



Sustainable Hospitality Initiatives in Malaysia

We strategically partner with hotels to guide and support them in improving their operations



Transformational Partnership Area

FOOD WASTE



SUSTAINABLE SEAFOOD



PLASTICS



PAPER



Conservation Area

CONTRIBUTION TO WWF-MALAYSIA CONSERVATION EFFORTS

- Based on mutual agreement with the hotel property

PRIORITY FOCUS AREA:

FOOD WASTE



How we produce, consume & waste food is the single biggest threat to nature



USING



69%

FRESHWATER



34%

LAND

& CAUSING



30%

TOPSOIL
EROSION



75%

TROPICAL
DEFORESTATION



25%

GHG
EMISSIONS

OUR CURRENT FOOD SYSTEM IS NOT GOOD FOR HUMAN OR PLANETARY HEALTH



821 MILLION
ARE HUNGRY



1.9 BILLION
ARE OVERWEIGHT



20,000+ SPECIES
OF POLLINATORS AT RISK
FROM AGRICULTURE



93% OF FISH
FISHED TO CRITICAL
LIMITS OR WORSE

YET,
33% OF FOOD
IS WASTED

It is estimated that more than 16,000t of food goes to waste every day in Malaysia

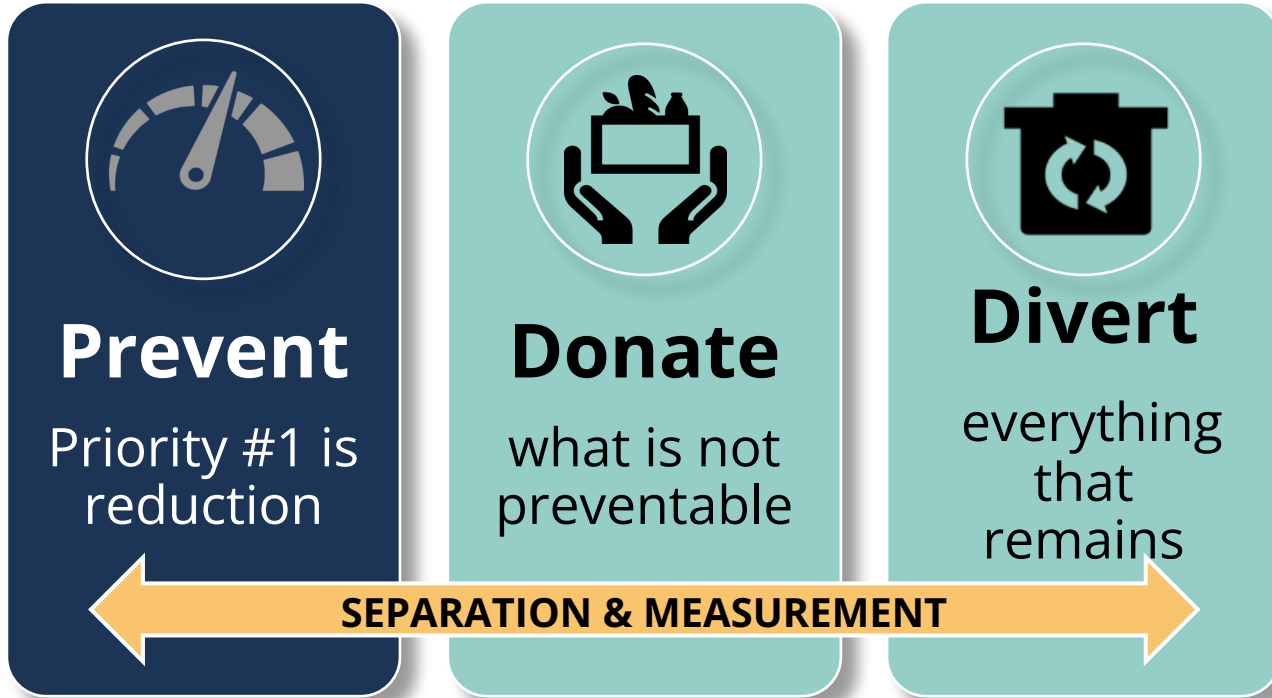


In Malaysia, it is estimated that 30% of food waste happens in customer-facing businesses

