary Mission for Community Health and Water Security

Sunway University leads a multidisciplinary research project in the Desa Mentari community, linking water quality directly to public health outcomes. Bringing together experts from Faculty of Engineering and Technology, and Faculty of Medical Life Sciences, the study assesses contamination risks and implements targeted solutions – including the cleaning and replacement of the community's central water storage tank. This hands-on intervention immediately improves access to clean water while generating data to guide future urban water-safety strategies. The project demonstrates how university research can translate science into tangible improvements in health, hygiene, and human dignity.

## Operations

### Pioneering Water Stewardship Through Technology and Future-Proofed Infrastructure

Sunway University operates as a living laboratory for sustainable water management. The campus integrates rainwater harvesting, water-efficient systems, porous pavements, and drought-tolerant landscaping to optimise use and recharge groundwater. Its on-site wastewater treatment facility enables full effluent reuse, creating a circular-water model. The upcoming Net Zero Faculty of Engineering & Technology Building will further advance this vision through real-time monitoring and recycling technologies. Guided by the Sunway Sustainability Strategy 2030, these innovations set new benchmarks in efficiency while engaging the campus community in responsible water stewardship.

## Engagement & Impact

### Shaping National Water Policy and Catalysing Cross-Sectoral Action

We plays a pivotal role in shaping the future of Malaysia's water security through its strategic contribution to the national Water Sector Transformation 2040 (WST 2040) initiative. The University's engagement is centred on positioning "Water as an Economic Sector", a forward-thinking paradigm that drives sustainable growth. Through sustained knowledge transfer and multi-stakeholder dialogue, Sunway has been instrumental in developing a comprehensive national framework focused on awareness-raising, advocacy, and capacity building (AACB). This work is strategically organised around four critical clusters: government, business, community, and academia. The tangible output of this deep engagement includes the co-creation of four distinct AACB modules, each tailored to address the unique needs and opportunities within these clusters, along with a detailed roadmap for nationwide implementation. Sunway University demonstrates a profound national impact, moving beyond campus-level initiatives to influence federal, state, and local policy, thereby catalysing a unified, cross-sectoral movement for the sustainable management of Malaysia's most vital resource.

## Education

### Empowering the Next Generation of Water Stewards

Sunway students bring sustainability to life through experiential learning. In the Food Hygiene and Clean Water Education initiative, students teach children practical methods for safe food washing, pesticide removal, and basic water filtration. This interactive approach connects clean water to health and daily life, fostering awareness and behavioural change. Students strengthen their own understanding while inspiring young learners to become responsible water stewards – proving that impactful education begins with real-world engagement.

# 7 Affordable and Clean Energy

## 7 AFFORDABLE AND CLEAN ENERGY



## Research

### Innovating Materials for a Net-Zero Future

Sunway University researchers advances clean energy innovation through a research partnership with Nippon Paint, developing next-generation coatings that directly combat climate change. The Nano-Cool Paint reduces building cooling loads by reflecting heat, while the CO<sub>2</sub> Reactive Paint captures atmospheric carbon. Both are undergoing pilot testing on campus buildings to validate real-world performance. This collaboration transforms laboratory discoveries into patent-ready technologies, driving the shift toward net-zero energy buildings and demonstrating how science and industry can co-create scalable climate solutions.

## Operations

### Optimizing Energy Efficiency Through Centralized Systems

Sunway University integrates clean energy principles into daily operations with a centralized Air Conditioning and Mechanical Ventilation (ACMV) system that optimizes energy use and climate control. The system minimizes electricity consumption while maintaining comfort and air quality, significantly reducing carbon emissions and operational costs. This initiative exemplifies how forward-thinking infrastructure can translate sustainability commitments into measurable energy savings.

## Engagement & Impact

### Mobilizing the Campus Community for a Sustainable Energy Future

Through initiatives like “Switch Off, Turn Off, Cool Off” and participation in Earth Hour, Sunway University has united over 7,000 students and staff in reducing energy waste. These behavioural campaigns are reinforced by sustainable mobility options such as EV charging stations and the free Sunway Shuttle, offering low-carbon alternatives for the community. Together, these efforts build a culture of conscious consumption and collective responsibility—turning everyday choices into lasting impact for a cleaner, energy-secure future.



## Education

### Advancing Knowledge in Clean Energy Solutions

Sunway University nurtures future energy innovators through academic enrichment and thought leadership. The “Net Zero Carbon” seminar, co-hosted by the Research Centre for Carbon Dioxide Capture and Utilisation (CCDCU) and the Future Cities Research Institute (FCRI), featured international expert Dr. Giuseppe Bagnato on circular economy, hydrogen, and biomass-to-fuel innovations. Such initiatives equip students and researchers with real-world insights into renewable energy and decarbonisation, ensuring Sunway remains a catalyst for knowledge that powers a sustainable, low-carbon future.

# 8 Decent Work and Economic Growth

## 8 DECENT WORK AND ECONOMIC GROWTH



### Education

#### **Cultivating Entrepreneurs for a Sustainable Economy**

The School of Hospitality and Service Management’s seminar, “Engaging Locals in Co-Creating Sustainable Tourism Experiences,” introduced innovative, community-based economic models that link entrepreneurship with social impact. Students explored practical strategies for engaging local communities in tourism value chains—fostering cultural preservation, local income generation, and destination resilience. By embedding these lessons in curriculum and practice, Sunway nurtures sustainability-minded entrepreneurs ready to build prosperous, fair, and resilient economies.



### Engagement & Impact

#### **Bridging Communities to Sustainable Economic Opportunity**

Sunway University extends its SDG 8 commitment beyond campus by linking underserved communities to decent work. A partnership with Pos Malaysia at Desa Mentari created real employment pathways, including the Pos Rider programme, while showcasing green logistics and sustainable business models. The initiative empowered residents with access to dignified jobs and insight into emerging green-economy careers. By aligning education, corporate engagement, and community empowerment, Sunway transforms inclusive employment into lasting social and economic impact.

