



SEASN Strategic Planning 2019-2021





SOUTH EAST ASIA SUSTAINABILITY NETWORK

STRATEGIC PLANNING

2019-2021

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Centre for Global Sustainability Studies (CGSS) 2019

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Corporate Responsibility and Ethics
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INTRODUCTION

SEASN is an alliance of higher education institutions, agencies, Civil Society Organisations (CSOs) and industries in South East Asia (SEA) countries committed to promote, engage and integrate sustainability in the area of teaching, research, community engagement and institutional arrangement.

SEASN provides exchange of ideas, findings, information and good practices in teaching, research, community engagement and institutional arrangement with focus on Water, Energy, Health, Agriculture, Biodiversity, Climate Change and Disaster Risk Management, Consumption and Production, Population and Poverty (WEHAB+3) and Sustainable Development Goals (SDGs).

1.1 Global and Regional Challenges of Sustainability

Global Challenges of Sustainability

Poverty and Hunger

While extreme poverty has eased considerably since 1990, pockets of the worst forms of poverty persist, world hunger appears to be on the rise again. Conflict, drought and disasters linked to climate change are among the key factors causing this reversal in progress.



Health and Wellbeing

Many people today are living healthier lives than in the past decade. Nevertheless, people are still suffering needlessly from preventable diseases, and too many are dying prematurely.

Quality Education

More than half of the children and adolescents worldwide are not meeting minimum proficiency standards in reading and mathematics. Refocused efforts are needed to improve the quality of education.



Gender Equality

Gender inequality continues to hold women back and deprives them of basic rights and opportunities. Empowering women requires addressing structural issues such as unfair social norms and attitudes as well as developing progressive legal frameworks that promote equality between women and men.



Clean Water and Sanitation

Too many people still lack access to safely managed water supplies and sanitation facilities. Water scarcity, flooding and lack of proper wastewater management also hinders social and economic development of the nation.

Affordable and Clean Energy

Ensuring access to affordable, reliable and modern energy for all has come one step closer due to recent progress in electrification, particularly in LDCs and improvements in industrial energy efficiency. However, national priorities and policy ambitions still need to be strengthened to steer the world on track to meet the energy targets for 2030.

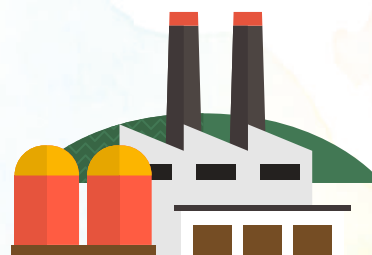


Decent Work and Economic Growth

More progress is needed to increase employment opportunities, especially for young people, reduce informal employment and labour market inequality (particularly in terms of the gender pay gap), promote safe and secure working environments and improve access to financial services to ensure sustained and inclusive economic growth.

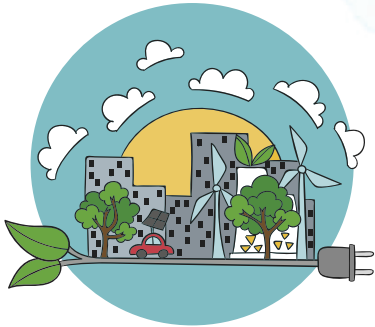
Industry, Innovation and Infrastructure

To achieve inclusive and sustainable industrialization, competitive economic forces need to be unleashed to generate employment and income, facilitate international trade and enable the efficient use of resources.



Reduced Inequality

Efforts have been made in some countries to reduce income inequality. However, progress will need to accelerate to reduce growing disparities within and among countries.



Sustainable Cities and Communities

Many cities around the world are facing acute challenges in managing rapid urbanization—from ensuring adequate housing and infrastructure to supporting growing populations; to confronting the environmental impact of urban sprawl and to reducing vulnerability towards disasters.

Responsible Consumption and Production

Decoupling economic growth from resource use is one of the most critical and complex challenges facing humanity today. Doing so effectively will require policies that create a conducive environment for such change, through social and physical infrastructure and markets; a profound transformation of business practices along global value chains.



Climate Action

The world continues to experience rising sea levels, extreme weather conditions (the North Atlantic hurricane season was the costliest ever recorded) and increasing concentration of greenhouse gases. This calls for urgent and accelerated action by countries as they implement their commitments to the Paris Agreement on Climate Change.