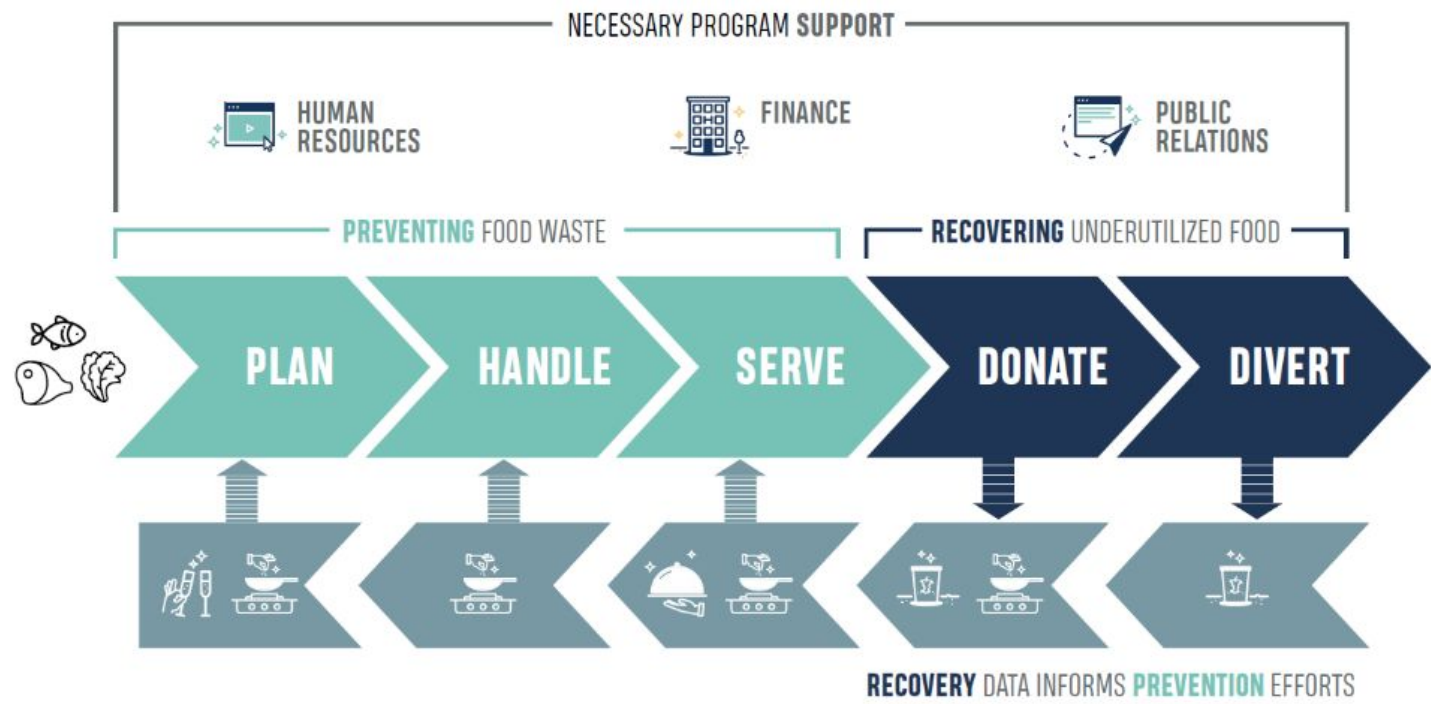


Hotels are an ideal test bed to learn, emphasize and drive waste reduction

The most effective food management strategy is to prevent food waste whenever possible



With partners, we designed a programme to help hotels improve the flow of food in their operations



We join forces with hotels to reduce food waste



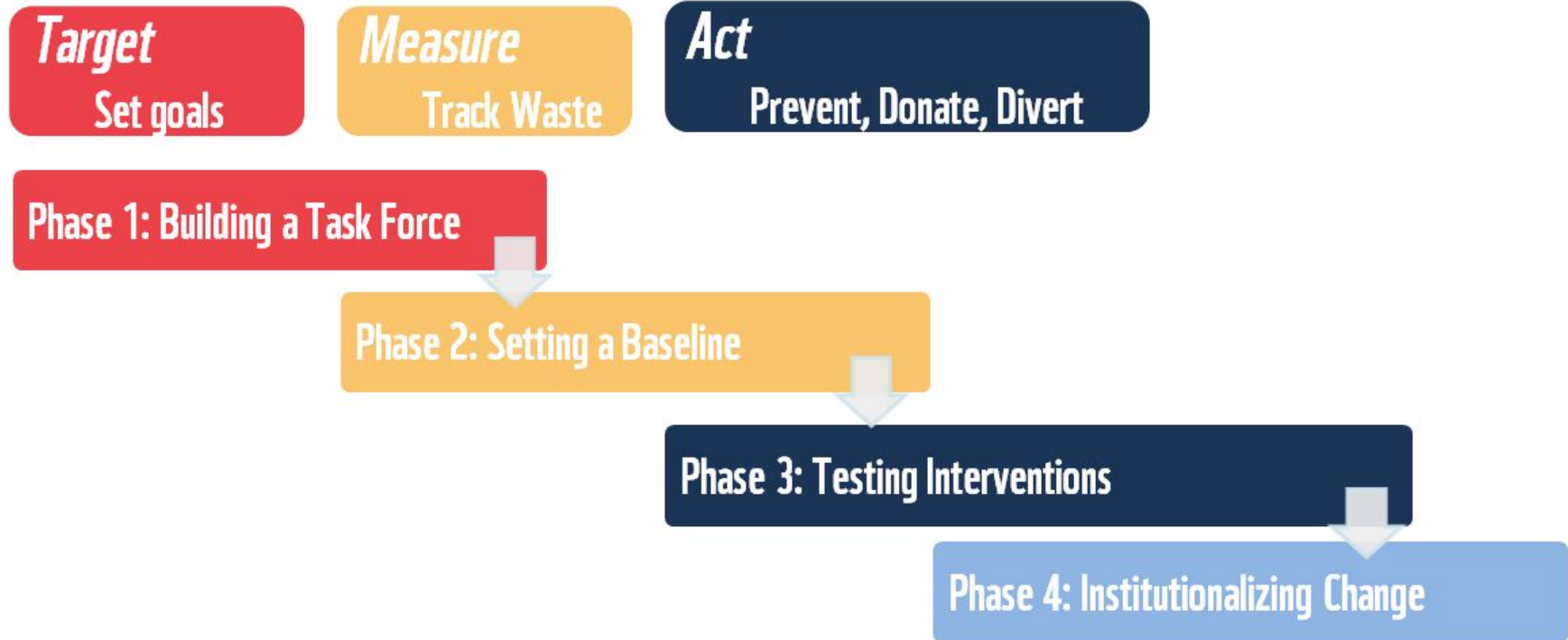
WWF supports hotel properties to address food waste reduction