## Research

### **Informing Sustainable Economic Policy Through Advanced Forecasting**

At the forefront of economic research designed to secure Malaysia's long-term prosperity. A seminal initiative led by the Sunway Institute for Global Strategy and Competitiveness (IGSC), in collaboration with Rating Agency Malaysia (RAM) and Sabah Electricity, has developed a sophisticated, dynamic econometric model for long-term GDP forecasting. This groundbreaking research moves beyond traditional analysis by integrating a complex array of global and domestic variables, including the National Industrial Master Plan 2030, technological disruptions like artificial intelligence, demographic shifts, and the critical economic impacts of planetary health and climate change. The model serves as a powerful, evidence-based tool to project Malaysia's economic trajectory under various scenarios of global uncertainty, providing invaluable insights for strategic policymaking. By translating complex data into actionable intelligence, this research directly supports the nation's capacity for sustained economic growth, helping to build a resilient and competitive economy that fosters decent work and inclusive opportunities for all.

## Operations

### **A Proven Pathway to Graduate Employability and Economic Success**

Sunway University's operational commitment to SDG 8 is powerfully validated by its recognition as No. 1 in Graduate Employability for 2024 and 2025, a testament to a deeply integrated and effective career development ecosystem. This achievement is driven by the University's comprehensive Career Services unit, which provides students with personalised career counselling, industry-specific workshops, and professional development programmes designed to build competitive, future-proof skill sets. A core operational strategy is the active cultivation of strong industry partnerships, creating a direct pipeline of internships, industrial placements, and recruitment opportunities with leading organisations. This systematic, student-centric approach ensures graduates are not only academically proficient but also industry-ready, equipped with the practical experience and professional networks essential for securing decent work. By consistently tracking employment outcomes and aligning its support with market demands, Sunway University operates as a proven engine for inclusive economic growth, transforming students into highly sought-after professionals who immediately contribute to the prosperity and resilience of the national and global economy.

# 9 Industry, Innovation and Infrastructure

9 INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



## Operations

### A Living Laboratory for Decarbonising the Built Environment

Pioneering a new paradigm for sustainable infrastructure through its transformative Net Zero Carbon Building (Sun-U NZ), an ambitious project that serves as both functional academic space and groundbreaking living laboratory. This seven-storey structure, currently rising on campus, represents a comprehensive approach to decarbonisation in tropical climates, integrating revolutionary construction methodologies with cutting-edge operational systems. From its foundation, the building demonstrates the tangible potential of industrial innovation through its use of green concrete, carbon-capturing paints, and construction waste recycling - achieving an impressive 38% reduction in embodied carbon before even opening its doors.

The building's advanced operational systems, including a solar PV microgrid, district cooling, and heat-reflective technologies, are projected to achieve negative operational carbon status of -71.5 t CO<sub>2</sub>e annually, setting a powerful precedent for sustainable industrial innovation across Southeast Asia. What truly distinguishes Sun-U NZ is its integrated technological framework, featuring real-time IoT monitoring, AI optimisation, and a BIM digital twin that collectively create a scalable model adaptable to both new construction and existing building retrofits throughout the region.

Through strategic partnerships with industry leaders including Daikin Malaysia, Johnson Controls, and Nippon Paint, the University has cultivated an ecosystem that bridges academic research with commercial application, establishing a new benchmark for green building standards while creating a replicable template for low-carbon construction. This pioneering initiative positions Sunway University as a central hub for knowledge transfer and technological advancement, demonstrating through concrete action how resilient infrastructure can be achieved without compromising functionality or aesthetic excellence, thereby making a substantial contribution to sustainable development goals through practical, scalable solutions.

## Education

### **Bridging Classroom Learning with Industrial Innovation**

Enhances student learning through immersive industry collaborations with global technology leaders such as Huawei Malaysia. These structured engagements expose students to real-world applications of digital infrastructure, telecommunications, and emerging technologies. By connecting theory with practice, students gain first-hand insight into how sustainable industrial innovation drives progress. This hands-on model builds the technical and entrepreneurial skills needed to design resilient, inclusive infrastructure—preparing graduates to become innovators shaping Malaysia’s industrial future.

## Research

### **Advancing Global Engineering Knowledge Through International Collaboration**

Sunway University strengthens its leadership in engineering research through the 4th International Conference on Engineering and Advanced Technology (ICEAT 2025), co-organized with the University of Al-Qadisiyah (Iraq). The conference convened researchers and industry experts worldwide to share breakthroughs in sustainable infrastructure, materials science, and digital technologies. By fostering interdisciplinary dialogue and joint research, Sunway advances the translation of academic knowledge into practical solutions. These global collaborations expand the frontiers of engineering innovation and contribute directly to sustainable industrialization and resilient infrastructure development.

## Engagement & Impact

### **Building Strategic Alliances for Industrial Advancement and Sustainable Infrastructure**

We have formalized five landmark MoUs with Daikin Malaysia, Mercedes-Benz Malaysia, Keysight Technologies, Hartalega NKG, and Nippon Paint Malaysia—creating a robust ecosystem for innovation and talent development. These alliances integrate industry expertise into curriculum design, provide hands-on training, and enable joint research in energy efficiency, manufacturing, and sustainable materials. The partnerships enhance graduate employability and accelerate the adoption of green technologies across industries. Through these collaborations, Sunway serves as a regional catalyst for sustainable industrial growth and technological advancement aligned with SDG 9.

# 10 Reduced Inequalities



## Operations

### **An integrated Framework for Educational Equity and Inclusion**

Sunway University embeds equity and inclusion across all operations through strong governance and institutional policy. Core foundational policies such as the Discrimination and Harassment Policy and Diversity and Inclusion Policy ensure fair treatment and equal opportunity for all. The University's need-blind admissions and the Jeffrey Cheah Foundation's extensive scholarships remove financial barriers, empowering students from the B40 community and underserved groups. Inclusive infrastructure, accessible facilities, and supportive services further guarantee equitable participation in campus life. Together, these measures form a holistic system that advances educational equity and demonstrates Sunway's operational commitment to dismantling barriers and promoting genuine inclusion.

## Research

### **Advancing Health Equity Through Multidisciplinary Collaboration**

Through collaboration between the Faculty of Medical and Life Sciences and the Faculty of Arts and Social Sciences, Sunway University pioneers inclusive health research using participatory theatre to address discrimination faced by Sexual and Gender Minority (SGM) communities. Co-created with SGM individuals, this research improves medical training and empathy among healthcare professionals. By merging science and the arts, Sunway develops new models for equitable healthcare education, reducing systemic bias and advancing inclusive health outcomes in Malaysia.

