



REGIONAL CENTRE OF EXPERTISE ON EDUCATION FOR SUSTAINABLE DEVELOPMENT

RCE GREATER GOMBAK

JOURNEY TOWARDS

HOLISTIC COMMUNITY TRANSFORMATION

Edited by

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RCE G2 Real-world Lab

The concept of a real-world lab works on the basis of a longer term supportive structure instead of a pure project-based or case study approach. The lab is designed to facilitate transformation beyond a singular intervention, oriented towards sustainable development and related goals emphasising on the education aspect.

**RCE G2@
IIUM Kuantan**
Real-world Lab for Sustainable Health



**RCE G2@
IIUM Pagoh**
Real-world Lab for Edu-Tourism

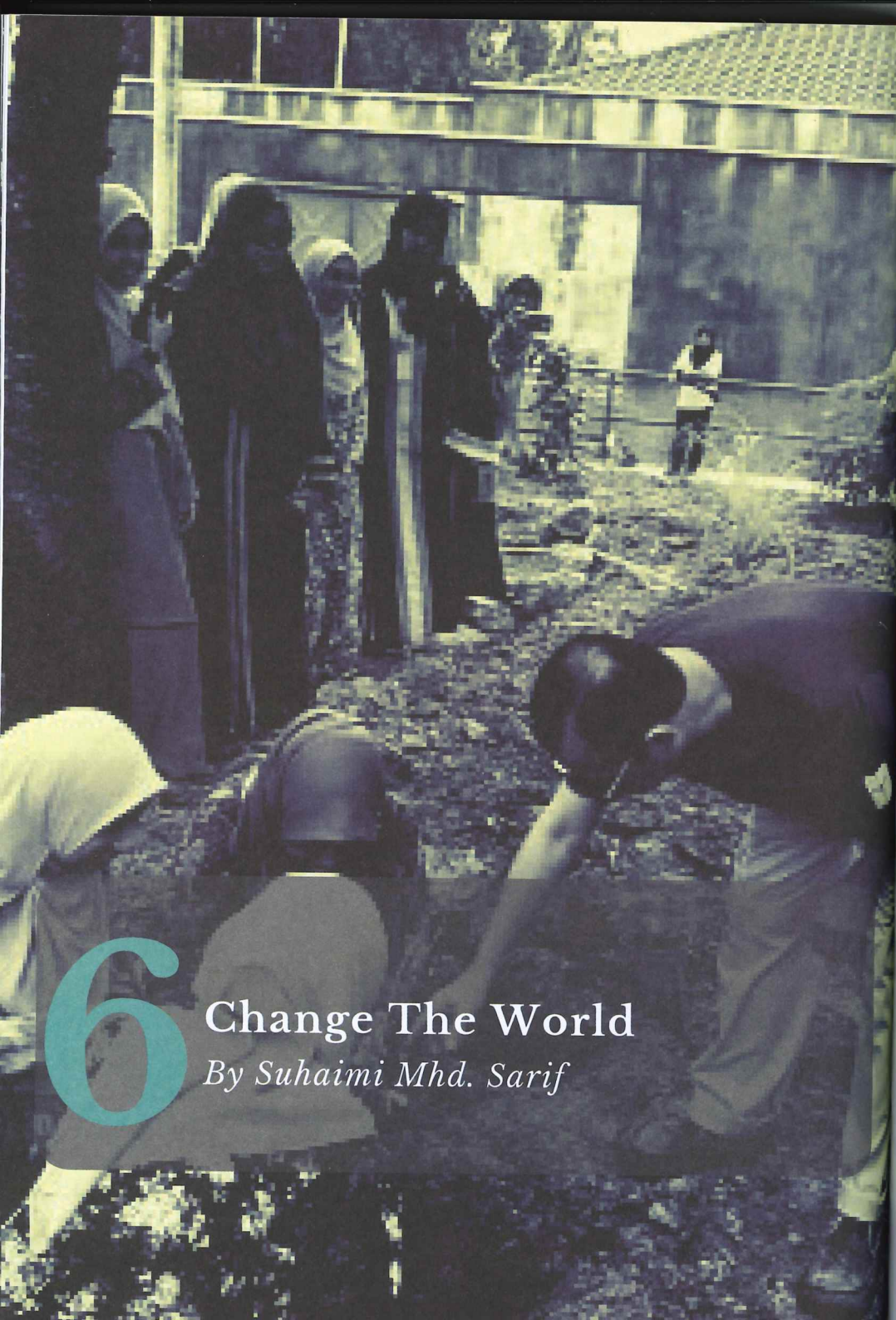
**RCE G2@
IPGTAA
Kuala Lipis**

Real-world Lab for
Indigenous Knowledge



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Change The World

By Suhaimi Mhd. Sarif

Introduction

According to a report by the National Solid Waste Management Department (Jabatan Pengurusan Sisa Pepejal Negara) in 2012, Malaysia produces food waste the highest (31% - 45%) in comparison to other types of waste and 44.5% of food waste come from households (National Solid Waste Management Department, 2013). In addition to that, Solid Waste Corporation of Malaysia (SWCorp) reported in 2015, that the food waste in Malaysia reached 15, 000 tonnes daily including 3,000 tonnes that was still fit for consumption and should not have been discarded (Malaysia Kini, 2016). In 1994, the government had already initiated the privatisation and federalisation of waste management services in Malaysia. However, the issue of food waste management only became the focus of the government in 2015 with the development of a National Strategic Plan for Food Waste Management. The project aimed to divert food waste from entering landfill, to properly treat food waste and to effectively recover gas emissions from landfills. The biggest threat of food waste in landfills is the emission of greenhouse gasses (GHG). GHG can contribute to respiratory diseases from smog and air pollution. Worse scenario, it can also cause climate change by trapping heat (Nunez, 2019). In the hope of controlling the damage from further inflicting the community, a group of academicians, researchers, and experts from International Islamic University Malaysia (IIUM) came together and developed a programme with the focus of reducing household food waste through sustainable vegetable gardens.

The team understood that the cause of household food waste comes from irresponsible consumption. This conclusion can be supported with the aforementioned statistics reported by Malaysiakini in 2016. The team also realised that a circular economy-based project is the best approach to reducing waste sustainably. Hence, "Change The World" was chosen as the name of this project to embody the end result of a simple initiative that could change the world for the better.