Life Below Water

Advancing the sustainable use and conservation of the oceans continues to require effective strategies and management to combat the adverse effects of overfishing, growing ocean acidification and worsening coastal eutrophication. The expansion of protected areas for marine biodiversity, intensification of research capacity and increases in ocean science funding remain critically important to preserve marine resources.



Life on Land

Protection of forest and terrestrial ecosystems is on the rise and forest loss has slowed. That said, other facets of terrestrial conservation continue to demand accelerated action to protect biodiversity, land productivity and genetic resources and to curtail the loss of species.



Peace, Justice and Strong Institution

Many regions of the world continue to suffer untold horrors as a result of armed conflict or other forms of violence that occur within societies and at the domestic level. Advances in promoting the rule of law and access to justice are uneven. However, progress is being made in regulations to promote public access to information, albeit slowly, and in strengthening institutions upholding human rights at the national level.

Partnership for The Goals

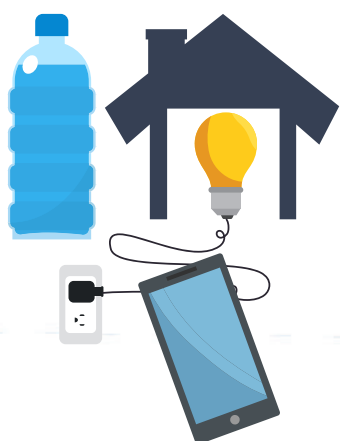
Goal 17 seeks to strengthen global partnerships to support and achieve the ambitious targets of the 2030 Agenda, bringing together national governments, the international community, civil society, the private sector and other actors. Despite advances in certain areas, more needs to be done to accelerate progress. All stakeholders will have to refocus and intensify their efforts on areas where progress has been slow.



South Asia Regional Challenges

Create jobs through balanced economic transformation through sustainable industrialization

Industrialization (SDG 9) and robust economic growth, including the creation of productive jobs (SDG 8), are critical enablers for poverty alleviation (SDG 1) and other SDGs. South Asia has emerged as one of the fastest growing subregions in the world, but this growth has not been creating adequate jobs for its youthful population, and 80% of the workforce remains in the informal sector.



Provide essential basic services to all and accelerate sustainable infrastructure development

South Asian countries are characterized by wide gaps in transport infrastructure (SDG 9), basic infrastructure, such as drinking water and sanitation (SDG 6), electricity (SDG 7), and ICT (information and communications technology), costing the subregion 3-4% of GDP and affecting the achievement of other SDGs. Estimates suggest that South Asia per capita incomes would increase roughly 1% for each percentage point increase in infrastructure availability.

Provide universal access to education and health to harness South Asia's youth bulge

Investing in universal health coverage (SDG 3), quality education and vocational training opportunities for all (SDG 4), will enable South Asia to reap a demographic dividend from its youthful population. Such investments will also allow the subregion to bridge the projected global skills deficit. Governments in South Asia are adopting rights-based approaches to provide universal education but need to pay attention also to the quality of education and training.



Provide universal social protection and financial inclusion

Social protection strategies and financial inclusion are effective investments for accelerating poverty reduction (SDG 1) and reducing inequality (SDG 10). South Asian countries can scale up models of social protection that have evolved over the past decade, including those based on income support, employment guarantee and conditional cash transfers. Besides expanding microfinance programmes, Governments may also leverage new innovations, such as branchless banking and mobile-based financial services to improve financial inclusion.

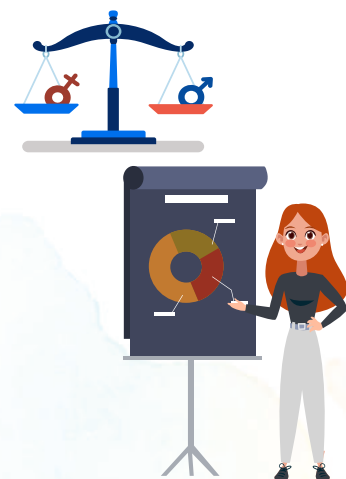


Address food security and hunger with sustainable agricultural productivity improvements

Food security and the eradication of hunger (SDG 2) is a key development challenge in South Asia, which accounts for nearly two thirds of the world's undernourished people. Enhancing agricultural productivity could lift 16 million additional people out of poverty and create nearly 13 million additional jobs, relative to a baseline of business as usual.

