**Minutes of Meeting**

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<tr>
<th>Meeting:</th>
<th>UNTIL Malaysia Advisory Panel Meeting #2</th>
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<tr>
<td>Date of Meeting: (DD-MMM-YYYY)</td>
<td>20-06-2019 2:00 PM – 3:00 PM</td>
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<tr>
<td>Prepared by:</td>
<td>Prem Nair</td>
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### Co-chairs

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### Members

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### Guests

- Mr. Matt Van Leeuwen, Director of Sunway Group
- Ms. Vivy Yusof, Founder, FashionValet
- Ms. Alesha Nadira, PR Manager, FashionValet
- Mr. Andrew Tan, Founder KL Fashion Week
- Mr. Reza Ramli, Director of Strategic marketing & Sponsorships, KL Fashion Week
- Dr. Norsaadah Zakaria, CEO of MATAC
- Mr. Tengku Azril Tengku Azhar, Head of Innovations, Futurise
- Mr. Niloy Banerjee, Resident Representative, UNDP Malaysia, Singapore and Brunei Darussalam
- Mr. Patrick Pee, Assistant Resident Representative (Operations),
- Ms. Juainta Joseph, Coordination specialist, UNDP
- Mr. Prem Nair, Head of Operations, UNTIL
- Mr. Lenin Rajesh, Technical Project Lead, UNTIL
- Ms. Mithusa Kajendran, Jr, Program Management Consultant, UNTIL
- Mr. Taha Muthanna, Jr. Partnership Consultant, UNTIL
**Agenda points:**

1. **Introduction of Participants and Panelist.**
2. **Welcome remarks by Mr. Stefan:**
   a) Mr. Stefan addressed and inaugurated the second UNTIL Malaysia Advisory Panel.
   b) Mr. Maurizio acknowledged the various players at the AP Panel, that can help address the key problems with a framework of SDG’s, enabling us to come up with technologies to address concerning issues.
   c) Discussed in detail about existing and new UNTIL Labs.
   d) Key notes & problems faced by UNTIL Finland, solutions between private partners, open source, IP Rights, engaging with building solutions.
   e) Discussed about Top lawyers assisting in creating framework to engage in startups, private sector directly on how UNTIL can scale up, working with startup communities and incubators.
   f) Mr. Maurizio thanked AP advisory panel/ambassadors for UNTIL and advised the Panelist members to engage, publicize and make aware to their ecosystem what UNTIL is doing.
   g) Mr. Maurizio shared about a top E-learning program established in UNTIL Finland to know about AI, a course available in English and Finnish. This program will externalize further to UNTIL Egypt, translated into Arabic and make it available to the Arab world.
   h) Key notes on UNTIL Egypt, engaged in Slush, conducting workshops. Invited the Advisory Panel and their ecosystem members to attend future Slush in November.
   i) Explained #RebootTheEarth Hackathon, working with the Youth Envoy.
   j) Mr. Stefan shared the inception of the UNTIL initiatives, adopted the agenda (in Annex).

3. **Review of UNTIL Malaysia progress and endorsement of the UNTIL Malaysia pipeline for 2019 by Mr Prem Nair:**
   a) Overview and update on partnerships, thematic areas and future plans.
   b) Ethical Fashion partnership between the fashion industry: KLFW, FashionValet, MATAC, BijiBiji and eLAAS.
   c) Sustainable Tourism partnership between Air Asia, PEMANDU, Pentagon.
   d) Mr Prem stated UNTIL Malaysia and Sunway are closely looking at different ways of collaborating and in the due diligence stage.
   e) Explained Proof of Concept (PoC) of Ethical Fashion and Sustainable Tourism and provided an overview on the EF project.
   f) Explained the 10 SDG’s EF project contributes to.
   g) Showcased and explained the EF PoC to the Panelist members & explained the intent of the PoC, which is to bring trust, traceability and transparency awareness in supply chain using blockchain.
   h) Mr Prem stated, the built PoC is ready and looking for outreach of players for first set of users, with the help of Ms. Shahira, Director of Yayasan Hasanah.
   i) Discussion on phase two of EF, who to collaborate with & how to take it further.
   j) Explanation of the EF PoC website. (Green leaf, star rating, tracing of the product, QR code and the EF players).
   k) Brief explanation of Sustainable Tourism PoC and the 17 SDG’s this project contributes to.
   l) Explained the relevance of tourist players, government and financial institution in the ST platform. Mr Prem shared the various interest received from players such as MOTAC and Air Asia.
   m) Ms. Surina stated that ST project is a big focus/project area & everyone in the AP meeting should collaborate on this project.
   n) Mr Prem shared updates on the progress of signing documentation with MOTAC related to rural tourism.