Through this project, the community was able to learn about ecology management and started to appreciate flora and fauna. With the obvious reasons of reducing food and kitchen waste and teaching the community to be responsible consumers, vegetable gardens can also help them save money and strengthen relationships through interaction between neighbours and break the individualism of suburban life. Change the World will help the community of Taman Desa Gemilang, Gombak to establish a vegetable garden on idle neighbourhood land. The crops would later be used by the community and in the long run, it would reduce food waste and improve their consumer practices.

Taman Desa Gemilang, Gombak is located at the north-east of IIUM Gombak Campus. The housing area is populated with middle and low income families. Given the density of the population is from housing, businesses and industrial activities, food supply is never a problem. However, the post-consumption effect has become apparent from the increasing volume of food waste produced by the community of Taman Desa Gemilang. Despite this, there are members among the community who are fully conscious of the negative impact and have started initiatives to mitigate irresponsible consumption and food wastage by building their vegetable gardens and composting system. Although efforts by the local community had been made, awareness in sustainability was still lacking. The team addressed this challenge through engagement with Consumer Association Penang (CAP) in which the aspects of responsible consumerism and sustainable solutions was brought to discussion.

Collaboration of Project Partners

Department of Business Administration, Kulliyah of Economics and Management Sciences (KENMS) proposed to collaborate with Consumer Association Penang (CAP) on sustainable development issues related to consumerism. The discourse of consumerism is part of business administration, particularly in the marketing discipline.

Realising the need to transfer the gems from CAP to IIUM, a meeting was set with top management of the university which includes Honourable Rector, Professor Emeritus Tan Sri Dato' Dzulkifli Abdul Razak. The meeting was fruitful with the outcome that a Tawhidic paradigm was recommended as an objective to manifest fundamental duties of humans as servants and vicegerents of Allah as outlined in Figure 1.

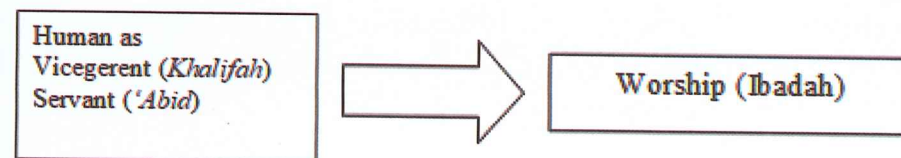


Figure 1

Both lecturers and students have common duties as servants ('ibād al-Rahmān), vicegerents (khulafā' fī al-arḍ) and true believers (al-mu'minūn). The ultimate goal is to worship Allah by giving the best service for the benefit of mankind, creating a balanced and harmonious human. According to Al-Faruqi (1992), humans must be made to understand that they have fulfilled the duty of Divine trust (al-amānah) and obligatory duties (al-furūḍ). Humans have the power of understanding (ulū al-Albāb) when they integrate faith (īmān), knowledge ('ilm) with thinking, feeling and action into obligatory duties (al-furūḍ), roles (al-amānah) and expectations (al-ghāyah).