Hotel properties will:

- **receive training and resources**
- **prevent and better manage food waste**
- **help improve the effectiveness of our engagement**
- **report food waste data to WWF**
- **have the opportunity to be featured in a public case study**



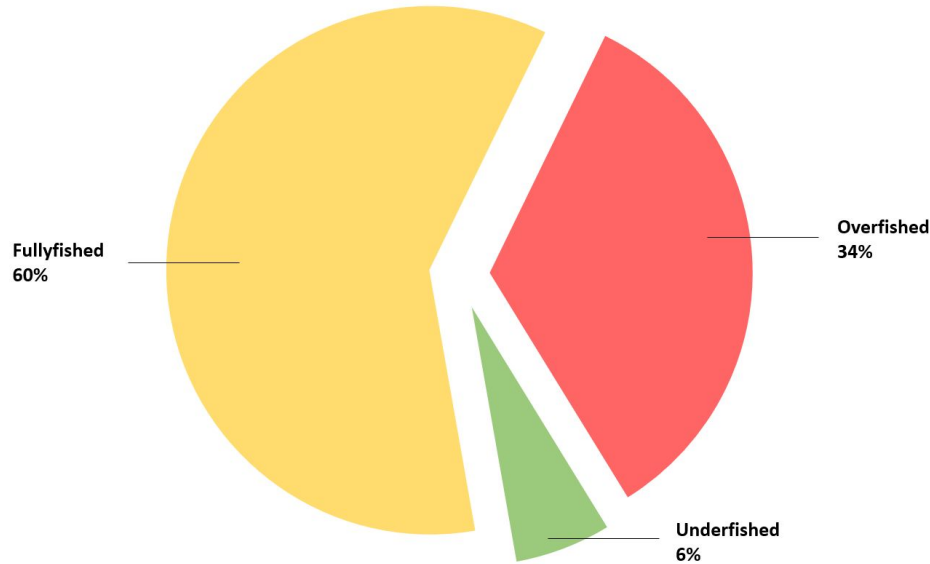
We guide hotels through a stepwise food waste programme with measuring and reporting at its core



**PRIORITY FOCUS AREA:
SEAFOOD (SOURCING)**



The global status of fish stocks is alarming



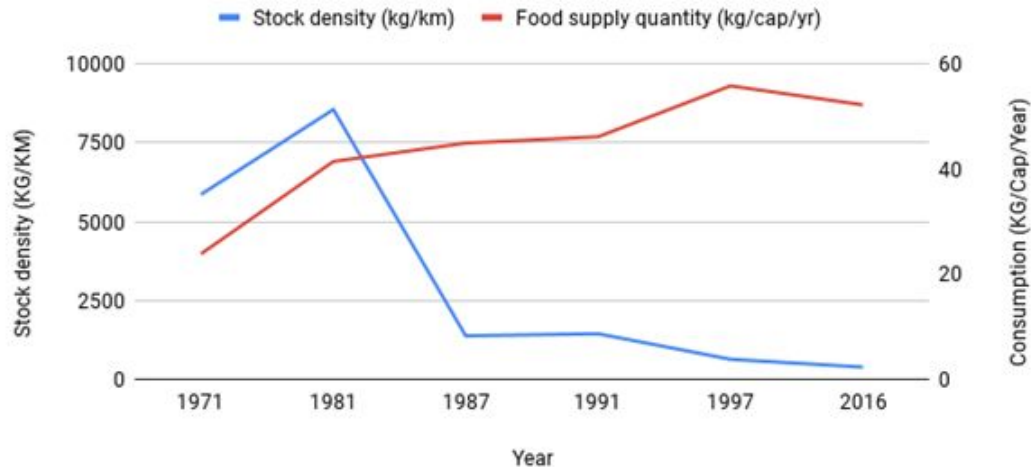
Almost 95% of the world's fish stocks are estimated to be either **overfished** or **fished to their biological limit**.

"In 2014, **aquaculture surpassed** marine fisheries as a source of protein

Demersal Fish Stock VS Seafood Consumption in Malaysia



Demersal Fish Stock Density versus Marine Seafood Consumption in Malaysia



Peninsular Malaysia recorded a 90% drop in fisheries stocks since the 1970s

However, in 2016, Malaysians consumed about 59 kg seafood a year

The consumption rate continues to increase every year

We work on seafood improvement projects aimed to improve local fishing and aquaculture operations



The goal for fishing and aquaculture operations is to become more sustainable and responsible



Aquaculture Improvement Project (AIP)

