

PROFILE ENHANCEMENT ON SUSTAINABILITY EXPERIENCES OR / AND INVOLVEMENT IN SUSTAINABLE PROJECTS.



ASST PROF DR NORZALIFA ZAINAL ABIDIN

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EXPERIENCE

Less than 3 years experience

- Tourism
- Wellness / Alternative Medicine

Less than 3-5 years experience

Less than 6-10 years experience

More than 10 years experience

- Education, Universities, Polytechnics or Colleges
- Constructions
- Architect

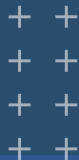
SUSTAINABILITY TALENT

Asst Prof Dr Norzalifa talent in sustainability is widely spread between social, environmental and economic impact in various technical, education, professional, government and non-government sectors. She understand Sustainable development consumption & production and can speak about sustainability impact on various services, and can make innovation and creative content on quality of life attributes in order to have a work balance. She can lead a strong sustainability team and in taking a lead for Corporate Social Responsibility for the indigenous groups, such as Orang Asli in Malaysia.. She has been an active contributor of knowledge for the youth and young entrepreneurs, and have won many local and international awards for her work in bringing the community development for the orang Asli in various fields, relating to sustainability and global issues.



SOCIAL ELEMENTS

- 1.Selecting a Project Leader
- 2.Selecting a Project Manager
- 3.Involved in hiring People of Special Needs or Indigenous Groups
- 4.Involved in community engagement for Company's CSR activities
- 5.Has been appointed as Project Leader for Social welfare in Company
- 6.Involve in research and training for entrepreneurial and community enhancement with focu on education sustainable development



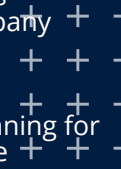
ENVIRONMENTAL ELEMENTS

- 1.Involved in advising and monitoring Recycling activities and practices in company
- 2.Involved in advising and monitoring good conduct or good practices in company
- 3.Involved in advising materials for recycling purposes
- 4.Involved in setting zero plastic campaign, paperless campaign
- 5.Involved in setting zero waste management program or recycling campaign
- 6.Involve in mentoring to assist indigenous orang asli to enhance their cultural heritage sharing via educational and eco tourism activities, and now involve for Gomvak hulthe geo community enhancement for Gombak Hulu Langat Geopark



ECONOMY ELEMENTS

- 1.Involved in looking at company's flexibility in managing projects.
- 2.Involved in looking at company's expansion plan from present projects
- 3.Involved in looking at local economic impacts arises from present or past projects
- 4.Involved in looking at company's profitability or indirect benefits from present or past projects
- 5.Involved in getting investors & strategic partners
- 6.Involved in bringing company for IPO
- 7.Involved in setting up new subsidiaries or Joint Ventures
- 8.Involved in preparing company financial report
- 9.Involved in stakeholders investment program
- 10.Involve in the master planning for the sustainable growth of the company



CORPORATE SOCIAL PRACTICES & COMMUNITY ENGAGEMENT

- 1.Participate in Corporate Social Responsibilities / Activities organised by other people, company or organisation
- 2.Participate in events that are related to UN17 Sustainable Development Goals (Example webinar, forum, exhibition)
- 3.Participate in events as Speakers on Sustainability Related Topics
- 4.Participate in survey exercise on issues relating to social or environmental matters
- 5.Participate in campaigns that drives sustainability agenda for community enhancement (example - Programs for Special Kids, B40 Groups)
- 6.Participate in University, Polytechnic or College Program for R&D Activities
- 7.Participate in Social Impact Program for Human Rights (Indigenous People, OKU, Single Moms)
- 8.Participate in Environmental Impact Program for Humanity (Floods, Fire Disaster, Hurricanes, River Cleaning, Beach Cleaning)
- 9.Participate in Community Engagement Program for Human Development (Recycling, Waste Management, Circular Economy)
- 10.Participate in Economic Impact Program for Prosperity (Waqaf, Charity, Donation)
- 11.Participate in Health & Wellness Program for Community (Blood Donation, Health Screening, Aerobics, Yoga)
- 12.Participate in writing inside newspaper column, blogs, newsletter, articles, journals on sustainability topics
- 13.Participate as Leader or Committee Member or Sub-Committee Member in Association or Clubs.
- 14.Training and awareness on entrepreneurial traits enhancement and leadership qualities need to be shared to all community members to improve the societal wellbeing.