Promote gender equality and women's entrepreneurship

Despite achieving gender parity in education, South Asia lags in economic and political empowerment of women, as well as other dimensions of gender equality (SDG 5). Estimates suggest that gender equality could add up to \$3.4 trillion to the subregion's combined GDP by 2025. Women's entrepreneurship can be promoted through gender-responsive policies including one-stop advice centres, incentivized credit schemes and capacity-building, as well as the regional sharing of good practices.



Enhancing environmental sustainability through low-carbon climate-resilient pathways

Environmental sustainability is an essential element of closing development gaps and promoting economic growth. Environmental degradation, for example water quality and availability, has already become an impediment to development, and the subregion is highly vulnerable to the effects of climate change, extreme weather events and natural disasters. Lifestyle changes, including the “3-Rs” of reduce, reuse and recycle; sustainable solid waste management, need to be adopted as a part of sustainable consumption. The projected rapid rise in urban population over the next three decades provides South Asia with opportunities to leapfrog over some of the less sustainable technologies and urban patterns of the last century, in favour of smart cities with greener and more resilient buildings and infrastructure, including transport systems. Mainstreaming disaster risk reduction in development planning also would be critical for South Asia given its vulnerability to disasters.



VISION & MISSION STATEMENT

Vision

A renowned, respected, referred and inclusive sustainability network in Southeast Asia.

Mission

Promoting sustainability knowledge and practice, creating and utilizing best practices in sustainable development, developing and reinforcing research and advocacy in sustainability, using an approach that actively engages with education, research, industry, community and institutions.

RATIONALE & OBJECTIVES

Rationale

Following the APEX status awarded to USM in 2008, USM has embarked on new commitments in transforming Higher Education for a sustainable tomorrow and becoming an agent of change for sustainability to empower the bottom billions. USM has a strong stand that transforming the university into a sustainability-led university based on promoting good governance is key to ensuring that a sustainable tomorrow can be met. Thus, to enable these, USM has brought about missions to integrate the entire activities of the university to promote development that are ecologically, socially and economically sustainable within and outside of its ecosystem particularly in SEA region. To integrate sustainability effectively and efficiently, USM requires a platform to promote, engage and integrate sustainability individuals and organizations in addressing the bottom billions within SEA region.

Thus, SEASN came into play in 2014 to be a platform to support higher education institutions, other related sustainability organisations, agencies, NGOs and industries in SEA countries in the exchange of ideas, findings, information, and good practices in teaching, research, community engagement and institutional arrangement with a focus on Sustainable Development Goals (SDGs) and WEHAB+3 to build a sustainable tomorrow.

Objectives

1. To promote sustainability in higher education institutions, other related sustainability organisations, agencies, NGOs and industries in SEA countries.
2. To share information and best practices in sustainability.
3. To exchange ideas and research findings in sustainability.
4. To joint collaborations in projects on sustainability.

ALIGNING WITH SDGs

SEASN was initially initiated as a foundation to engage sustainability organisations, agencies, NGOs and industries in SEA countries to work together in incorporating WE-HAB+3 in teaching, research, community engagement and institutional arrangement. In September 2015, the United Nations (UN) has requested individuals, businesses, and government agencies to take up the challenge to solve society's biggest global problems by 2030 through the advent of SDGs. Thus, SEASN has started to realign its objectives and activities towards achieving SDGs by 2030.

SEASN CURRENT STATUS

Membership

Membership of SEASN is by invitation to any higher education institution, industries, CSOs and other sustainability organisations in SEA country with interest in sustainability.

- a) Invitation for membership shall be made by SEASN Secretariat and the acceptance of membership by invitation to SEASN shall be decided by the Board members.
- b) Apart from the invitation membership, any higher education institutions, industries, CSOs and other sustainability organisations in SEA country with interest in sustainability may apply for membership to SEASN Secretariat for vetting purposes. Any organisation which is related to political influence will not be considered as a SEASN member. The SEASN Secretariat shall then forward the application to the Board members for the final decision.
- c) Any organisation which are not from SEA region but is interested in sustainability agenda in SEA region may apply for membership to the SEASN Secretariat. The SEASN Secretariat shall then forward the application to the Board members for the final decision. This membership is considered as an associate member.
- d) Membership shall continue in effect unless the member withdraws its membership on its own accord or its membership is revoked by the General Assembly. The membership revocation shall be made if the member fails to attend the assembly for three consecutive times.