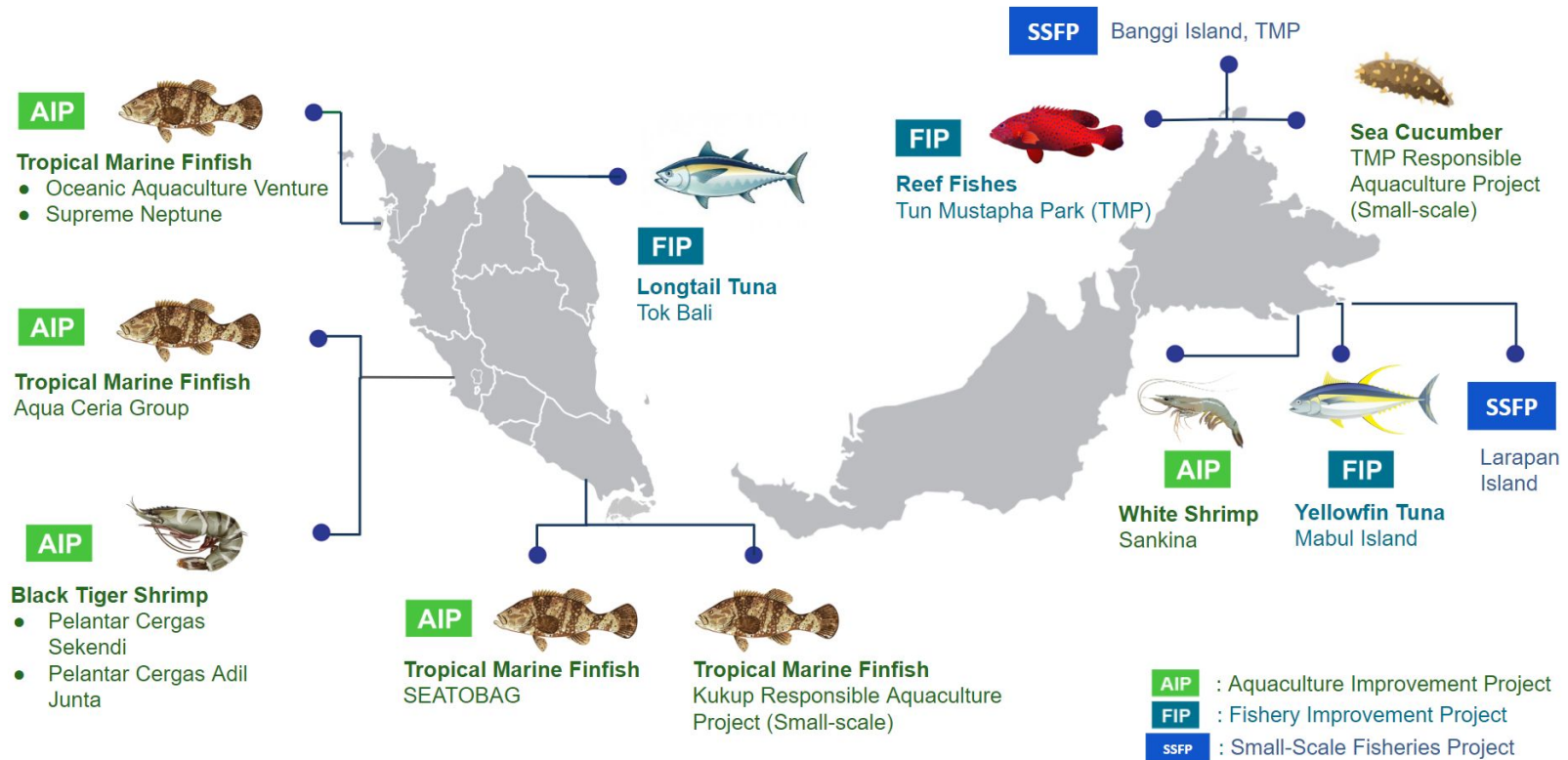
The AIP aims to assist local farmers in improving their farm management through best aquaculture practices in a stepwise approach, according to the principles of the Aquaculture Stewardship Council (ASC) standard.



Fisheries Improvement Project (FIP)

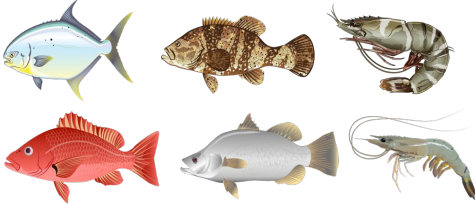
The FIP aims to promote sustainable fisheries according to minimum principles, which cover fishery stocks, ocean ecosystems and fishery management. FIP is unique as it involves collaboration of various stakeholders in the supply chain.

We work on 14 seafood production improvement projects



Available AIP & FIP-produced Seafood in Malaysia



Product Status	AIP: Aquaculture Improvement Project		FIP: Fishery Improvement Project	
		• Pompano • Grouper • Black tiger prawn • Snapper • Seabass • White shrimp		
				• Grouper (wild) • Snapper (wild) • Trevally • Yellowfin tuna
		• Sea cucumber		• Longtail tuna



Products ready for purchase.



Products soon to be ready for purchase.



Project just started.
Products not yet ready for purchase.