## Education

### Cultivating Empathy and Equity Through Student Learning

We integrates social inclusion into its curriculum through experiential, community-based learning. A collaboration between the Student Volunteer Programme and the Refugee Learning Center enables students to teach refugee children, transforming empathy into action. These engagements cultivate cross-cultural understanding and leadership while deepening awareness of educational inequities. By applying academic learning to real-world challenges, students become active agents of inclusion—advocating for equity, compassion, and social justice in line with SDG 10.



## Engagement & Impact

### Fostering Inclusion through Community-Led Initiatives

Sunway University demonstrates its commitment to reducing inequalities through powerful community engagement led by both academic units and student volunteers. The University's Sustainable Business Club and Sunway Business School spearheaded the impactful session "From Rare Disease Stigma to Developing an Ecosystem," creating a crucial multi-stakeholder platform that addresses healthcare disparities faced by marginalized communities. This initiative brings together healthcare providers, policymakers, and industry leaders to build a more inclusive support system for rare disease patients and their families. Complementing this institutional approach, Sunway Student Volunteers drive direct community impact through programmes like Bright Sparks, Three Little Arts, and Rakan Shopping, which provide educational support and essential goods to disadvantaged families. In 2024 alone, these volunteer efforts engaged over 500 students and reached 800 beneficiaries, creating meaningful connections between campus and community while strengthening social inclusion. Together, these initiatives—ranging from high-level ecosystem building to grassroots volunteerism—embed empathy as a core graduate attribute and demonstrate Sunway's comprehensive approach to addressing inequality through education, healthcare access, and direct community support, making tangible progress toward creating a more inclusive society.

# 11 Sustainable Cities and Communities



## Operations

### Modeling Sustainable Urban Living Through Campus Design

Sunway University's campus exemplifies sustainable urban design—walkable, connected, and low-carbon. Pedestrian-only zones, abundant green spaces, and the iconic Canopy Walk link academic, residential, and commercial areas while protecting users from weather exposure. Integrated with public transport (BRT, LRT and KTM lines) and supported by a free shuttle serving over 5,000 commuters daily, the campus reduces congestion and emissions. New EV charging stations and upgraded pathways further promote clean mobility and accessibility. By uniting sustainable transport, inclusive design, and liveable infrastructure, Sunway demonstrates how campuses can serve as real-world models for resilient and people-centred cities.

## Education

### Building Sustainable Tourism and Communities Through Collaborative Learning

Sunway University embeds sustainability into learning through community-based projects. At the Pulau Ketam International Art Festival, students from the Faculty of Arts and Social Sciences co-created an interactive tourist map with the Ministry of Tourism and local partners. The project applied digital design and cultural research to enhance visitor experience and promote balanced tourism while preserving local heritage. Students gained practical skills in stakeholder engagement and sustainable urban planning—illustrating how creative collaboration can generate tangible outcomes for communities and equip graduates to shape sustainable cities.

## Research

### **Informing Equitable Urban Development Through Data-Driven Housing Policy**

Sunway University is shaping Malaysia's sustainable urban future through groundbreaking research on affordable housing, directly addressing the critical challenge of inclusive city development. A landmark study led by the Sunway Institute for Global Strategy and Competitiveness (IGSC) in collaboration with the School of Mathematical Sciences and Sunway Business School provided the first comprehensive assessment of affordable housing stock in Selangor and Kuala Lumpur for REHDA Malaysia. Using advanced spatial-data analytics and demographic modelling, the research identified critical gaps between policy targets and market reality, revealing structural barriers like land cost escalation and financing limitations that hinder housing accessibility. The findings have become a vital evidence base for policymakers, developers, and urban planners, enabling more effective public-private partnerships and strategic interventions under the National Affordable Housing Policy. By translating complex data into actionable insights, this research demonstrates how academic rigor can directly contribute to building more inclusive, resilient, and sustainable urban communities where adequate housing is accessible to all income groups, positioning Sunway University as a key knowledge partner in Malaysia's journey toward achieving sustainable urban development goals.

## Engagement & Impact

### **Co-Creating a Model for Regenerative Urban Development**

Sunway University is pioneering a new paradigm for urban transformation through its groundbreaking partnership with Ipoh City Council, applying the innovative Doughnut Economics framework to reimagine the future of cities. As knowledge partner, the University's Sunway Centre for Planetary Health (SCPH) has led an extensive community engagement process—including six consultations and nine mentoring sessions—to co-create the "Ipoh Doughnut, City Portrait in Action." This comprehensive action plan translates global sustainability principles into seven practical demonstrator projects focused on regeneration, planetary health, and community empowerment. Through initiatives like the Ipoh Low Carbon Day 2024 and Ipoh Doughnut Festival 2025, Sunway University is facilitating a city-wide transition from a mining legacy to a regenerative future. This collaborative model demonstrates how universities can effectively bridge academic frameworks with community needs, positioning Ipoh as a national exemplar of sustainable urban development while creating real-world laboratories for students and researchers to contribute to meaningful urban transformation.

# 12 Responsible Consumption & Production



## Research

### **Transforming Food Service Practices Through Science-Based Solutions**

The project "Empowering Food Vendors with Science: A Guide to Minimizing Single-Use Plastics," recognized by the International Network for Governmental Science Advice, brings together researchers from the Faculty of Medical and Life Sciences and School of Hospitality and Service Management to address plastic waste in the food service sector. This groundbreaking study combines scientific evidence with practical alternatives, providing food vendors with viable pathways to reduce their environmental footprint while maintaining operational efficiency. Through workshops and field demonstrations, the research team demonstrates how vendors can transition to sustainable alternatives like biodegradable packaging and reusable materials without compromising hygiene or profitability. The project's evidence-based approach not only promotes immediate behavioral change among food vendors but also supports Malaysia's national Single-Use Plastics Roadmap 2030, positioning Sunway University as a key contributor to advancing circular economy principles and sustainable business practices in the food service industry.