Consumer Association of Penang (CAP) has vast experience in giving the best service for mankind. The team aims to acquire knowledge ('ilm), experience and wisdom (hikmah) from them. This treasure of knowledge ('ilm), experience and wisdom (hikmah) is very valuable. The treasure (khazānah) at CAP comprised of religious (al-diniyyah), rational (al-'aqlaniyyah), practical religion ('ilm al-mu'amālah). CAP integrates these elements, with God's guided knowledge ('ilm al-shar'iiy) and human's intellectual ('ilm al-'aqliyyah). The ultimate aim of CAP is to bring optimum benefit to human civilisation and protection of human's well-being, wellness, and welfare.

The group postulated that the cooperation between Kulliyah of Economics and Management Sciences IIUM and Consumer Association of Penang could enhance the effort to produce balanced and harmonious humans to advocate for good life and livelihood. KENMS IIUM is in the business of producing graduates with a balance of religion (al-diniyyah), rational (al-‘aqlaniyyah) and human’s intellectual (‘ilm al-‘aqliyyah). However, there is a lack of human intellect (‘ilm al-‘aqliyyah) due to the lack of experience and wisdom (hikmah). Therefore, activists who graduated from KENMS IIUM would be having inadequate practical religion (‘ilm al-mu’amālah).

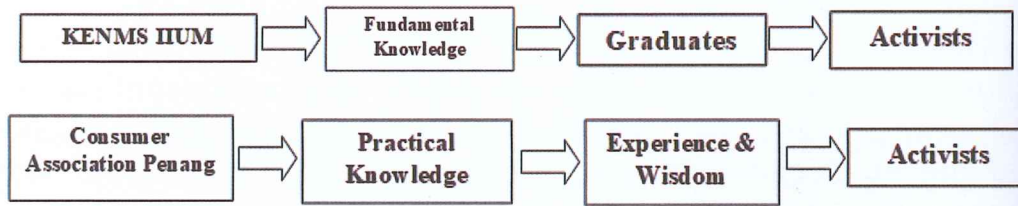


Figure 2

Inspiration from Consumer Association Penang

‘Change The World’ was a manifestation of inspiration gained from a session with Consumer Association Penang (CAP). The precious sharing session by SM Idris highlighted their journey of manifesting Basmalah in their daily life and in the establishment of CAP.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the Name of Allah—the Most Compassionate, Most Merciful.

He lived with this ‘Basmalah’ as the foundation in his activism. Everything is in the name of Allah. Living by the name of Allah with the attributes of ‘Ar-Rahmān’ (the Most Compassionate) and ‘Ar-Rahīm’ (the Most Merciful), the challenges and difficulties in his activism does make him upset or surrender.

The attributes of Allah provided him to work with anyone with common objective, which is to bring mercy to all. In his consumerism activism, anything that is harmful to anyone, it becomes a duty to remove the harm to bring back mercy to humans and human civilisation. Protection and preserving human welfare, wellness and well-being are the duties of all humans. This protection enables the preservation of human existence. The five necessities are faith (dīn), life (nafs), intellect (‘aql), lineage (nasl) and wealth (māl).

In short, SM Idris reflected the foundation of activism with the *Tawhidic* paradigm and guided by *Maqāsid al-Sharī‘ah*.