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**Apologies:**

YB Syed Saddiq, Youth & Sports minister
Ms. Dzuleira Abu Bakar, President & CEO, MAGIC.
o) Mr Prem stated collaboration between PEMANDU and UNTIL on ST project. Ex: Guideline, scoring methodology and workshops.

p) Mr Prem explained the pipeline of UNTIL Malaysia Ex: Technovation Talk, Hackathon #ReebootTheEarth created by the Youth Envoy. Additionally explained the Minister of Youth and Sports interest in collaboration with UNTIL Malaysia’s Events.

q) Mr Prem discussed the ongoing challenges for Circular Economy and Sunway iLabs being included part of the challenge team.

r) Working with KLFW to include them in the challenge team for the Ethical Fashion Challenge.

s) Mr Prem discussed the ongoing projects of Circular Economy, Smart Cities, Food security, Agriculture. The ongoing effort to create and finalize concept notes with Sunway iLabs for the next meeting.

t) Mr. Stefan Priesner and Maurizio thanked the panel for their participation and proposed for the next meeting date to be on the 17th of October.

u) The Panel Members adjourned for the photo session.

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Agenda 20th of June, 2019

Introductions
(10 Minutes)
1) “Tour de table”
2) Adoption of the Agenda and Minutes of previous meeting

Stefan Priesner

Progress
(15 Minutes)
1) UNTIL Global operational updates
2) UNTIL Global Partnership, development and Outreach.

Maurizio Gazzalo

Malaysia
(15 Minutes)
1) UNTIL, Malaysia Mission
2) Project updates:
   - Ethical Fashion Platform
   - Sustainable Tourism Project

Prem Nair

Pipeline
(10 Minutes)
1) Events:
   - Ideation Challenge
   - Hackathon
   - Technovation Talks
2) Projects & Partnerships:
   - Circular Economy
   - Financial Inclusion

Prem Nair

Other Matters
(10 Minutes)
1) Agree on Next Meeting Date
2) Any Other Business

Stefan Priesner
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Brief Introductions of Panelist

Mr. Stefan Priesner
United Nations Resident Coordinator for Malaysia
UNITED NATIONS

Ms. Surina Shukri
Chief Executive Officer
MDEC

YB Syed Saddiq
Youth & Sports minister
MALAYSIA
Alt: Ms. Annah Najwa Ahmad Said

Mr. Evan Cheah
Executive Vice President
SUNWAY GROUP

Ms. Shahira Ahmed Bazari
Managing Director
YAYASAN HASANAH

Ms. Aireen Omar
Deputy Group CEO
AIRASIA GROUP

Ms. Dzuleira Abu Baker
President & CEO
MAGIC
Alt: Mr. Johnathan Lee

Dato’ Sri Idris Jala
President & CEO
PEMANDU ASSOCIATES
Alt: Mr. Ziad Razak

Mr. Mahadhir Aziz
Acting CEO
FUTURISE

Panelist Alternates

Mr. Matt Van Leeuwen
Director
SUNWAY GROUP

Ms. Shasha Kartini Ridzam
Head of Global Affairs
AIRASIA GROUP

Mr. Ziad Razak
EVP & Partner
PEMANDU ASSOCIATES

Mr. Norhizam Abd. Kadir
Vice President
MDEC

Mr. Johnathan Lee
Executive Director
MAGIC

Representative
Adoption of Agenda and Minutes of the previous meeting held on February 2019
UNTIL - Overview & progress

Maurizio Gazzola
Chief of Strategic Solutions Division, OICT
United Nations Secretariat

- Opening remarks
- UNTIL Global Mission
- Thoughts on UNTIL Malaysia

UNTIL – Lab’s & Thematic areas

**NEW LOCATIONS**
- Under Discussions: Germany, Rwanda, UAE, Thailand, Canada, Mauritius, Kazakhstan, Italy

**FINLAND**
- Established
- Peace and Security, Education, Health and Circular Economy

**INDIA - HARYANA**
- Operational Soon
- Women Entrepreneurship, Identity management, and Women in tech

**EGYPT**
- Establishing
- Education for special needs children, Health, Industry and Agriculture

**MALAYSIA**
- Established
- Sustainable Tourism, Smart Cities (smart transportation), Ethical Fashion
UNTIL – Global Programme Development and Partnerships

Engaging with Academia and Global Private Sector partners

- Final review of MoU with the Aalto University and University of Helsinki in Finland
- Advanced discussions are being held with the Glasgow Caledonia University, Oxford University, MIT, University California Irvine, Stanford, NYU, Columbia, Lebanese American University
- Advanced discussion on the establishment of the UNTIL Lab at Mahidol University in Bangkok
- Negotiations in various stages of development with multiple industry partners like Google, Amazon, Facebook, Microsoft, Oracle, SAP, Nokia, Kaspersky, Neuro-Insights etc