We work to improve seafood markets since 2010



S.O.S
Save Our Seafood

2010



2013



2015



2017

**Sustainable
Hospitality
initiative**

2019 -
today

**Hotel Engagements &
Partnerships
until today**

1. Hyatt (MY)
2. Hilton (MY)
3. Shangri-La (MY)
4. Marina Bay Sands (SG)
5. Sofitel Kuala Lumpur Damansara (Accor)
6. The Westin Kuala Lumpur (Marriott)
7. Mandarin Oriental, Kuala Lumpur

2011-12



2014

**Engagement
on
Sustainable
Seafood
Consumption**

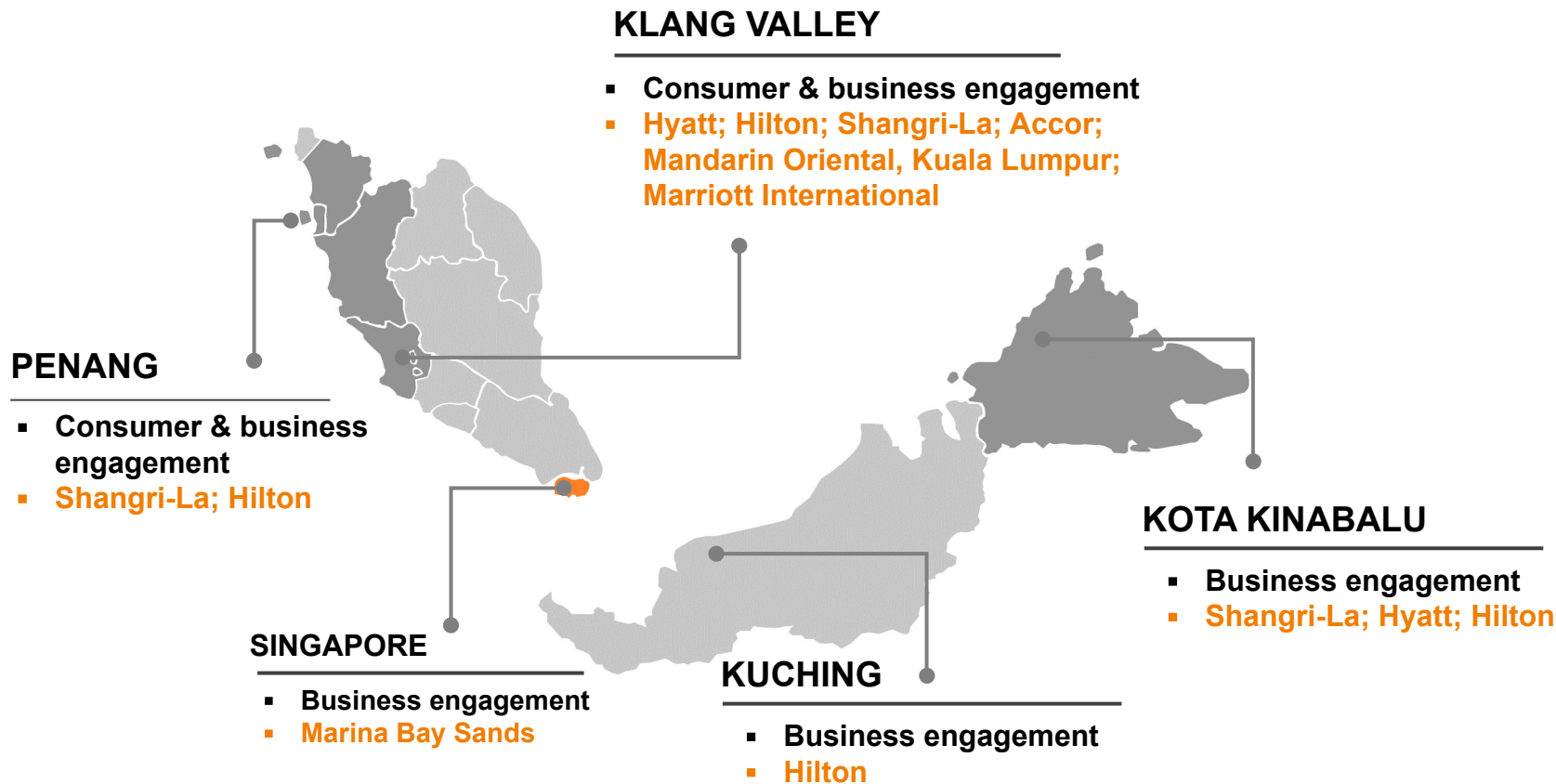
2016



2018



Engaging seafood markets towards sustainability



WWF-Malaysia recommends the following as a key criteria in responsible seafood sourcing



RESPONSIBLE SEAFOOD

Sourced from WWF Fishery & Aquaculture Improvement Projects

FIP

AIP

GREEN-LISTED SEAFOOD

WWF Seafood Guide: Well-managed, sustainable stocks not overexploited

RECOMMENDED

CERTIFIED SEAFOOD

Certified by Aquaculture Stewardship Council (ASC)



YELLOW-LISTED SEAFOOD

WWF Seafood Guide: At risk of becoming unsustainable

THINK TWICE

RED-LISTED SEAFOOD (including SHARKS)

WWF Seafood Guide: From unsustainable & overfished fisheries

AVOID

We support hotels with their sustainable seafood efforts



Hotel properties will:

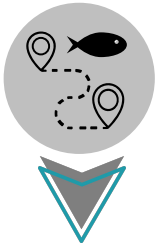
- 1. Conduct a seafood tracking system as a basic practice of seafood traceability**
- 2. Create a seafood sustainability baseline through a preliminary seafood analysis, which provides:**
 - a) An overview of general seafood sustainability status
 - b) Identified gaps in seafood sourcing practices
 - c) Recommendations for continuous improvement
- 3. Receive staff training on sustainable seafood awareness**
- 4. Receive step-by-step guidance to improve seafood sourcing practices**
- 5. Receive continuous support for their responsible seafood sourcing journey**