Currently, SEASN has 45 members from Malaysia, Indonesia, Thailand, Philippines, Vietnam and Cambodia as follows:



Malaysia

Academic	1. Universiti Sains Malaysia (USM)
	2. AIMST University
	3. Universiti Teknologi MARA (UiTM)
	4. Universiti Putra Malaysia (UPM)
	5. Southeast Asian Ministers of Education Organisation Regional Centre for Education in Science and Mathematics (SEAMEO RECSAM)
	6. Taylor's University
	7. Universiti Tenaga Nasional (UNITEN) / The National Energy University
	8. Universiti Kebangsaan Malaysia (UKM) / The National University of Malaysia
	9. Universiti Malaya (UM) / University of Malaya
	10. Universiti Malaysia Perlis (UniMAP)
	11. Universiti Malaysia Sabah (UMS)
	12. Universiti Malaysia Sarawak (UNIMAS)
	13. Universiti Pendidikan Sultan Idris (UPSI) / Sultan Idris Education University
	14. Universiti Sains Islam Malaysia (USIM) / Islamic Science University of Malaysia
	15. Universiti Teknikal Malaysia Melaka (UTeM)
	16. Universiti Pertahanan Nasional Malaysia (UPNM) / National Defence University of Malaysia
	17. Universiti Tun Hussein Onn Malaysia (UTHM)
	18. Universiti Malaysia Kelantan (UMK)
Non Academic	1. Consumers Association of Penang (CAP) / Persatuan Pengguna Pulau Pinang
	2. Fajarbaru Builder Group Bhd.
	3. Ideal Healthcare Sdn. Bhd.
	4. Landmarks Berhad
	5. Nabbir Laboratory (KL) Sdn. Bhd.
	6. Northport (Malaysia) Bhd.
	7. Parker Hannifin Industrial Malaysia Sdn. Bhd.
	8. Water Watch Penang (WWP)
	9. World Wide Fund for Nature (WWF) Malaysia
	10. Kindness Malaysia
	11. Pulau Banding Foundation (PBF)
	12. Language Works Sdn. Bhd.
	13. Regional Centre of Expertise on Education for Sustainable Development (RCE) Penang



Indonesia

Academic	1. Universitas Sumatera Utara (USU) / University of Sumatera Utara
	2. Universitas Diponegoro (Undip) / Diponegoro University
	3. Institut Teknologi Sepuluh Nopember (ITS) / Sepuluh Nopember Institute of Technology



Thailand

Academic	1. Chulalongkorn University (CU)
	2. Mae Fah Luang University (MFU)
	3. Prince of Songkla University (PSU)
	4. Mahidol University
Non Academic	1. Corporate Responsibility and Ethics Association for Thai Enterprise (CREATE)
	2. The Sirindhorn International Environmental Park (SIEP)



Philippines

Academic	1. Mindanao State University (MSU) Naawan
	2. Far Eastern University (FEU)
Non Academic	1. International Rice Research Institute (IRRI) Philippines



Vietnam

Non Academic	1. Regional Centre of Expertise on Education for Sustainable Development (RCE) Southern Vietnam
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Cambodia

Non Academic	1. Give Hope to the Vulnerable (GHV)
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Benefits of Membership

- a) Exchange of ideas, findings, information and good practices in teaching, research, community engagement and institutional arrangement with a focus on Water, Energy, Health, Agriculture, Biodiversity; Climate Change & Disaster Risk Management, Consumption & Production and Population & Poverty (WEHAB+3) and SDGs.
- b) Enhance opportunities to promote, engage and integrate sustainability networking arrangement in partnership.
- c) Leveraging of resources, knowledge and expertise amongst its members to joint collaborations in SEA projects on sustainability.
- d) Disseminating and sharing research of SEASN members on Journal articles, books/e-books or any other publication covering sustainability issues on WEHAB+3 and SDGs.
- e) Building and strengthening members' knowledge on sustainability issues through the meetings or training activities.
- f) Showcasing best practices and niche areas of each member in SEA countries on sustainability.

Role of SEASN Members

Members will:

- a) Promote and instill sustainability concept and values to stakeholders of institutions and organisations.
- b) Disseminate and share information, knowledge, resources and good practices in SEA region (website, Facebook, Twitter, bulletin).
- c) Implement sustainability project.
- d) Collaboratively develop resources to support SEASN activities.
- e) Share best practices during SEASN Assembly.