## Education

### Cultivating Sustainable Design Thinking

Sunway University is shaping the next generation of responsible designers through its innovative curriculum that embeds sustainability principles into design education. Courses like BIA 3024 Sustainable Interior Design and BDC 2584 Sustainable Design empower students to rethink traditional approaches and champion circular economy principles. Through project-based learning, students explore material lifecycle analysis, sustainable sourcing strategies, and innovative approaches to waste reduction in design projects. The curriculum challenges students to balance aesthetic considerations with environmental responsibility, examining how design choices impact resource consumption and waste generation. Students engage with real-world scenarios, developing practical solutions that minimize environmental footprints while maximizing functionality and user experience. This educational approach ensures graduates enter their professions equipped to transform industry practices, advocate for sustainable material selection, and drive the transition toward responsible consumption and production in the design sector and beyond.

## Operations

### Mobilizing Campus and Community for a Plastic-Free Future

We are leading by example in the fight against plastic pollution through its impactful "Zero Plastic Hour" campaign, launched in conjunction with World Environment Day. This university-wide initiative unites campus F&B tenants, vendors, students, and staff in a collective commitment to eliminate single-use plastics across all campus outlets and vending machines. By implementing a clear Zero Tolerance policy and fostering partnerships with campus vendors, the campaign transforms awareness into concrete action, creating a living laboratory for sustainable consumption practices. Through this collaborative effort, Sunway not only reduces its environmental footprint but also cultivates a culture of sustainability that extends beyond campus boundaries. The initiative demonstrates how educational institutions can drive meaningful behavioral change and serve as catalysts for broader societal transformation toward responsible consumption and production, inspiring students and stakeholders to embrace sustainable alternatives in their daily lives.

## Engagement & Impact

### Driving Global Partnerships for Sustainable Packaging Reform

Sunway University is advancing packaging sustainability through a strategic international partnership with Lancaster University, bringing together multidisciplinary expertise from both institutions' Future Cities Research Institutes. This cross-continental collaboration recently produced the landmark forum "Packaging Responsibility in the UK & Malaysia: Policy, People & Waste Management," which engaged diverse stakeholders from government, industry, and civil society in both nations. Building on joint research into household plastic packaging practices, the initiative facilitated crucial knowledge exchange between the UK's evolving packaging regulations and Malaysia's upcoming Extended Producer Responsibility framework. The partnership enabled stakeholders to examine comparative findings from the UK Plastic Packaging in People's Lives Project and its Malaysian pilot study, providing evidence-based insights to shape effective waste management policies and consumer education strategies. By leveraging this international research collaboration, Sunway University is helping to bridge policy approaches between developed and developing economies, creating adaptable solutions for reducing packaging waste while promoting sustainable consumption patterns across different cultural contexts. This initiative demonstrates how global academic partnerships can accelerate progress toward circular economy goals and responsible production systems worldwide.

# 13 Climate Action



## Operations

### Embedding Climate Awareness into Institutional Practice

Sunway University is advancing climate education beyond traditional student cohorts through its innovative Climate Literacy Training program, developed by the Yunus Social Business Centre. This comprehensive initiative represents a strategic commitment to lifelong learning, extending climate education to both staff and students across all faculties and administrative units. The program equips participants with practical knowledge in carbon footprint management, climate risk assessment, and sustainable business practices, creating a common language of climate awareness throughout the university community. By integrating climate literacy into professional development and staff training, Sunway ensures that sustainability principles are embedded in daily operations and decision-making processes. This institution-wide approach transforms climate education from an academic concept into actionable knowledge, empowering every member of the university community to contribute meaningfully to climate solutions. Through this holistic educational model, Sunway demonstrates how universities can serve as living laboratories for climate action while building the capacity needed to drive meaningful environmental progress across all levels of the institution.

## Education

### Cultivating Tomorrow's Climate Leaders Through Excellence

Sunway University celebrates its success in nurturing the next generation of sustainability champions, as demonstrated by postgraduate students from the School of Medical and Life Sciences receiving prestigious awards from WWF Malaysia for their climate research. These achievements highlight the University's commitment to an educational approach that combines academic rigor with real-world environmental impact. Through mentorship and research opportunities, students develop innovative solutions to pressing climate challenges, transforming classroom knowledge into actionable projects. This recognition underscores Sunway's role in

empowering students to become leaders in climate action, equipped with the skills and vision to bring meaningful change. By fostering such excellence, the University not only advances climate education but also inspires a new generation of professionals ready to tackle global environmental issues through evidence-based solutions and sustainable practices.



## Research

### Global Recognition for Pioneering Climate Solutions

Our research excellence in climate action has gained international recognition through Dr. Nur Najwa Abdul Talib's prestigious MOPGA Visiting Fellowship from the French Government. As the sole Malaysian selected among 125 global researchers, Dr. Najwa from the Sunway Centre for Electrochemical Energy and Sustainable Technology will advance her innovative work transforming waste coffee grounds into green hydrogen in France. This groundbreaking research represents a significant contribution to sustainable energy transitions and climate mitigation, aligning with the Paris Agreement's goals. The international acclaim underscores Sunway University's growing reputation as a hub for cutting-edge climate research that addresses pressing environmental challenges. This recognition not only celebrates individual achievement but also demonstrates the University's capacity to develop research talent capable of delivering innovative solutions for a sustainable future, positioning Malaysian research on the global stage of climate action and clean energy innovation.

# Engagement & Impact

## Forging Global Partnership for Local Climate Solutions

Sunway University is amplifying its climate action impact through a strategic partnership with the European Union, creating a powerful global-local nexus for sustainability innovation. This collaboration bridges international expertise with grassroots implementation, translating cutting-edge climate research into actionable community-level solutions. Through joint initiatives, the partnership facilitates knowledge exchange, technology transfer, and capacity-building programs that address climate challenges while promoting sustainable development practices. By connecting European sustainability frameworks with Malaysian contexts, Sunway is accelerating the adoption of climate-resilient strategies and low-carbon technologies. This global alliance demonstrates how universities can serve as crucial intermediaries between international policy frameworks and local implementation, creating scalable models for climate action that combine global best practices with community-specific needs. The partnership not only enhances Sunway University's research capabilities but also strengthens its role as a catalyst for meaningful climate solutions that benefit both local communities and the broader region.



## Operations

### **Championing Ocean Conservation Through Institutional Leadership**

Sunway University demonstrated its deep commitment to marine conservation by hosting Malaysia's first exclusive preview of the documentary "OCEAN" by David Attenborough in June 2025. Organized by the Sunway Centre for Planetary Health, this bold institutional initiative brought critical ocean issues—including coral bleaching, destructive fishing practices, and plastic pollution—to the forefront of campus and community awareness. The screening served as a powerful platform to educate students, staff, and the public about the urgent threats facing marine ecosystems, translating global environmental challenges into local consciousness. By leveraging its resources and reputation to spotlight ocean conservation, Sunway University operationalized its commitment to SDG 14, inspiring collective responsibility for marine protection and reinforcing the institution's role as a sustainability leader in Malaysian higher education.