WWF-MY short-term approach to improve seafood sourcing in hospitality industry

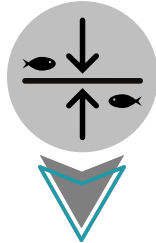


SHORT TERM GOALS

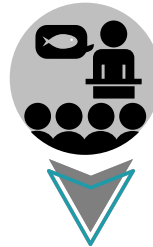
Kickstart a seafood tracking system (basic traceability)



Create a seafood sustainability baseline



Raise awareness on sustainable seafood



Upgrade sourcing practices as recommended by WWF-Malaysia



Gain resourceful support to continue sourcing improvement



TASKS

Conduct a simple restructure of seafood purchasing list

Conduct a preliminary seafood analysis

Provide sustainable seafood awareness training to hotel staff

Improve sourcing practices in stepwise manner

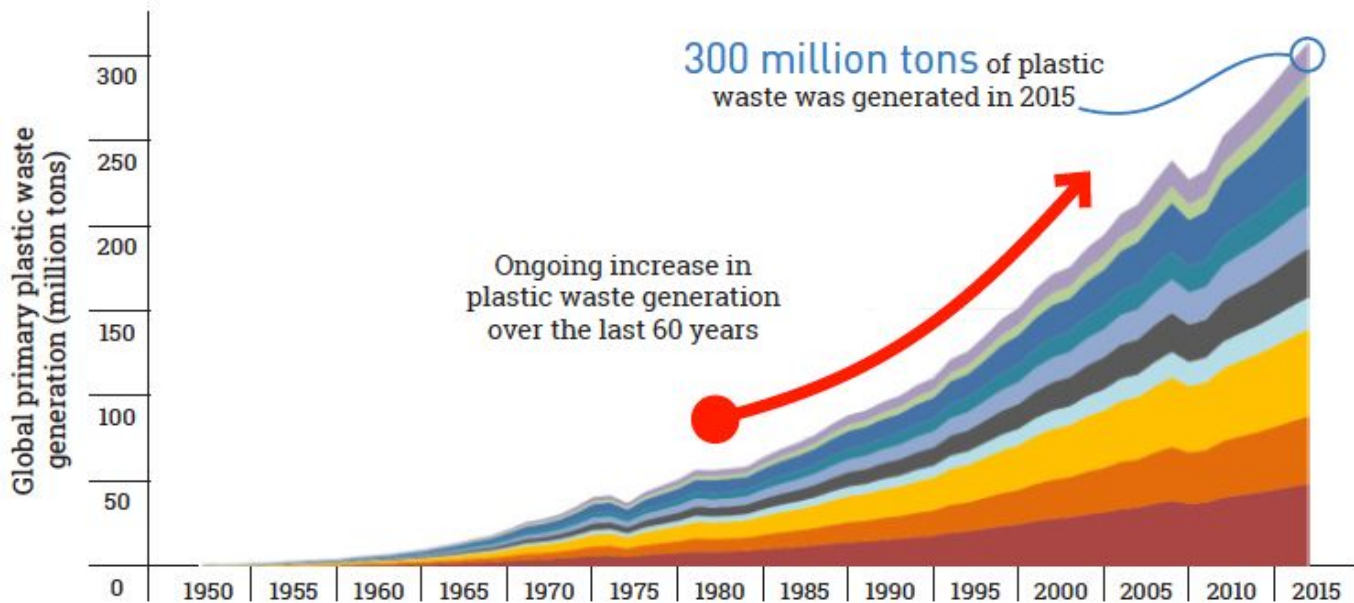
Obtain continuous on-site and virtual support until end of partnership

PRIORITY FOCUS AREA:

PLASTICS



Global Plastic Waste Generation 1950–2015



In 2015, 47% of plastic waste generated globally was plastic packaging waste (UNEP, 2018)

We guide businesses to reduce their plastic footprint



We provide solutions and resources, empowering businesses to reduce their plastic footprint, based on several guiding principles. Together, we brainstorm initiatives which are then rolled out as industry guidelines.



To achieve an overall vision of No Plastics in Nature by 2030, PACT is working towards the following goals:

01

Elimination of all unnecessary plastics

02

Reduction of at least 50% of un-recyclable single-use plastics

03

Removal of plastics from nature by making a net positive impact

04

Support of a circular economy by moving to 100% reusable or recyclable product or packaging design models

