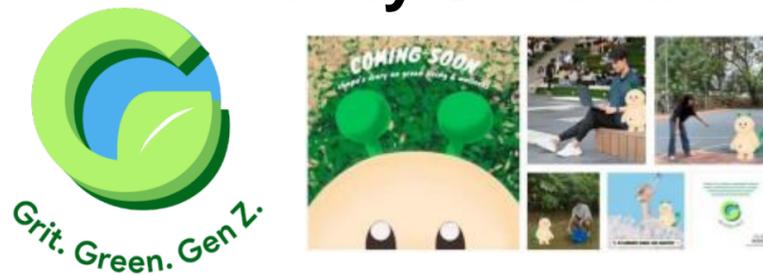


TAR UMT Launches Project G: Empowering Gen Z for Sustainability & Mental Wellness



TAR UMT (Tunku Abdul Rahman University of Management and Technology) is proud to unveil Project G, a sustainability initiative specifically designed to empower and engage Gen Z in fostering sustainable change and promoting mental wellness through green practices. The project, which is supported by Google, aims to enable TAR UMT to further fuel their sustainability efforts to drive positive change in society.

In an event today titled, “Project G Celebration Day,” students, and Green Heroes came together to work towards a greener future. The event unveiled a 2D sustainable art created by TAR UMT students, constructed from recycled items and materials. This artwork infused with the essence of batik and flowers embodies the theme of mental wellness, encapsulated in the concept of “GRIT”, and paints a relentless stride forward, a celebration of resilience, and an ode to embracing life’s challenges with unwavering determination.

Cindy Poh Huay Yuet, Programme Leader & Lecturer from TAR UMT, expressed her gratitude for Google’s support, stating, “We are excited to embark on this project supported by Google, an organisation that embraces and taps on technologies to solve for sustainability. This project not only enriches our students’ educational experience but also empowers them to actively contribute to sustainability and wellness initiatives, making a profound and lasting impact on both our university and the broader community.”

Within the project, students and Google have formed a team of Green Heroes comprising thought leaders, Google employees, and enthusiastic students. These Green Heroes serve as beacons of inspiration, spotlighting innovative sustainable practices, including upcycling, and sharing valuable tips through engaging short videos. Their aim is to inspire viewers to creatively embrace recycling and adopt a lifestyle rooted in sustainable living.

Also present at today’s event was Richard Navarro, Google’s APAC Real Estate and Workplace Services (REWS) Sustainability Partner, who spoke about the efforts the REWS team implements to bring sustainability goals into tangible actions across Google’s offices.

“It’s great to have been a part of this program and witness TAR UMT students drive Project G to further positive change among Gen Z’s. In REWS, we share the same vision to take bold actions to address the carbon impact associated with our buildings and operations. Over the past two decades, Google has continually redefined what’s possible in corporate sustainability. We were the first major company to become carbon neutral in 2007.

In 2017, we became the first major company to match 100% of our electricity consumption with renewable energy purchases on an annual basis. Today, we continue to lead and innovate as we pursue Google’s vision of a carbon-free future for everyone. As we move towards our third decade of climate action, we will look beyond the immediate carbon impacts of our operations and lead the way by offsetting the embodied carbon from our building materials and food,” said Richard.

Google also shared Search Trends which provided a sense of how Malaysians are thinking about sustainability:

- Search interest in sustainability reached an all time high in Malaysia in 2023
- Malaysia is among the Top 10 countries in the world searching for thrifting between January 2022 and now, and search interest in the topic reached an all-time annual high in Malaysia in 2023
- Search interest in food security and food waste reached an all-time high in Malaysia in 2023, and particularly search interest in food security increased +150% between January 2022 and now in Malaysia, compared to the previous 20-month period

A key component of the Project G initiative is the “Project G Diaries.” This creative Mixed Reality concept features an animated character named Chapu, who embarks on a journey across the university campus, promoting environmental and mental wellness and encouraging green practices. Chapu’s delightful character serves as a voice to engage and motivate Gen Z students through social media channels.

As a symbolic representation of Project G’s core values, TAR UMT students have created a distinctive logo. The logo features the letter “G,” entwined with a leaf shape, signifying Project G’s dedication to fostering sustainability, promoting environmental and mental wellness awareness, and advocating for green practices. The logo’s three layers of green symbolize Grit, Green, and Gen Z, and its design resembles a globe, reflecting our care for Mother Earth.



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