## Research

### Charting Malaysia's Sustainable Ocean Economy Through Multidisciplinary Collaboration

Sunway University is shaping Malaysia's maritime future through its pivotal role in developing the national Blue Economy Blueprint (2021-2030). This landmark initiative brings together a multidisciplinary team from the Sunway Institute for Global Strategy and Competitiveness, School of Mathematical Sciences, Sunway Business School, and the Academy of Science Malaysia to translate scientific research into actionable ocean policy. The collaboration leverages advanced data modelling, economic analysis, and environmental science to quantify the sustainable potential of Malaysia's marine sectors—from fisheries and aquaculture to renewable ocean energy and eco-tourism. By integrating diverse expertise, the research provides a comprehensive evidence base for policies that balance economic growth with marine ecosystem conservation. This multidisciplinary approach has directly informed national strategies for marine spatial planning, sustainable resource management, and coastal community resilience, creating a framework for a prosperous ocean economy that safeguards marine biodiversity while supporting sustainable livelihoods. Through this collaborative model, Sunway University demonstrates how academic institutions can bridge scientific research, economic analysis, and policy development to advance sustainable ocean governance and position Malaysia as a leader in blue economy innovation.

## Engagement & Impact

### Student-Led Action for Coastal Conservation

Our students are actively protecting marine ecosystems through hands-on conservation efforts like the "Clean Pantai Tanjung Piai" initiative. This student-led coastal cleanup directly combats ocean pollution at its source, removing harmful waste before it can impact marine life and water quality. Located at one of Malaysia's important coastal areas, the project demonstrates how student engagement translates into meaningful environmental action. Beyond waste removal, the initiative raises awareness about marine conservation challenges and promotes sustainable practices among the wider community. Through such targeted activities, Sunway students are making a measurable difference in preserving coastal biodiversity while developing the skills and commitment to become lifelong stewards of our oceans. These efforts showcase how youth leadership can drive tangible progress toward cleaner seas and healthier marine ecosystems, embodying the university's commitment to creating real-world impact through student and local community engagement.

# Education

## Cultivating Innovation for Marine Conservation

Sunway University is championing education for sustainable development through immersive, student-centered learning experiences that address critical ocean challenges. During the ASEAN Mobility Programme 2025, Sunway students collaborated with international peers to develop "ASEAN Wave"—an innovative AI-powered ocean monitoring system designed to predict marine disasters and protect vulnerable ecosystems. This project-based learning initiative empowered students to apply cutting-edge technology to real-world environmental problems, blending data science with marine conservation. The program exemplifies Sunway's commitment to fostering interdisciplinary solutions that balance technological innovation with ecological preservation. By providing platforms for students to develop and present actionable solutions, the University is preparing the next generation of leaders to safeguard marine resources and advance sustainable ocean management across Southeast Asia.



# 15 Life On Land



## Research

### Protecting Terrestrial Wildlife Through Illicit Trade Investigation

Sunway University is advancing terrestrial conservation through groundbreaking research that exposes criminal networks threatening Malaysia's biodiversity. In collaboration with Panthera, this crucial study documents how illegal wildlife trafficking operations are exploiting transportation networks to smuggle tiger parts and other endangered species. The research provides vital intelligence about trafficking routes and methods, offering concrete evidence to support enhanced enforcement and anti-poaching efforts. By revealing the connections between wildlife crime and broader criminal networks, this work helps protect Malaysia's most vulnerable species and their habitats. This investigation demonstrates how academic research can directly combat wildlife trafficking, supporting both conservation goals and sustainable ecosystem management. Through such impactful partnerships, Sunway University is contributing to the preservation of terrestrial biodiversity and strengthening national efforts to protect endangered wildlife from illegal trade.

## Operations

### Empowering Continuous Learning in Ecosystem Conservation

We integrate biodiversity conservation into its operational framework through the SDG Academy, an innovative digital platform providing self-paced learning opportunities for staff and students. This initiative enables the university community to deepen their understanding of terrestrial ecosystem protection, sustainable land management, and biodiversity conservation at their own pace. The platform offers accessible courses on forest preservation, wildlife protection, and sustainable resource management, empowering learners to develop expertise in environmental stewardship alongside their formal studies or professional roles. By making conservation education flexible and widely available, Sunway demonstrates its operational commitment to building institutional capacity for environmental protection. This approach ensures that every member of the university community can contribute to preserving terrestrial ecosystems, fostering a culture of sustainability that extends beyond campus boundaries and supports Malaysia's biodiversity conservation goals.

## Engagement & Impact

### Advancing Peatland Conservation Through Strategic Partnerships

Sunway University is strengthening Malaysia's ecosystem conservation through a landmark partnership with the Forest Research Institute Malaysia (FRIM), where our researchers have been appointed as consultants for peatland management. This collaboration leverages Sunway's expertise in environmental science to address critical challenges in peatland conservation and restoration. The partnership focuses on developing sustainable management strategies for these vital carbon sinks, which play a crucial role in biodiversity preservation and climate regulation. By working directly with national research institutions, Sunway University is translating academic expertise into practical conservation solutions that protect terrestrial ecosystems and support Malaysia's commitment to sustainable land management. This engagement demonstrates how university-research institution partnerships can create meaningful impact in preserving biodiversity and maintaining healthy ecosystems for future generations.

## Education

### Cultivating Conservation Leaders Through Experiential Learning

Sunway University is transforming environmental education by taking learning beyond the classroom through hands-on conservation initiatives. The "Prune and Prep at Bukit Kiara" program exemplifies this approach, engaging students directly in forest preservation activities within one of Kuala Lumpur's key green lungs.

This student-led initiative under Sunway Student Volunteer (SSV) provides practical experience in ecosystem management, from invasive species removal to native habitat restoration. Through field-based learning, students develop a deeper understanding of biodiversity conservation while contributing meaningfully to urban forest protection. The program demonstrates how academic institutions can foster environmental stewardship by connecting theoretical knowledge with real-world conservation challenges, preparing students to become effective advocates for terrestrial ecosystem preservation in their future careers.



