# UNTIL Malaysia Advisory Panel

## Minutes – 13th February, 2019

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Advisory Panel Meeting #1</th>
<th>13 February 2019, 3:00 PM</th>
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</thead>
</table>
| Guests | Mr. Salem Avan, Director of Global Services Division, OICT, United Nations  
Ms. Dianne Dain, Head of Global Partnerships, UNTIL |
| Co-chairs | Mr. Stefan Priesner  
United Nations Resident Coordinator for Malaysia  
Ms. Surina Shukri  
CEO, Malaysian Digital Economy Corporation (MDEC) |
| Members in Attendance | 1. Mr. Stefan Priesner, UN Resident Coordinator for Malaysia  
2. Dato’ Sri Idris Jala, President & CEO of PEMANDU Associates  
3. Ms. Shahira Ahmed Bazari, Managing Director of Yayasan Hasanah  
4. Mr. Evan Cheah, Executive Vice President of Sunway Group  
5. Mr. Freddy Lee, CTO of IBM Malaysia  
6. Mr. Subrato Basu, Vice President of Research Board  
7. Mr. Prem Nair, Head of Asian Operations, UNTIL  
8. Ms. Shasha Kartini Ridzam, Head of Global Affairs, AirAsia Group (Alternate Member to Ms. Aireen Omar)  
9. Mr. Ziad Razak, EVP & Partner of PEMANDU Associates (Alternate Member to Dato’ Sri Idris Jala)  
10. Mr. Redza Arbee, UNTIL Malaysia (Alternate Member to Mr. Prem Nair)  
11. Mr. Norhizam Abdul Kadir, Vice President of Malaysian Digital Economy Corporation (MDEC) (Representative of Ms. Surina Shukri and Dato’ Ng Wan Peng) |
| Apologies | 1. Ms. Surina Shukri, CEO of Malaysian Digital Economy Corporation (MDEC)  
2. Ms. Aireen Omar, Deputy Group CEO of AirAsia Group  
3. Mr. Matt Van Leeuwen, Director of Sunway Group (Alternate Member to Mr. Evan Cheah)  
4. Dato’ Ng Wan Peng, COO of Malaysian Digital Economy Corporation (MDEC) (Alternate Member to Ms. Surina Shukri) |

### Agenda points include:

<table>
<thead>
<tr>
<th>Introduction of Co-chair and Advisory Panel Members</th>
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<tr>
<td>1. Welcome Remarks by Mr. Stefan Priesner.</td>
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<tr>
<td>2. Mr. Salem Avan, Director of Global Services Division, OICT, United Nations was invited to address and inaugurate the first UNTIL Malaysia Advisory Panel.</td>
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<td>3. Mr. Salem Avan shared the inception of the UNTIL initiative.</td>
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<td>4. Agenda (in Annex) was adopted.</td>
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5. UNTIL Malaysia Advisory Panel Co-chair was designated. Mr. Stefan Priesner chaired this meeting.

6. Mr. Stefan Priesner initiated the “Tour de Table” of the Advisory Panel Members.

7. Mr. Stefan Priesner acknowledge the absence of Mses. Surina Shukri and Aireen Omar. Also acknowledged the appointment of Ms. Surina Shukri as a Co-chair of the Advisory Panel.

8. UNTIL Malaysia Advisory Panel Members and Alternates were appointed and adopted.

9. UNTIL Malaysia Advisory Panel Terms of Reference (ToR) were reviewed and endorsed. Mr. Stefan Priesner acknowledged that the ToR is a working document and the Members can provide any comment or feedback to Mr. Redza Arbee for any updates.

10. Mr. Stefan Priesner introduced Mr. Salem Avan to provide global UNTIL overview and updates.

11. Dato’ Sri Idris Jala asked for description of “lab” in UNTIL.

12. Mr. Salem Avan responded stating that it is intended to bring together partners to solve multi-dimensional problems.

13. Mr. Stefan Priesner stated that there are various UN outfits which can work complimentarily with UNTIL in terms of digital innovation.

Review of UNTIL Malaysia progress and endorsement of the UNTIL Malaysia pipeline for 2019:

1. Mr. Stefan Priesner invited Mr. Prem Nair to provide an overview of UNTIL Malaysian and review its current progress.

2. Ms. Shahira Ahmed Bazari inquired as to the composition of the lab in terms of its thematic areas.

3. Messrs. Subrato Basu and Prem Nair mentioned that it was done through an ideation workshop and with input from Bain and Co.

