



**The ASEAN Sustainability Forum (ASF) 2019**  
**Business Practices and Opportunities in the Age of Sustainable Development Goals**  
**14 September 2019 (Saturday) at KLCC**

Yayasan Budi Penyayang Malaysia (PENYAYANG) and the Institute of Strategic and International Studies (ISIS) Malaysia are convening a forum that celebrates the diversity of ASEAN's culture in particular its lifestyle products and services. As part of the ASEAN Lifestyle Week 2019, an ASEAN Sustainability Forum on "Business Practices and Opportunities in the Age of the Sustainable Development Goals (SDGs)" will be held on 14 September 2019 at the Kuala Lumpur Convention Centre, Kuala Lumpur.

**Background**

In September 2015, the Sustainable Development Goals (SDGs) was adopted by all countries around the world as part of the post-Millennium Development Goals (MDGs) global development agenda at the United Nations, named the 2030 Agenda for Sustainable Development. As such, 17 goals, 169 targets and 230 indicators were outlined to catalyse transformative actions towards sustainability by the year 2030. Many of these ambitious goals, targets and indicators set focused not only on physical development aspects but also on the well-being of the people, to ensure that no one is left behind.

The Association of Southeast Asian Nations, simply known as ASEAN, has come a long way since its formation in 1967. Born out of political and security strife, the 10 member-state organisation has developed into an economic powerhouse with a combined GDP of more than US\$ 2.8 trillion and population of 643 million and beyond. It is expected to outdo itself further in 2030, where its population will stand at 749 million strong with a combined GDP of US\$6.6 trillion.

In the face of such economic heights and much more to be scaled with larger population growths to be factored in for the future, businesses must be conscious of the collective impact of their respective economies towards natural resources and the environment. Hence, it is apt that Thailand, as chair of ASEAN for 2019, announced the theme of its ASEAN Chairmanship to be "Advancing Partnership for Sustainability" – with both the ideals of partnership and sustainability being very much aligned with the global sustainability agenda and central to the UN SDGs.

While it is often governments playing a pivotal role in engaging within the frameworks of the SDGs, the ASEAN Economic Community and the ASEAN Socio-Cultural Community, businesses too, are key in promoting the sustainability agenda. There is already increasing awareness on alternative business models including cooperatives that focuses on community-based development. They demonstrate the ability of businesses, be it a multi-national corporation or a small business, to do well first and foremost as a business but also promote community well-being and job opportunities in the global battle against poverty and inequality.



Towards this end, businesses have a crucial role by being both a force for good through generating and distributing wealth as well as limiting its negative impacts to society through various means including the conservation and preservation of environmental integrity. To instigate a new era of socially-responsible enterprises, sustainability should not merely be viewed as a marketing proposition but as a core part of business identity and strategy.

This forum is envisaged to demonstrate how businesses in Southeast Asia have responded to the SDGs by embedding the principles and goals of the SDGs into their businesses as well as utilising the SDGs to foster a community approach in enterprises such as the social solidarity economy. In this context, the aim is to attract an audience who is interested in connecting with communities, industries and artisanal brands to inspire sustainable business practices within the region in a more integrated manner. It also aims to encourage business connectivity among the various role players in the region while also broadening new enterprising opportunities for businesses in Malaysia and Southeast Asia. The objectives of the forum are twofold:

- Firstly, is to understand the prospects of fostering an ASEAN community through the SDGs by facilitating connectivity, market linkages and market opportunities for supporting businesses by capitalising on the ASEAN Community framework; *and*
- Secondly, is to explore transformative business and economic models towards achieving SDGs in Southeast Asia through social, institutional and technological innovations and best practices at the local level.

Programme:

Time	Agenda
09:00 – 09:10	Welcoming Remarks by Yayasan Budi Penyayang <b>Puan Nori Tun Abdullah</b> Chairman of Yayasan Budi Penyayang
09:10 – 09:20	Opening Remarks by ISIS Malaysia <b>Tan Sri Rastam Mohd Isa</b> Chairman and Chief Executive Institute of Strategic and International Studies



- 09:20 – 09:45      Keynote address  
**YB Dato’ Marzuki Yahya**  
Deputy Minister  
Ministry of Foreign Affairs
- 09:45 – 10:15      Break  
Group photo
- 10:15 – 11:15      Session 1: The prospects of fostering an ASEAN community through the SDGs  
*While ASEAN works in a sectoral manner as demonstrated by its three key pillars within the ASEAN Community framework, there is plenty of room for cross-sectoral coordination and policy integration that ought to be explored particularly towards the goal of sustainable development. In this respect, the SDGs needs to be examined and employed to provide the framework and platform to consider the interlinkages between governments, businesses and societies in the development of a truly ASEAN community in Southeast Asia.*
- Moderator:  
**Ms Christine Wong**  
Producer, Enterprise  
BFM 89.9 – The Business Station
- Speaker 1:  
**Dr Sita Sumrit**  
Head of Poverty Eradication and Gender Division  
ASEAN Secretariat
- Speaker 2:  
**Ms Aireen Omar**  
Deputy Group CEO (Digital, Transformation & Corporate Services)  
AirAsia
- Speaker 3:  
**Ms Armida Salsiah Alisjahbana**  
Executive Secretary, Asia-Pacific  
UNESCAP



11:15 – 11:45

Q&A

11:45 – 12:45

Session 2: Utilising SDGs to foster a community-based approach for enterprises at the local level

*As the world wages the battle against poverty and inequality, new approaches are being explored which puts the people at the heart of its impact and implementation. More and more enterprises have mushroomed as social enterprises, commercial strategies to maximise impact in not only the financial sense, but also from environmental and social perspectives. This session intends to explore how the SDGs can be utilised to connect these enterprises together in sharing and exploring practices and solutions that are socially responsible and mutually beneficial to communities at the local level.*

Moderator:

**Datuk Dr Denison Jayasooria**

Co-chair

Malaysia Civil Society Organisation for Sustainable Development Goals (CSO-SDGs) Alliance

Principal Research Fellow

Institute of Ethnic Studies (KITA)

Universiti Kebangsaan Malaysia (UKM)

Speaker 1:

**Dr Benjamin R Quiñones Jr**

Founder/Past Chairman

Asian Solidarity Economy Council (ASEC)

Speaker 2:

**Mr Azran Osman-Rani**

CEO and Co-Founder

Naluri Hidup

Speaker 3:

**Dr Eri Trinurini Adhi**

Executive Board Member

Bina Swadaya Foundation



Speaker 4:

**Ms Poonsap Tulaphan**

Director

Homenet – Foundation for Labour and Employment Promotion

Speaker 5:

**Mr U Nyan Lin**

Managing Director

Shan Maw Myae Co Ltd

12:45 – 13:15

Q&A

13:15 - 13:30

Way forward and conclusion

**Mr Alizan Mahadi**

Institute of Strategic and International Studies