The session included a tour to the gallery of books and exhibition materials and a site visit on the urban vegetable garden at the backyard of the association. The advocacy of healthy consumerism is a call for people to protect their life. Protection of life (*hifz al-nafs*) is a necessity (*daruriyyāt*) of human existence. Unhealthy food consumption and unhealthy lifestyle led to various medical conditions such as gallstone, diabetes, and arthritis. This effort requires persistency and consistency and SM Idris imbued the effort with the spirit of *Basmalah*. CAP develops volunteers and research to continue with advocacy efforts.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

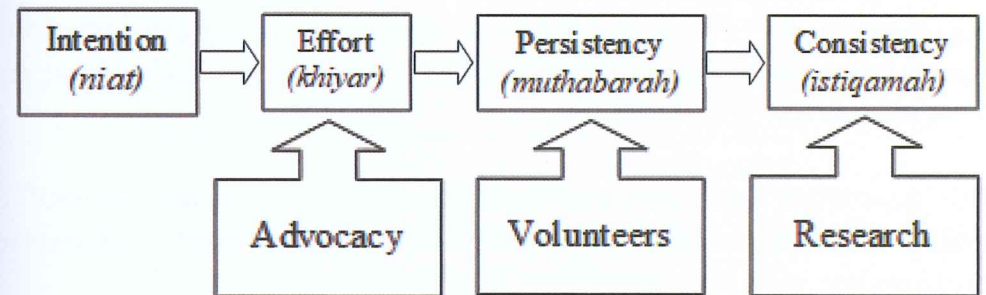


Figure 3

CAP and the Vegetable Gardens

Vegetable garden allows for empty lands to be cultivated with vegetables. People could enjoy healthy life through gardening activities and consume fresh vegetables. Food waste from the kitchen is readily available for fertilizers. CAP starts work with Basmalah, progresses with Basmalah, shares with Basmalah and enhances with Basmalah. 'In the name of Allah' means faith and obedience. Obedience with faith allows for piety (taqwa) in the forms of fear and hope. As for Basmalah with human, it recognises love and care in the forms of peace (sakinah), affection (mawaddah) and mercy (rahmah). The Basmalah for other creatures or the environment recognises responsibility in the forms of trust, duties, and expectations.

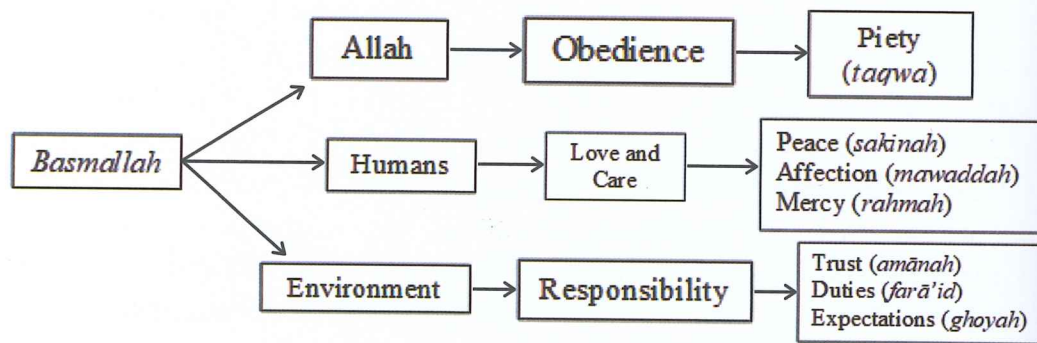


Figure 4

The team was impressed with the 'recyclable' approach used for the urban vegetable garden at the association. The team discovered few areas that could be replicated in the campus to bring institutional change into practice such as curriculum development, advocacy and the vegetable garden.

With Basmalah reflection learned from CAP, the team decided to pursue with "Change The World" project through curriculum development, advocacy and vegetable garden.

Establishing The Vegetable Garden

'Change the World Vegetable Garden' project proposal was well-received by the university authority, mainly the Development Division of IIUM and Daya Bersih. This is a showcase of how the Whole Institution Transformation towards sustainability took place on operational level. Upon agreement between the Department of Business Administration, Development Division and Daya Bersih, the first task was to convert the designated area into "Change the World" vegetable garden.

Engaging the Students

The transfer of knowledge occurred in the classroom through various decision-making techniques namely brainstorming, Nominal Group Technique and Shura. The discussion required students to apply strategic management and decision science knowledge. The second transfer of knowledge was through practice. All students in strategic management attended the fieldwork of knowledge transfer from landscape specialists of IIUM Development Division and Daya Bersih Sdn. Bhd.. The engaging session was impressive when students were applying knowledge in the classroom into the fieldwork. As a result from the engagement with students, the students managed to conduct a few projects which replicated responsible consumption lessons from the "Change The World" project.