4. Mr. Stefan Priesner responded and Mr. Salem Avan acknowledged that the thematic areas are not cast in stone.

5. Mr. Prem Nair also stated that the ideal situation would be for the solutions from UNTIL to go global.

6. Mr. Prem Nair provided an overview on the Ethical Fashion project. The intent is to bring transparency, awareness, in supply chain using blockchain.

7. Dato’ Sri Idris Jala inquired as to when the Panel will be able to see the actual Proof of Concept platform.

8. Mr. Prem Nair stated that UNTIL Malaysia currently has the technical version and currently working on the wrapper or design of the platform.
9. Mr. Freddy Lee inquired as to whether the Panel will have access to the architecture so that they can comment on the scalability of the platform.

10. Mr. Prem Nair stated that this will definitely be shared as the Panel’s input would be greatly appreciated.

11. Mr. Prem Nair shared an overview of the Sustainable Tourism project.

12. Mr. Norhizam Abdul Kadir mentioned that MDEC tried to do something similar in the past called TravelBuddy but they faced many hurdles: they found out that the tourism sector in Malaysia are strongly linked with cartels that get preferential treatment and government incentives. The smaller scale operations like the “mom and pop” set up are unable to tap into the ecosystem. He also mentioned that perhaps UN may be more successful in overcoming this. He also said that MDEC is happy to share details of the TravelBuddy platform for any learnings, etc.

13. Ms. Shahira Ahmed Bazari shared an example of an island in Sabah called Kota Belut where the local communities are being left behind and not getting any benefits from tourism.

14. Ms. Dianne Dain shared that there is a platform called Envirate which enables users to provide ratings to their local ecosystem. The panel agreed that this may be an angle worth looking into for the Sustainable Tourism project.

15. Mr. Prem Nair invited Mr. Redza Arbee to provide inputs around the pipeline for UNTIL Malaysia.

16. Mr. Redza Arbee shared the events and project pipelines to the panel. In terms of the Global Startup Challenge, UNTIL Malaysia is aiming some time in early Q4.

17. Messrs. Stefan Priesner and Salem Avan thanked the panel for their participation and proposed for the next meeting date to be 25th of June.

18. The Panel Members adjourned for the photo session.

Action Items:

1) UNTIL Malaysia to share with the Panel on the actual Proof of Concept for the Ethical Fashion platform for feedback and comments.

2) MDEC to share more information on the TravelBuddy platform.
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<tr>
<th>Co-Chair</th>
<th>Mr. Stefan Priesner</th>
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<tr>
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<td>CEO, Malaysia Digital Economy Corporation</td>
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<td>Alternate Co-Chair</td>
<td>Dato’ Ng Wan Peng</td>
<td>COO, Malaysia Digital Economy Corporation</td>
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<td>Deputy Group CEO, AirAsia Group</td>
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<td>Executive Vice President, Sunway Group</td>
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<td>Mr. Matt Van Leeuwen</td>
<td>Director, Sunway Innovation Labs</td>
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<td>Vice President, Research Board</td>
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<td>UNTIL Malaysia</td>
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Welcome Remarks

Salem Avan
Director, Global Innovation Division, UNIC
United Nations, New York

- Inauguration of UNTIL Malaysia Advisory Panel
- UNTIL Global Mission
- Thoughts on UNTIL Malaysia

Agenda 13th of Feb, 2019

Introductions
- Stefan Priesner
- Salem Avan

Progress
- UNTIL Updates from Finland & Egypt
- Updates from New Locations

Malaysia
- UNTIL Malaysia Mission
- Ongoing Initiatives:
  - Circular Economy
  - Sustainable Tourism
  - Digital Heritage
  - Predictability

Pipeline
- Events:
  - Innovation Challenge
  - Startup Challenge
  - Food Security & SDG Awareness
- Projects:
  - Circular Economy
  - Digital Heritage
  - Predictability

Other Matters
- Stefan Priesner
- Agree on Next Meeting Date
- Any Other Business
### Appointment of Panelists & Brief Introductions