Engaging with Experts

- Established the UNTIL Advisory Group on Open Source and Intellectual Property - top legal experts are advising UNTIL labs on how to apply best framework for engagement in co-creating, scaling up open source solutions
- Reaching out to emerging technology startup communities and incubators such as Founders Factory (UK), Reach for Change (Sweden), Y Combinator (USA), FUSE, Future of Work, Forbes 30 under 30 etc
- Engage with support of Advisory Panel members worldwide

UNTIL – Technology Innovation Projects

Finland:

- Elements of AI: Replicate the online training model in different UN Member States
- SDG platform for citizen’s sentiment analysis and data collection: Scaling up the Envirate sentiment analysis platform to a UNTIL/UN platform for collecting sentiment data for SDGs.
- Circular Economy Hackathon: The winner established a demo prototype of a mobile platform for plastic identification utilizing spectrometry, barcode databases and deep learning in support of the value chain for plastic-free oceans, lakes and rivers.

Egypt:

- Technovation Talk on AI
- Technovation Talk on Blockchain
- Agriculture Tech Survey: Respondents from 65 local and global Agriculture tech companies and start-up are defining a list of priority digital technology innovation projects to be implemented by UNTIL Egypt and the wider UNTIL network of labs
Partnership Development

- Working with partners like PEMANDU Associates, iCycle, Challenger FS, Work Ahead Finland, International Islamic University of Malaysia (IIUM), PlantOS, KLFW, FashionVallet, MATA, AirAsia, Sunway.

- Pro-bono contributions from PEMANDU Associates, Pentagon Quality Management Consultants.

- Advanced collaboration discussion with Sunway Group.
Ethical Fashion - Intended Outcome

- Improve market exposure, reach sustainable and ethical fashion artisans and craftsmen.
- Provide end-users with a trusted mechanism for transparency and identify the provenance of all goods purchased.

Ethical Fashion - Status

**Step One**
**Strategy**
Define the opportunity

- Develop comprehensive Ethical Fashion strategy and vision as part of UNTIL Malaysia thematic areas.

**Step Two**
**Build**
Basic features

**Step Three**
**Outreach**
Connect with beta users

- The POC is intended build a platform for process traceability in the ethical fashion industry that involves various stakeholders.
- The POC with the different EF players is represented with minimum attributes in the Blockchain process.

**Step Four**
**Test**
Refine and look for gaps

Measure features against metrics to determine gaps and next steps.
Ethical Fashion PoC - Demo

http://ethicalfashion.until.online/
SUSTAINABLE TOURISM
Sustainable Tourism - Intended Outcome

Businesses and local communities working together proactively as custodians of their natural ecosystems.

Afford end users with a trusted platform with a searchable listing of sustainable tourism operators.

Sustainable Tourism Players

- Accommodation
- Transportation
- Tourism Operators
- Developers
- Food & Beverages
Global Publicity Campaign

1st Online ST Platform
First global Sustainable Tourism platform developed in Malaysia

Launch Events
Outreach activities to promote UN and Govt. of Malaysia activities on Sustainable Tourism

MOU
Signing ceremony between all relevant partners

FDI Drive
Malaysia as an investment destination for Sustainable Tourism

Malaysia as a ST Blueprint
Malaysia as tourism destination that is aligned to SDG and seen as a blueprint for global Sustainable Tourism

1st Global ST Certification
UN endorsed Sustainable Tourism Guidelines for Green Leaf Certification
UNTIL Malaysia Pipeline
Events Pipeline

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
- Launched in June 2019

Technovation Talk

- Introduce how technological trends are impacting our daily lives, industries, and economies.
- Provide practical information on how to leverage publicly available data sources, open source software and algorithms to obtain, process and visualize data.
- Explain underlying technologies, as well as their practical use.
- Launch first week of Aug 2019

Hackathon Challenge

- The winner established a demo prototype of a mobile platform for plastic identification utilizing spectrometry, barcode databases and deep learning in support of the value chain for plastic-free oceans, lakes and rivers.
- Launch first week of Sep 2019

Projects Pipeline

Circular Smart Communities

1) Gamify Volunteerism
2) Food waste tracking platform and business models
3) Solid waste opportunity awareness campaign

Food Security and Agricultural produce

1) Awareness campaign and PoC: blockchain in food supply chain

Digital ID and Financial Inclusion

1) Digital online community Banking
2) Virtual teller Machines and digital IDs
Other Matters

Date of Next Meeting
Proposed Date: 17th October 2019

Any Other Business