No	Topic	Objectives	Expected Outcome/Outcome
1	Education consumers	To provide education for all	Able to know between useful and harmful consumerism to a group of teenagers
2	Nutritious food consumption	To differentiate between junk food and nutritious food consumption	Able to provide knowledge about nutritious food consumption for a group of students
3	Internet usage	To be disciplined in internet usage	Able to use internet wisely and responsibly
4	Cashless transactions	To practice cashless transactions	At least 30% students to use cashless transactions
5	Reusable food containers	To reduce usage of plastic containers	At least 30% students to use reusable food containers
6	Plain water consumption	To encourage more plain water consumption	80% students consume plain water
7	Friendship	To establish bonding with people from different races	80% students makes friends from different races
8	Crowd funding from Recycling	To raise fund from selling of recycle items	80% of classmates collect recycle items and sell them to contribute to charity
9	Homelessness	To give awareness to people the feeling of being homelessness	All classmates are given awareness about homelessness
10	Breakfast consumption	To give awareness on importance of taking breakfast	All classmates are given awareness the importance of breakfast: · Boost energy · Helps control weight · Boost brainpower
11	Halal diet consumption	To encourage in making halal diet consumption a way of life	All classmates to subscribe to halal diet consumption

Table 1: Students' "Change the World" Projects

Engaging the Community

The Department invited nearby communities to learn about growing and developing urban vegetable growing. The interaction enables the department to facilitate transfer and sharing of knowledge on vegetable garden between the gardening experts from IIUM and the community, including the indigenous knowledge about home gardening. Members of the project also learned something from the community on effective and practical ways of maintaining vegetable gardens.

Curriculum Development

A curriculum based on the whole 'Change The World' project was developed. An elective course, namely MGT 2011 Sustainability: Society and Business was designed and successfully conducted beginning from September 2020. There were 16 students enrolled and they successfully completed the course. The synopsis of the course is illustrated in Figure 5.

COURSE OUTLINE

1. **Course Title:** Sustainability: Society and Business
2. **Course Code:** MGT 2011
3. **Credit Value:** 3
4. **MQF Level:** 6
5. **Affected Batch:** Semester 1, 2020/2021 onward
6. **Centre of Studies:** Kulliyah of Economics and Management Sciences
7. **Department/Unit:** Business Administration
8. **Course Synopsis:** This course provides a comprehensive introduction to developing knowledge on sustainable goal for society and business. Firstly, it provides an introduction to sustainability. Then it defines the social, human and economic dimensions of sustainability from an Islamic perspective. Secondly, it focuses on achieving knowledge on specific sustainability topics which go well beyond natural resource extraction and use. They are linked to environmental indicators such as water quality and ecosystem diversity, and social indicators such as human health and economic growth. Finally, this course highlights opportunities for the transition towards sustainable society and business, a key element in achieving sustainable development.
9. **Course Classification within the Curriculum:** Elective
10. **Prerequisite(s) (if any):** None

Figure 5

Advocacy

The advocacy part of the project was manifested through education on consumerism. A two-hour interactive session was conducted with the aim to encourage IIUM community to practice responsible consumption, especially in the fasting month of Ramadan. The 'Change The World' vegetable garden was then visited by several people including the representatives from CAP and Daya Bersih. DBSB also contributed fertilisers made from food waste from several cafes on campus.

Learning from Others

The group also visited a nearby nursery to learn about vegetable gardening. The educational trip was very productive. Members learned some techniques on sustaining vegetable gardens.



Members of the project visited nearby nursery

IIUM Hon Rector, Professor Emeritus Tan Sri Dato' Dzulkifli Abdul Razak visited the garden on 8th of August 2019 to witness the progress of the garden.



Tan Sri Rector demonstrated some indigenous ways of planting some plants to the staff and students.

Manifestation of Whole Community Transformation and IIUM Agenda

Some residents from Desa Gemilang who acquired knowledge and experience from the garden replicated the project at their respective home garden. Taman Desa Gemilang is located 3 kilometers from IIUM Gombak campus. The housing estate is located within Kampung Sungai Pusu and has been occupied since November 2007. The land was part of Kampung Sungai Pusu. There are more than 300 terrace houses in Taman Desa Gemilang with approximately 800 residents. Most of the residents are employed in private and public sectors. Even though the housing estate is near to IIUM Gombak, only a handful of the residents are staff of IIUM. The main entity that represented the community is Persatuan Penduduk Taman Desa Gemilang. There is a surau that is managed by Jawatankuasa Surau Fatimah Az-Zahra' appointed by Selangor Islamic Council. Besides the two entities, there is another entity known as Kawasan Rukuntetangga Taman Desa Gemilang under the purview of the National Unity Department. The garden yielded fresh and healthy edible vegetables and fruits. The cassava gave the community both the leaves and the fruit.