# 16 Peace, Justice & Strong Institutions



## Research

### **Safeguarding Climate Action Through Anti-Corruption Research**

We are strengthening Sunway University's global climate governance through pioneering research on corruption risks in carbon markets, conducted in partnership with Transparency International Malaysia. This collaborative study addresses critical vulnerabilities in emerging carbon trading systems, developing frameworks to enhance transparency and accountability in climate finance mechanisms. By identifying potential points of corruption and proposing robust governance safeguards, the research helps ensure that carbon markets effectively contribute to climate action without compromising institutional integrity. This work directly supports the development of fair and transparent environmental governance systems, demonstrating how academic research can build trust in climate institutions and protect the integrity of global sustainability initiatives. Through such partnerships, Sunway University is helping to build stronger, more accountable institutions capable of delivering both climate solutions and good governance.

## Operations

### **Championing Transparency and Data-Driven Governance for Sustainability Progress**

Sunway University through Jeffrey Sachs Centre (JSC) and Sustainable Development Solutions Network (SDSN) Asia, demonstrates institutional leadership in strengthening governance through its development of the SDGs for Malaysian States Dashboard. This innovative platform, launched in 2024 and regularly updated with official data from the Department of Statistics Malaysia, provides transparent assessment of subnational SDG performance using internationally recognized methodology. By making this data accessible to federal and state agencies, including the Ministry of Economy and multiple public universities, Sunway fosters evidence-based policymaking and inter-institutional collaboration. The dashboard serves as a crucial tool for promoting government accountability and transparent monitoring of development progress across Malaysia's states. This operational initiative positions Sunway University as a key partner in Malaysia's sustainable development journey, effectively bridging data analysis with policy action to support stronger, more effective institutions at all levels of governance.

## Engagement & Impact

### Strengthening Governance Through Strategic Knowledge Transfer

Sunway University is strengthening the foundations of good governance and inclusive institutions through targeted knowledge transfer initiatives led by the Jeffrey Cheah Institute (JCI). The Institute conducted three pivotal sessions: a policy workshop for civil servants and universities, a specialized course on diplomatic interventions, and high-level engagements with Malaysia's Minister of Unity to discuss grassroots perceptions of governance and implement innovative Policy Labs. These sessions equipped participants with practical skills in evidence-based policymaking, diplomatic communication, and community-centered policy design, directly enhancing institutional capacity across government and civil society. By bridging academic expertise with real-world governance challenges, Sunway is fostering transparent, accountable, and participatory governance—creating tangible impact through empowered policymakers and more responsive public institutions.

## Education

### Building Ethical Foundations Through Compulsory Curriculum

Sunway University strengthens its commitment to peace, justice, and strong institutions through its mandatory "Integrity and Sustainable Development" course, a cornerstone of its educational framework. This essential curriculum equips all students with the principles of ethical governance, transparent decision-making, and social accountability, preparing them to become guardians of institutional integrity. Through real-world case studies and interactive learning platforms, students develop practical skills in navigating complex ethical challenges and understanding their role in upholding just and accountable systems. By embedding these fundamental principles directly into its core curriculum, Sunway ensures graduates emerge as principled leaders capable of strengthening institutions and advancing peaceful, inclusive societies through ethical leadership and responsible governance.



# 17 Partnerships For The Goals



## Research

### Advancing Global Knowledge Through Strategic University Alliances

We drive impactful research for sustainable development through strategic collaborations with world-class institutions including Harvard, Cambridge, Oxford, MIT, and the National University of Singapore. These partnerships leverage complementary expertise and shared resources to address complex global challenges outlined in the SDGs. Through joint research initiatives and co-funding arrangements, Sunway and its international partners are generating innovative solutions that span climate action, public health, urban resilience, and educational transformation. This collaborative research model not only amplifies the impact of individual investigations but also creates a powerful global network for knowledge exchange and capacity building. By fostering these multi-institutional research alliances, Sunway demonstrates how strategic academic partnerships can accelerate progress toward the Sustainable Development Goals while elevating the quality and reach of scientific inquiry across borders and disciplines.

## Operations

### A Quintuple Helix Framework for Sustainable Impact

Sunway University embeds partnership excellence through a quintuple helix model that integrates academia, government, industry, civil society, and community voices into its core operations. This strategic framework drives our global university alliances, government policy collaborations, and corporate partnerships, creating synergistic pathways for sustainable development. Through structured engagement with ministries, international organizations, and local communities, we transform knowledge into actionable solutions that address both global challenges and local needs. This operational approach ensures every partnership delivers measurable impact, advancing shared goals while building resilient networks for lasting change.

# Engagement & Impact

## Building Global Alliances for Local Impact

We strengthened our role as a catalyst for sustainable development through the impactful Local Action for Global Goals 2024 festival, which united 25,000 participants with international organizations, corporate leaders, and local communities. The event featured strategic collaborations with UN agencies, diplomatic representatives from 12+ countries, and industry partners including HP and Decathlon, creating a dynamic platform for cross-sector knowledge exchange. A highlight was the EU Pavilion, which showcased successful European-Malaysian sustainability initiatives and fostered deeper international cooperation. The festival delivered measurable impact through its e-waste collection drive, diverting 37,000 kg of electronic waste from landfills, and the Garden of Hope initiative that raised funds for UNICEF's work with underprivileged children. By bringing together such diverse stakeholders—from students and schoolchildren to diplomats and corporate leaders—Sunway demonstrated how educational institutions can effectively catalyze the multi-stakeholder partnerships essential for achieving the 2030 Sustainable Development Agenda.





## Education

### Expanding Sustainability Knowledge Through Public Engagement

Sunway University demonstrates its commitment to lifelong learning and inclusive education through its "Campus with a Conscience" Webinar Series. This public education initiative breaks down traditional academic barriers by offering free, expert-led sessions on sustainable living to the broader community. Throughout 2024, eight interactive webinars connected participants directly with researchers and sustainability practitioners, creating a dynamic platform for knowledge exchange and public dialogue. By opening these educational opportunities to all, Sunway extends quality education beyond campus boundaries, fostering environmental awareness and empowering community members to make informed sustainability decisions in their daily lives. This initiative reflects the University's dedication to making education accessible and relevant, while building a more sustainability-literate society through open knowledge sharing and continuous public engagement.