Board Members

The SEASN Board is an executive body to discuss and plan the agenda and activities of SEASN. All planned agenda and activities will be discussed in SEASN Assembly Meeting. There will be an election to select the active SEASN members to represent the SEASN Board during the Assembly.

SEASN Board 2015-2017

- Universiti Sains Malaysia (USM)
- Universiti Kebangsaan Malaysia (UKM) / The National University of Malaysia
- Universiti Sains Islam Malaysia (USIM) / Islamic Science University of Malaysia
- World Wide Fund for Nature (WWF) Malaysia
- Chulalongkorn University
- Corporate Responsibility & Ethics Association for Thai Enterprise (CREATE)
- Far Eastern University (FEU)
- International Rice Research Institute (IRRI) Philippines
- Regional Centre of Expertise on Education for Sustainable Development (RCE) Southern Vietnam

SEASN Board 2013-2015

- Universiti Sains Malaysia (USM)
- AIMST University
- Universiti Kebangsaan Malaysia (UKM) / The National University of Malaysia
- Universiti Sains Islam Malaysia (USIM) / Islamic Science University of Malaysia
- World Wide Fund for Nature (WWF) Malaysia
- Chulalongkorn University
- Universiti Malaysia Sabah (UMS)
- Corporate Responsibility & Ethics Association for Thai Enterprise (CREATE)
- Far Eastern University (FEU)
- International Rice Research Institute (IRRI) Philippines
- Institut Teknologi Sepuluh Nopember (ITS) / Sepuluh Nopember Institute of Technology

Funding

As of today, SEASN is solely funded by USM to conduct its planned activities throughout the year. To sustain its annual financial standings, SEASN has introduced an annual fee to all SEASN members in ensuring that all activities can be conducted without any financial restraint.

THE WAY FORWARD TOWARDS ACHIEVING SDGS

SEASN is ready to begin its journey towards SDGs. What follows is a framework of the strategies and action plans that are recommended to be considered and adopted by SEASN as a sustainability network in SEA.

Governance

Strategy 1:

Build a proper financial plan to generate income for SEASN's activities and planning.

Strategic Initiatives:

a) Conduct a project/programme for fundraising through crowd funding and solicit Corporate Social Responsibility (CSR) funding from industries

Action Plan:

- Conduct tree planting project
- Organise plastic project/Earth Day
- Promote plogging project (e.g.: ASEAN plogging day)

b) SEASN member's fees

Action Plan:

- Collect fees from SEASN members biannually

Expected Outcome: A sound financial plan.

Academic / Research

Strategy 1:

Increase knowledge and awareness education on sustainability to public.

Strategic Initiatives:

a) Education on sustainability at early age

Action Plan:

- Integrate sustainability education in pre-school & primary school syllabus
- Holistic approach by a general talk/workshop

b) Education to communities

Action Plan:

- Organize a workshop for communities (e.g. What to do with the waste? Refuse, Reduce, Reuse, Recycle)
- Run regular awareness and motivation campaigns for public to promote sustainability

c) Conduct research on awareness study on sustainability among SEA countries.

Action Plan:

- Involve all SEASN members to conduct and participate

Expected Outcome: A community knowledgeable and aware of sustainable development concepts.

Strategy 2:

Build a robust sustainability concept among researchers/members.

Strategic Initiatives:

a) Sharing showcase of research/project among members.

Action Plan:

- Organise international conference/workshop/exhibition/competition on sustainability

b) Strengthening of members' competencies in Sustainable Development (SD) and Sustainable Development Goals (SDGs). e.g. Continuous and strengthening capacity building for researchers.

Action Plan:

- Joint research which integrates SDGs
- Learning lab/training organised by SEASN

Expected Outcome: Researchers are well-versed in SD and SDGs concepts and able to produce sustainable project/programmes.

Networking and Community and Industry Engagement

Strategy 1:

Enhance communication among members and about SEASN.

Strategic Initiatives:

a) Establishing regular and accessible modes of communication between members.

Action Plan:

- Host board meetings on half yearly basis, seminars of different scale yearly; general assembly and conferences on biannually.
- Use multiple platforms for members to interact with one another and for members to receive and disseminate relevant information (e.g. WhatsApp, base camp, Slack etc.)
- Leveraging and utilizing of SEASN website, Facebook, Twitter and linking SEASN website with member organisations' websites.
- Publish and share SEASN bulletin on the multiple media platforms.

b) Utilizing members existing and potential networks to widen SEASN network.