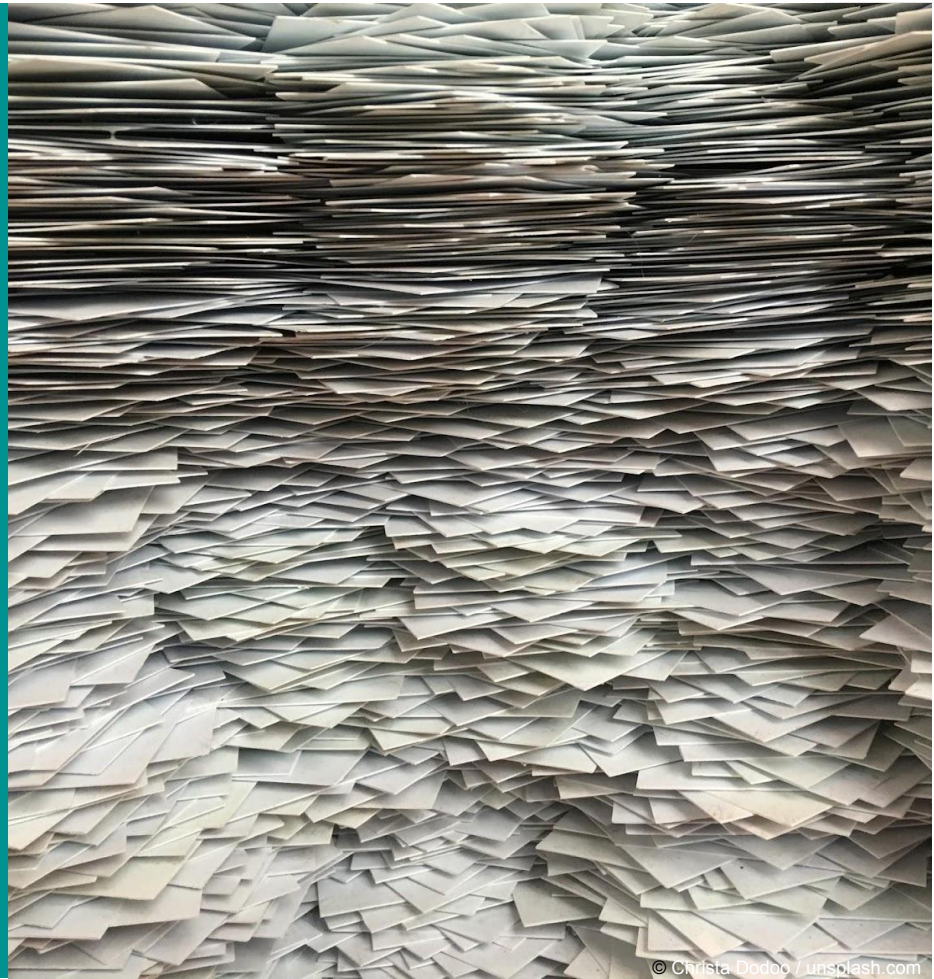
We guide hotels with their plastics reduction efforts



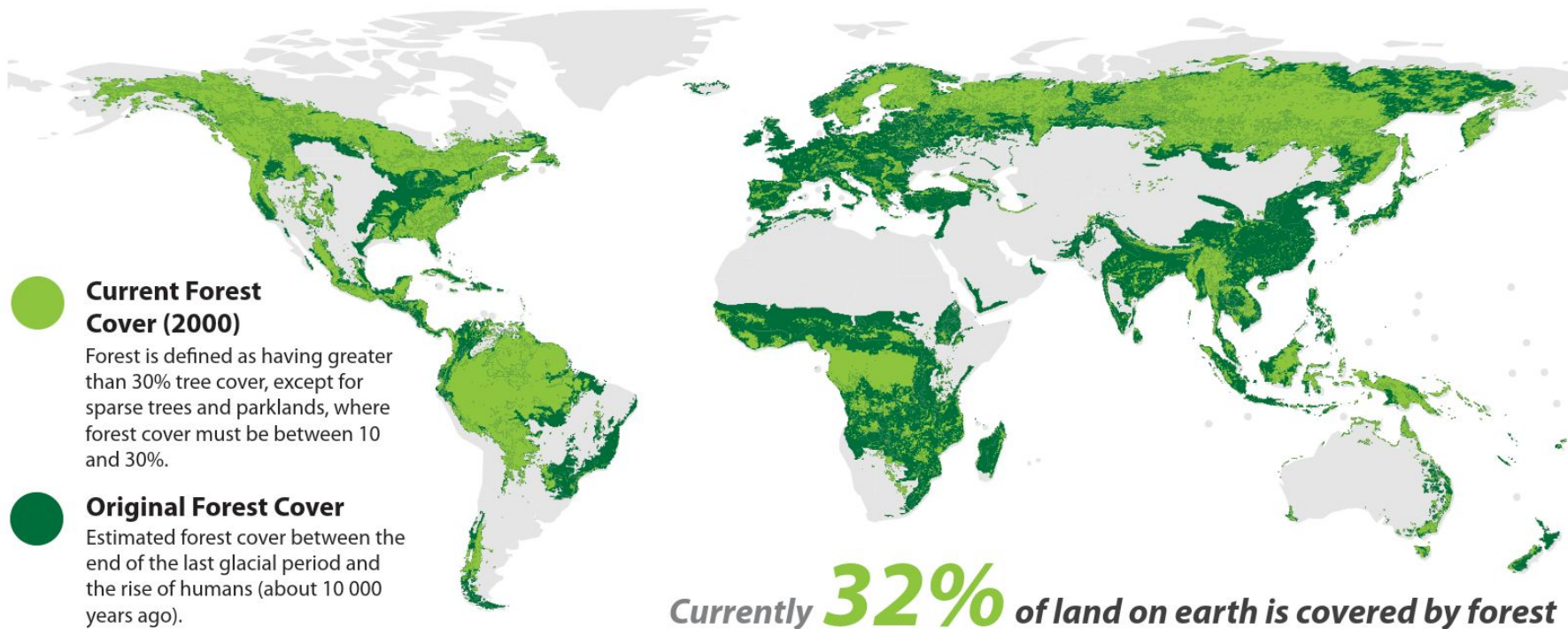
- 1. Baseline measurement of non recyclable single-use plastics**
 - a. Determining plastics that can be eliminated, reduced or converted to sustainable alternatives without affecting business flow
- 2. Investments into imPACT Fund**
 - a. Supporting research and innovation on plastics
- 3. Reducing plastics in an informed manner that improve business operations**
 - a. Determining priority sequence of plastics to be reduced or eliminated with guidance from WWF
 - b. Convert to alternatives recommended by WWF
- 4. Supporting a circular economy**
 - a. Developing necessary infrastructure needed
 - b. Become a leader of change in the industry

PRIORITY FOCUS AREA:

**PAPER AND
WOOD SOURCING**



World Forest Change



Source: UNEP GEO Data Portal, compiled from UNEP-WCMC

Source: UNEP GEO Data Portal, compiled from FAO/FRA, 2005

Why certified products?