Sejahtera Academic Framework and Change The World

This project learned about the practice of Basmalah for more than 40 years in the advocacy for goodness at Consumer Association of Penang (CAP). Basmalah has driven CAP to be consistent and persistent in advocating goodness, particularly in consumerism (Figure 4).

In comparison between the practice of Basmalah framework at CAP for more than 40 years and the Sejahtera Academic Framework experience for 38 years (since 1983), the similarity for both is to spread mercy to humanity through dedicated and persistent efforts.

	IIUM Sejahtera Academic Framework	CAP Basmallah Framework
1	<i>maqasid al-shariah, protecting faith, life, knowledge, wealth and lineage</i>	In the name of Allah Al-Rahman (Most Compassionate) Al-Rahim (Most Merciful)
2	vision and mission statements	General goodness in consumerism
3	learning activities *learning to know *learning to do *learning to live together *learning to be *learning to become	Advocacy, Research and Education *learning to know *learning to do *learning to live together
4	formal academic programmes	Not available
5	non-formal academic programmes	Informal Education
6	eco-system (bi'ah) through pedagogy, social spaces, provision of facilities, and support systems	Not available
7	Philosophy or guideline in producing balanced graduates (physical, emotion, spiritual, intellect, socialisation, environment, servants of Allah) in executing duties as vicegerants (khālifah), trust (amānah), knowledge acquisition (iqra'), mercy (rahmatan lil-ālamīn)	Not specific

Table 2

This project aims to practice Basmalah as proven by CAP with IIUM Sejahtera Academic Framework through responsible consumption by being careful in spending groceries and being responsible for kitchen waste. The project is managed by students and staff of Kulliyah of Economics and Management Sciences. This community is familiar with responsible spending and consumption. The knowledge in Economics and Management Sciences integrated with ecological knowledge taught people to learn about the coexistence of people and other living things as in line with the spirit of ESD. The partnership with the community reflects the sociology of neighbourhood through vegetable farming projects which breaks the individualism of suburban life. The key activities are backyard home vegetable gardens, benefiting idle lands in neighbourhood and neighbourhood social activities in backyards and idle lands for vegetable farming. With the participation of 150 academic audiences (staff and students), the project produced 10 community vegetable gardens, and 10 community projects conducted by students at their respective homes.

This project has incorporated a portion of IIUM Sejahtera Academic Framework in the “Change the World” project from March 2019 – December 2020.

IIUM Sejahtera Academic Framework	Change the World
1 <i>maqasid al-shariah, protecting faith, life, knowledge, wealth and lineage</i>	Protection of life with responsible consumption and healthy life style (150 participants) Protection of wealth with no waste and optimisation of income (150 participants and 10 communities)
2 vision and mission statements	Tawhidic paradigm and Basmallah
3 learning activities *learning to know *learning to do *learning to live together *learning to be *learning to become	Learning activities *learning to know – vegetable garden *learning to do – gardening with community *learning to live together – healthy life *learning to be – not yet *learning to become – not yet
4 formal academic programmes	MGT 2011 Sustainability: Business and Society
5 non-formal academic programmes	Vegetable gardening
6 eco-system (bi'ah) through pedagogy, social spaces, provision of facilities, and support systems	Flagship projects Istidamah
7 Philosophy or guideline in producing balanced graduates (physical, emotion, spiritual, intellect, socialisation, environment, servants of Allah) in executing duties as vicegerants (khālifah), trust (amānah), knowledge acquisition (iqra'), mercy (rahmatan lil-ālamīn)	Not yet quantified.

Table 3

Conclusion

This project manifested Education for Sustainable Development through formal and informal education programmes. The most notable programme is the home vegetable gardening by staff, students and communities. This project is also strengthened by the development of an elective course, Sustainability: Society and Business, showcasing the integration into formal curriculum. The project is primarily driven by Tawhidic paradigm, maqāṣid al-sharī'ah and Basmalah orientation before the introduction of IIUM Sejahtera Academic Framework in August 2020. Although this project has undergone a remarkable journey and has been acknowledged as an Outstanding Flagship Project by RCE Awards 2020, the efforts to continuously improve the project is still taking place and will continue ‘Changing The World’ through Whole-Community Transformation.