Action Plan:

- Encourage board members and members to share information about SEASN with other organisations (such as Asian Development Bank (ADB), Jeffrey Sachs Centre on Sustainable Development (Sunway University), UN in-country agencies)
- Award for best practices among member organisations (Recognise niche and champion among members. e.g. USM with water security project)

c) Establishing a database of experts among members.

Action Plan:

- Create a membership form that include spaces for members' expertise and advocacy work

Expected Outcome: Enhanced intra/inter network communication.

Strategy 2: Strengthen SEASN networking.

Strategic Initiatives:

a) Increase visibility of SEASN and its members. e.g. acknowledge members by including their logo in banners, reports on activities, logging in United Nations (UN) Commitment by partnership volunteers, establishing a clear governance for each SEASN member by assigning a person in charge for better communication between institution with SEASN secretariats, learning how to engage with members by knowing each other and then reaching out to NGOs or industries.

Action Plan:

- Establish clear roles/benefit of becoming SEASN members.
- Conduct meetings among members to establish common goals, strength and mapping of members' activities.
- Publish bulletins or newsletters that are online based and outlining short updates of activities of each member.
- Create an online platform for sharing of activities e.g. social media etc., as a repository in updating activities etc. and sustainable change of power. E.g. if the new PIC needs more information about SEASN, they can access the online platform.

b) Incorporate WEHAB + 3 and SDGs by aligning WEHAB + 3 with SDGs, assign a coordinator in every member country in accordance to 17 SDGs.

Action Plan:

- Establish a liaison unit for each member institution.
- Refine/define niche of SEASN in depth by aligning with SEASN mission and vision and aligning with global issues.

c) Rebuild engagement among members.

Action Plan:

- Engage with other existing sustainability groups/networks.
- Student/staff mobility which could engage knowledge within members.

Expected Outcome: A strong networking is established.

Strategy 3: Encourage participation among members.

Strategic Initiatives:

a) Encourage all members to promote SEASN.

Action Plan:

- Individual institutional members should link their website and social media platform to SEASN website, Facebook and Twitter.
- Seek to synergize between members' activities.

b) Highlight and showcase members' activities.

Action Plan:

- Share and update activities through media platforms such as SEASN website, Facebook and Twitter.
- Each member should utilize and highlight activities through social media/online platforms to promote their activities with a hashtag #SEASN.

Expected Outcome: Increased active members.

PUBLICATIONS BY CGSS-SEASN (UNTIL 2019)

2019

A Compendium of Selected Best Practices on Sustainable Development Goals



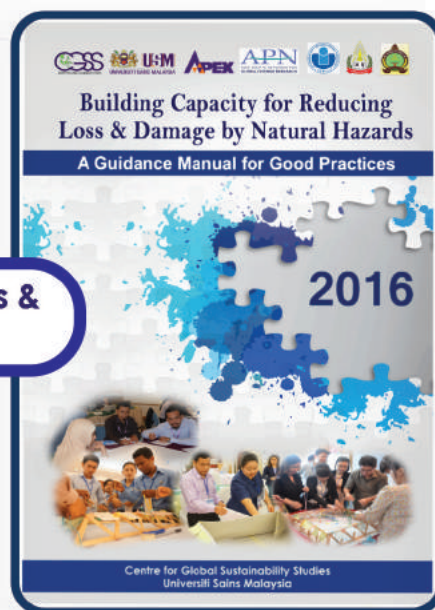
2016

Disaster Risk Management For Sustainable Development (DRM-SD) – An Integrated Approach