# Sunway Industry-Academia Partnership

## Sunway Malls



### Driving Sustainable Retail Operations

Through waste management research led by the Jeffrey Sachs Center, the University support Sunway Malls in enhancing the environmental performance across various retail operations. The partnership delivers data-driven strategies that align commercial activity with sustainability goals-reducing waste and strengthening Environmental, Social, and Governance (ESG) compliance.

## Sunway Services



### Accelerating ESG Excellence

Sunway Services collaborates with Sunway University's Jeffrey Sachs Center on high-impact ESG advisory projects. From policy research to ESG benchmarking and support, this synergy enhances Sunway Group's leadership in sustainability capabilities across various industries.

## Sunway Medical Centre

### Enhancing Elderly Patient Care through Collaborative Research

Sunway University and Sunway Medical Centre embarked on a significant research collaboration aimed at enhancing care for elderly patients. This partnership focuses on understanding and preventing falls and fragility fractures among older adults, laying the foundation for specialised orthogeriatric care. By leveraging combined expertise and resources, this joint effort aims to improve patient outcomes, reduce healthcare burdens, and deliver tangible benefits to the community through evidence-based strategies and interventions.

## Sunway Reit



### Safeguarding Assets through Climate Risk Assessment

Through detailed VaR (Value at Risk) studies, Sunway University helps Sunway REIT quantify and mitigate climate-related property risks. These insights empower strategic investment decisions while reinforcing the Group's position as a forward-thinking and risk-aware property leader in the region.

## Sunway Construction



### Building Responsibly with Science-Based Insight

Research partnership projects with Sunway Construction support data-driven climate disclosures and ecological assessments. Studies on hydrology help ensure that urban development projects like Sunway South Quay is informed by environmental science-advancing Sunway's commitment to responsible construction.

## Sunway Leadership



### Upskilling for Future-Ready Talent

Collaboration with the Sunway Leadership Centre include executive training in innovation and communication. Programmes like the Young Innovators Bootcamp and business writing workshops empower Sunway Group employees with creative problem-solving and professional communication skills-building a resilient, future-ready workforce.

# Global Partnerships for Sustainable Goals

## A Mission-Led Approach to Transformative Collaboration

As a mission-led institution, Sunway University advances Global Partnerships for Sustainable Goals through an integrated and collaborative approach spanning education, research, innovation, mobility, and community development. Anchored in the quintuple helix model – connecting academia, industry, government, civil society, communities and the environment – our partnerships create dynamic ecosystems where knowledge is co-produced, shared, and applied for global good.

Through joint educational programmes, collaborative research, innovation networks, student and staff exchanges, and community-engaged initiatives, we foster inclusive pathways that empower people, strengthen institutions, and address shared sustainability challenges. These global collaborations reflect our commitment to cultivating responsible global citizens and translating knowledge into transformative impact for people and the planet.



New International Partnerships Established in 2024



## COUNTRY PARTNER

|                          |   |
|--------------------------|---|
| Australia                | <ul style="list-style-type: none"> <li>• University of Technology Sydney</li> <li>• University of Western Australia</li> <li>• Coast 4C Limited</li> </ul>  |
| Belgium                  | <ul style="list-style-type: none"> <li>• Haute Ecole EPHEC</li> </ul>   |
| Canada                   | <ul style="list-style-type: none"> <li>• University of New Brunswick</li> </ul>   |
| China                    | <ul style="list-style-type: none"> <li>• China Association for International Science and Technology Cooperation</li> <li>• Lifelong Education College, Shanghai Jiao Tong University</li> <li>• Wuhan Technology and Business University</li> <li>• Wuchang Shouyi University</li> <li>• Harbin University of Commerce</li> <li>• Hebei University of Technology</li> <li>• North China University of Technology</li> <li>• Nanchang University</li> <li>• University of Guizhou</li> </ul> |
| India                    | <ul style="list-style-type: none"> <li>• DBS Global University</li> <li>• Jaipuria School of Business</li> <li>• Koneru Lakshmaiah Education Foundation</li> <li>• KSR Educational Institutions</li> <li>• Loyola College</li> <li>• O.P. Jindal Global</li> <li>• Noida International University</li> <li>• Swami Vivekananda University</li> </ul>  |
| Indonesia                | <ul style="list-style-type: none"> <li>• Universitas Ciputra Surabaya</li> <li>• Universitas Ngurah Rai</li> <li>• Universitas Putra Indonesia YPTK</li> <li>• The Institut Teknologi Bandung</li> </ul>  |
| Italy                    | <ul style="list-style-type: none"> <li>• UNESCO Chair in Bioethics and Human Rights</li> </ul>  |
| Japan                    | <ul style="list-style-type: none"> <li>• Gakushuin University</li> <li>• Kanagawa University</li> <li>• Otsuma Women's University</li> <li>• PTBIO Inc</li> <li>• 80&amp;CO</li> </ul>  |
| Kuwait                   | <ul style="list-style-type: none"> <li>• Kuwait Foundation for the Advancement of Sciences</li> </ul>   |
| Macau                    | <ul style="list-style-type: none"> <li>• JW Marriot Hotel &amp; The Ritz-Carlton</li> </ul>   |
| Netherlands              | <ul style="list-style-type: none"> <li>• University of Amsterdam</li> </ul>   |
| Philippines              | <ul style="list-style-type: none"> <li>• University of the Visayas</li> </ul>   |
| Romania                  | <ul style="list-style-type: none"> <li>• Babes-Bolyai University</li> </ul>   |
| Singapore                | <ul style="list-style-type: none"> <li>• Nikkei Group Asia Pte. Ltd.</li> <li>• The Logistics &amp; Supply Chain Management Society</li> </ul>  |
| Sri Lanka                | <ul style="list-style-type: none"> <li>• Asiri Academy of Health Sciences</li> </ul>  |
| Sudan                    | <ul style="list-style-type: none"> <li>• National University</li> </ul>   |
| Switzerland              | <ul style="list-style-type: none"> <li>• Swiss Education Group</li> </ul>   |
| Taiwan                   | <ul style="list-style-type: none"> <li>• National Chin-Yi University of Technology</li> <li>• National Yunlin University of Science and Technology</li> </ul>   |
| Thailand                 | <ul style="list-style-type: none"> <li>• Southeast Asian Directors of Music</li> </ul>  |
| Turkmenistan             | <ul style="list-style-type: none"> <li>• Institute of Engineering-Technical and Transport Communications</li> <li>• Turkmen State Architecture and Construction Institute</li> <li>• Turkmen State Institute of Economics and Management</li> </ul>   |
| United Kingdom           | <ul style="list-style-type: none"> <li>• Oxford Brookes University</li> <li>• Plymouth Marine Laboratory</li> <li>• University of Exeter</li> </ul>   |
| United States of America | <ul style="list-style-type: none"> <li>• West Chester University Of Pennsylvania</li> <li>• Idaho Potato Commission</li> </ul>  |
| Vietnam                  | <ul style="list-style-type: none"> <li>• Saigon Indochine Cruise JSC</li> </ul>   |