Species Diversity



Landscape-
Ecosystem



Ecosystem Service



Ecosystem Habitat



Cultural Value



Community Needs

Protecting the High Conservation Value (HCV) in a forest

Forest Forward – Global Forestry Program



International program



Featured in global platform

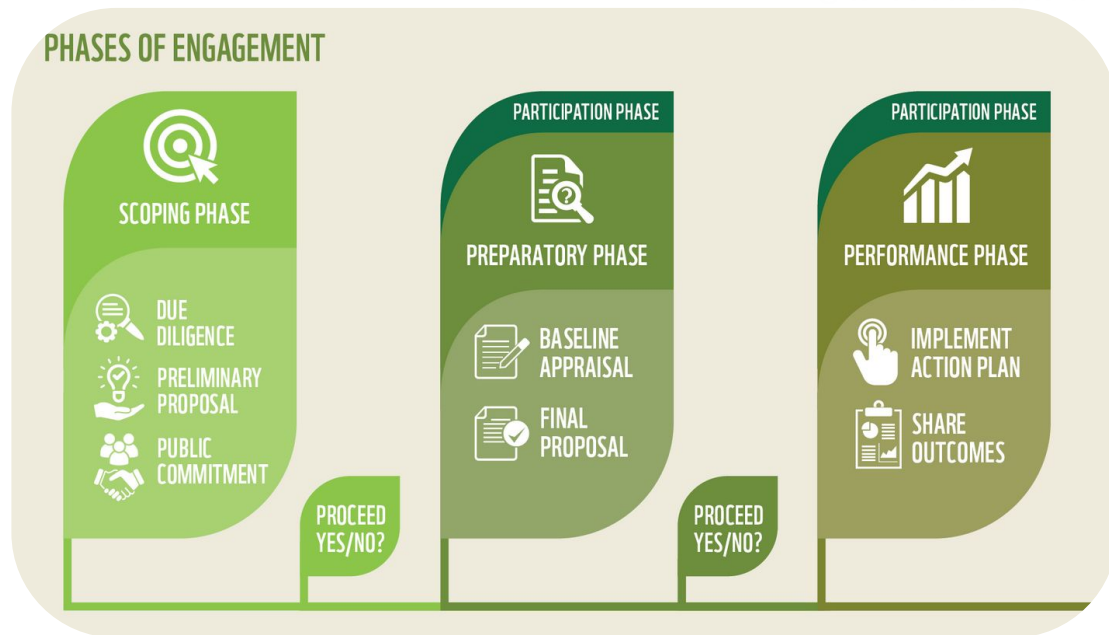


Forest Forward logo for publicity



Transparent

PHASES OF ENGAGEMENT



http://



<https://forestsforward.panda.org/>

We support hotels with their responsible paper and wood sourcing efforts



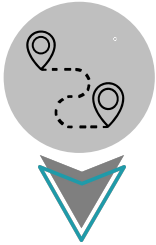
- 1. Paper and/or wood product supply mapping practice**
 - a. Identify the paper and wood product purchase, and the source of materials for the products
- 2. Risk assessment for paper and/or wood product on the source of material**
 - a. Identify if there is any products purchased that are extracted from high risk areas (involving deforestation, social or other environmental issues)
- 3. Switch the purchase to preferred source**
 - a. Explore the options in the market
 - b. Switch the purchase to FSC-certified, or recycled material
- 4. Joining Forest Forward Program (optional)**
 - a. Setting a sourcing target – 70% FSC products by 2024
 - b. Cost sharing, Implementation and reporting

We guide hotels through a stepwise approach to improve paper and/or wood sourcing

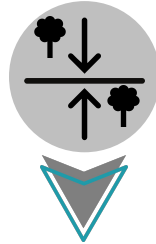


SHORT TERM GOALS

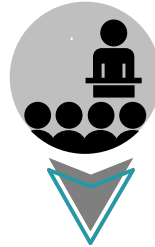
Kickstart a paper/wood tracking system (basic traceability)



Understanding the current supply risk profile



Raise staff awareness on sustainable paper/wood product



Upgrade sourcing practices as recommended by WWF-Malaysia



Gain resourceful support to continue sourcing improvement



TASKS

Identify purchase items, and proceed with supply mapping

Conduct a preliminary analysis

Provide sustainable paper/wood awareness training to hotel staff

Improve sourcing practices in stepwise manner

Obtain continuous on-site and virtual support until end of partnership

THANK YOU

Not a hotel business? Reach out if you're interested to partner with us

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WWF-MALAYSIA

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Working to sustain the natural
world for the benefit of people
and wildlife.

together possible