2016

Building Capacity for Reducing Loss & Damage By Natural Hazards



2014

Selected Compendium of USM Research Publication on WEHAB+3



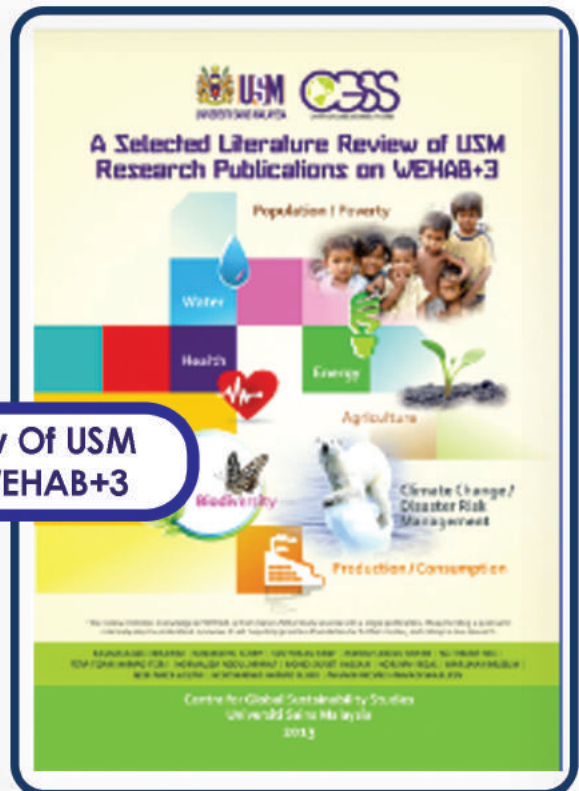
2013

Post Rio+20 on WEHAB+3: A South East Asian Perspective – The Future We Want for All Without Fear and Favour



2013

A Selected Literature Review Of USM Research Publication On WEHAB+3

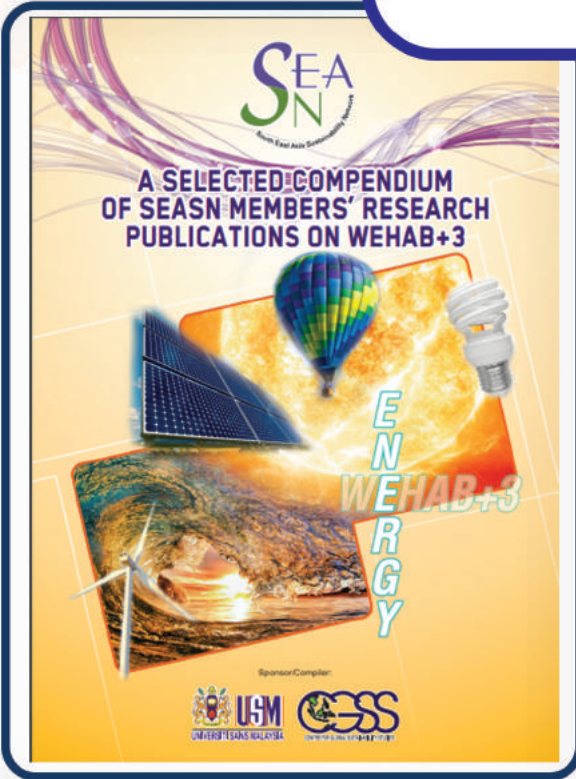


2013

A Selected Compendium Of SEASN Member's Research Publications On WEHAB+3 - Water

2013

A Selected Compendium Of Seasn Member's Research Publications On Wehab+3 - Energy



2013

A Selected Compendium Of SEASN Member's Research Publications On Wehab+3 - Health



2013

A Selected Compendium Of SEASN Member's Research Publications On WEHAB+3 - Agriculture

2013

A Selected Compendium Of Seasn Member's Research Publications On Wehab+3 - Population & Poverty



2013

A Selected Compendium Of Seasn Member's Research Publications On Wehab+3 - Climate Change & Disaster Risk Management



ACTIVITIES

SEASN Board Meeting 2015 -2018



SEASN Strategic Planning Lab 2017-2018



International Conference on Sustainable Development Goals 2016



SEASN Assembly 2015



SEASN Thematic Working Group 2015




SEASN DRM-SD Training



CONCLUSION

In conclusion, strategic planning is very important for SEASN to achieve its goals. Especially, with the 17 SDGs that was introduced in September 2015, it has become even more important for a network like SEASN to execute their strategies carefully to achieve the SDG 2030 Agenda. A very important part of the strategy is to get ready for any future changes and to be well placed to face the challenges brought by these changes. The strategy should be capable of minimizing the threats and maximizing the opportunities which are brought by the change. SEASN needs to build its reputation of great sustainability network by ensuring a sustainable tomorrow. The commitment and engagement from all SEASN members are essential to ascertain the successful of SEASN. The framework also guides SEASN in achieving the vision and mission towards sustainability. As the guidelines are available, SEASN activities will be organized more and well planned in the future. The framework has been prepared to promote SEASN, as SEA is renowned for its commitment towards sustainability.



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