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<tr>
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<tr>
<td>Mr. Stefan Pietsch</td>
<td>United Nations Resident Coordinator for Malaysia</td>
<td>UNITED NATIONS</td>
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<tr>
<td>Ms. Suhita Shukri</td>
<td>Chief Executive Officer</td>
<td>MDEC</td>
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<tr>
<td>Ms. Aileen Omar</td>
<td>Deputy Group CEO</td>
<td>AIRASIA GROUP</td>
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<td>PEMANDU ASSOCIATES</td>
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<td>YAYASAN HASANAH</td>
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<td>Mr. Euan Cheah</td>
<td>Executive Vice President</td>
<td>SUNWAY GROUP</td>
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<tr>
<td>Mr. Freddy Lee</td>
<td>Chief Technology Officer</td>
<td>IBM MALAYSIA</td>
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<tr>
<td>Mr. Subrato Basu</td>
<td>Vice President</td>
<td>RESEARCH BOARD</td>
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<tr>
<td>Mr. Prem Nair</td>
<td>Head of Asian Operations (UNTA)</td>
<td>UNITED NATIONS</td>
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### Panelist Alternates

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<tr>
<td>Mr. Matt Van Leeuwen</td>
<td>Director</td>
<td>SUNWAY GROUP</td>
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<tr>
<td>Ms. Shazia Kartini Radzam</td>
<td>Head of Global Affairs</td>
<td>AIRASIA GROUP</td>
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<td>Mr. Ziad Razak</td>
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<td>PEMANDU ASSOCIATES</td>
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<tr>
<td>Mr. Redza Arbee</td>
<td>Head of Partnerships (UNITIL, Malaysia)</td>
<td>UNITED NATIONS</td>
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<tr>
<td>Dato'ng Wei Peng</td>
<td>Vice President</td>
<td>MDEC</td>
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<tr>
<td>Mr. Norhizam Abdul Kadir</td>
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Unable to attend, with apologies:
Global Trends

CHALLENGE: Who can we trust?

- Transparency
  Increasing demand for transparency
- Delivery
  Increasing demand for speed of delivery
- Awareness
  Increasing awareness of the true cost of the fashion industry
- Digital
  Increasing rate of digital disruption

Definition: Ethical & Sustainable Fashion

- FAIRNESS: We want ethical treatment of labour
- SUSTAINABLE: We don’t want it to negatively impact the environment and local ecosystems
- CIRCULAR: We want zero waste in production, logistics, and consumption
POC: EF Blockchain Platform

- Database: Help all players list on a trusted platform
- Storyline: Store the value chain of an EF product
- Purchase: Users can buy directly from the supplier
- Blockchain: All transactions will be hosted and decentralized

Intended Outcome: Sustainable Tourism Initiative

- **01**: Businesses and local communities working together proactively as custodians of their natural ecosystems.
- **02**: Afford end users with a trusted platform with a searchable listing of sustainable tourism operators.
Sustainable Tourism Initiative

POC: Market Access Platform
ST Guidelines Lab

Rally Relevant Players
1) Determine how to rank ST operators (e.g., robots, travel guidance, activities, etc.) with appropriate number of green roads.
2) Determine the kind of categories to evaluate (e.g., construction, operations, maintenance, materials, F&B, delivery of services, etc.)
3) Guidelines should be able to evolve where relevant.

Events Pipeline

- Ideation Challenge
  - Problem Statement: In the 21st, the quality of life for the B40 group has not caught up with the rate of technological innovation.
  - How do we accelerate the creation of smart cities and communities to significantly improve the quality of life for the B40?
  - Launch first week of May 2019
  - Winners to receive cash prize

- Global Start-up Challenge
  - Based on ideas and new business models developed during the Ideation Challenge
  - Teams to submit their solutions for review
  - Successful teams will pitch their solutions
  - Winners will receive cash prize and can use UNTIL facilities
  - Launch in September 2019
**Project Pipeline**

- **Circular Smart Communities**
  1. Gamify Voluntaryism
  2. Food waste tracking platform and business models
  3. Solid waste opportunity awareness campaign
  4. RE, farm, constructed wetland, etc.

- **Digital Heritage**
  - Digital historical artifact repository (gamification)

- **SDG in Food Security**
  - Awareness campaign with universities; blockchain in food supply chain

- **Predictability in Public Transportation**
  - Alert system for urban public transportation (e.g., buses)

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**Other Matters**

**Date of Next Meeting**
Proposed Date: 25th June 2019

**Any Other Matters**