# SDG Publications in Action (2018 - 2025): Advancing a Mission-Led Research Agenda

Between 2018 and 2025, Sunway University has demonstrated its commitment as a mission-led institution through strategic expansion of its academic and research capabilities aligned with the Sustainable Development Goals. The establishment of new schools, programmes, and specialized research centres has directly addressed pressing global challenges, resulting in significant growth in both the volume and impact of SDG-related publications.

The university's research portfolio shows substantial expansion across multiple SDG domains, with particularly strong output in Good Health and Well-being (SDG 3), Affordable and Clean Energy (SDG 7), and Sustainable Cities and Communities (SDG 11). The consistent upward trajectory reflects Sunway's strategic investment in developing research capabilities that respond to emerging global priorities. The period 2022-2025 witnessed accelerated growth in publications related to Climate Action (SDG 13) and Industry, Innovation and Infrastructure (SDG 9), demonstrating the institution's agility in addressing evolving sustainability challenges.

A hallmark of Sunway's approach has been its emphasis on interdisciplinary collaboration and partnership building (SDG 17), bringing together experts from diverse fields to address complex sustainability issues. This collaborative model has enhanced research quality while increasing the practical applicability of findings. The impact extends beyond academic circles through initiatives that translate research on poverty reduction (SDG 1) and gender equality (SDG 5) into community-based solutions, while work in sustainable urban development has informed policy decisions and practical interventions.



Quality indicators show significant improvement throughout this period, with growing numbers of publications in high-impact journals and increased citation rates across all SDG categories. This excellence is further demonstrated through successful research partnerships with international organizations, government agencies, and industry leaders, positioning Sunway as a valuable knowledge partner in the global sustainability landscape.

As Sunway University looks beyond 2025, its strategic commitment to mission-led research continues to drive innovation in emerging areas such as circular economy, digital sustainability, and climate resilience. Through continued development of relevant academic programmes and research capabilities, the university maintains its trajectory of research excellence while making meaningful contributions to achieving the Sustainable Development Goals locally, regionally, and globally.



Note: Source of publication data aggregated from SCIVAL. Data extracted 20 September 2025.

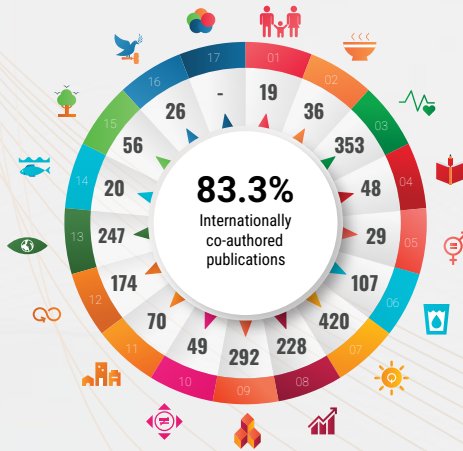
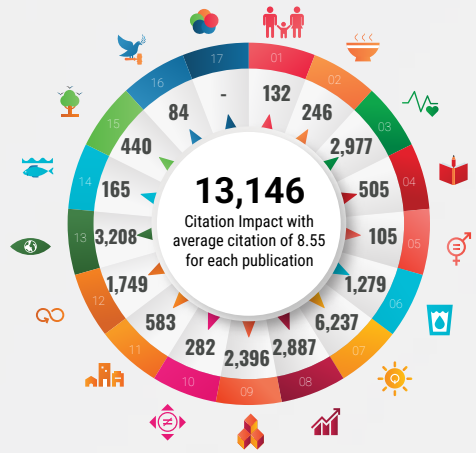
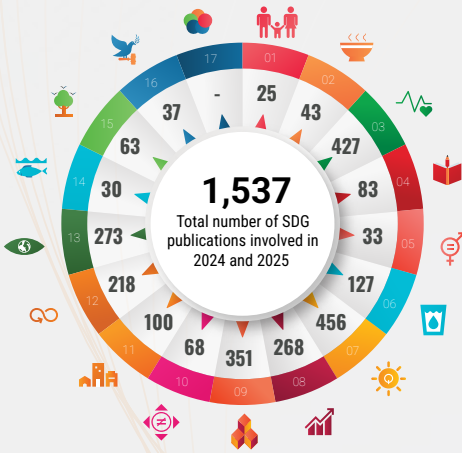
The table data presents trends in research paper publications across various Sustainable Development Goals (SDGs) spanning seven years, from 2018 to 2024. Throughout this period, specific goals, such as those related to health, energy, and innovation, have consistently attracted the attention of researchers. Notably, objectives centered on ensuring good health and promoting access to clean energy have maintained their prominence in sustainable development endeavors.

A discernible upward trajectory is evident in research concerning goals like poverty reduction, hunger eradication, and economic growth. This trend underscores a sustained commitment to addressing these critical challenges and effecting meaningful advancements.

Moreover, sustainable cities and climate action have emerged as focal points of research growth. This phenomenon mirrors the increasing urgency in dealing with issues related to urban sustainability and the impacts of climate change. The theme of fostering partnerships for sustainable development remains a consistent highlight. The emphasis on collaboration within the framework of SDG 17 underscores its indispensable role in facilitating progress across all goals.

In summary, these research trends provide insights into the multifaceted landscape of sustainable development. By acknowledging both the areas of concentrated effort and identifying existing gaps, a more informed approach can be taken in shaping global initiatives to drive significant progress across all Sustainable Development Goals.

# Highlight of Publications



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