

TO EMPOWER Gen Z in fostering sustainable change and promoting mental wellness through green practices, a local university hosted an initiative called "Project G".

The project, which is supported by Google, aims to enable Tunku Abdul Rahman University of Management and Technology (TAR UMT) to fuel its sustainability efforts to drive positive change in society.

During an event, 2D art by TAR UMT students, constructed from recycled items, was unveiled.

Embodying the essence of batik and flowers, the piece reflected the theme of mental wellness and was a celebration of resilience.

TAR UMT lecturer and programme leader Cindy Poh Huay Yuet said they were excited to embark on the project supported by Google.

"This project not only enriches our students' educational experience but also empowers them to actively contribute to sustainability and wellness initiatives, making a profound, lasting impact on both our university and the broader community."

Students and Google formed a team of Green Heroes who serve as beacons of inspiration, spotlighting innovative sustainable practices, including upcycling, and sharing valuable tips through engaging short videos.

Their role is to inspire others to creatively embrace recycling and adopt a lifestyle rooted in sustainable living.

At the event, Google's APAC real estate and workplace services (REWS) sustainability partner Richard Navarro, spoke about the efforts the REWS team implemented to bring sustainability goals into tangible actions across Google's offices.

"At REWS, we take bold action 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.

Driving sustainable change

University teams up with search engine giant to empower students to make green practices a way of life



Navarro says Google has continually redefined what's possible in corporate sustainability.



A 2D artpiece by TAR UMT students, constructed from recycled items.

"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," he said.

Google also shared Search Trends which gave an idea about Malaysians' thoughts on sustainability:

- Search interest in sustainability reached an all-time high in Malaysia this year
- Malaysia is among the world's

Top 10 countries searching for thrifting between January 2022 and today, and search interest in the topic reached an all-time annual high in Malaysia.

- Search interest in food security and food waste reached an all-time high in Malaysia this year
- Search interest in food security increased 150% between January 2022 and now in Malaysia, compared to the previous 20-month period.

"We continue to innovate as we pursue Google's vision of a carbon-free future for everyone"

Richard Navarro