

Index

- AIESEC Universiti Malaya, 14
- Animal shelters in Malaysia, 164–169
- Azman Hashim International Business School (AHIBS) BERS module, 148–149 YOLO Project, 149–153
- Babylon Vertical Farms (BVF), 89, 96–99
 - decisions to harvest and package fresh vegetables and herbs, 98–99
 - funding for, 90
 - products and services, 98
- British Council, Pakistan, 19–20
 - “going beyond borders” strategy, 20
 - library design, 23–24
- Brunei Darussalam, ecotourism of, 57
 - Sumbiling Eco Village (SEV), 58–63
 - Temburong District, 57–58
- BruTEL Cellular, 141–142
 - awards and recognition, 141
 - Corporate Social Responsibility (CSR) initiative, 142–143
 - dilemma, 145
 - “GoPaperless” initiative, 143–146
 - launch of 4G LTE technology, 141
 - mission of GO-Mobile, 141
 - network stabilization program, 141
 - support of educational platforms, 142
- Building Research Establishment’s Environmental Assessment Method (BREEAM), 23
- Business Ethics, Responsibility, and Sustainability (BERS) module, 147
- Cheek, Datuk Seri Ahmad Shabery, 15
- Chiang, Leslie, 59–60, 62
- Circular economy, 27–28, 45
- City Farm Malaysia, 95
- “Clean Our Plate” (COP) campaign, 13
- Dada, Raza Ali, 17, 24
- Environmental awareness, 54
- Environmental Performance Index (EPI), 76
- FOLO Farms, 95
- Food Aid Foundation, 14
- Food loss and waste (FLW), 3
 - global scenario, 4–5
 - in Malaysia, 3, 5–6
 - government initiatives to reduce, 6
 - SWCorp estimate, 14
- Foolad Gostar Atieh Sepahan Co., 110

- Geetanjali Woollen Pvt Ltd.
 - “business sustenance” and “sustainability business”, 28
 - business sustenance *vs* sustainability business, 44–45
 - issues with recycling business, 32–44
 - mechanical recycling business, 27, 29–32
 - overview, 28–29
 - sustainability initiative, 27
- Ghosh, Madhukar, 27–28
- Green Airport Certification, 84–87
 - complex application procedures, 85
 - employee involvement and support, 85–86
 - infrastructure problems, 86–87
 - legal obligations, 85
 - length of return-on-investment, 87
 - public awareness, 86
 - regulatory requirements, 87
 - Turkey's, 83
- Green behaviors, 3
- Green buildings, 21
- Green human resource management (Green HRM), 73
 - among ISO14001-certified Malaysian manufacturing firms, 76–78
 - assessment and rewards, 75
 - recruitment and selection, 75
 - training and development, 75
- Green Office Program, 48–52
 - benefits, 52
 - challenges of implementing, 52–53
 - at WWF-Turkey, 51
- Green Office program
 - KeepAllFresh Inc, case of, 53–54
- Greenpeace, 33
- Green Steps, 54
- “Green Xchange” project, 155–156, 159–161
- Hamidi, Dr Ahmad Zahid, 6
- Harmony and Hope Orphanage (HHO) project, 135
- Hirdaramani Mihila Factory's green initiatives, 66–70
 - awards and recognitions, 68–69
 - challenges in implementing, 67–68
 - changes adopted, 70
 - employee perception, 69
 - rainwater harvesting system, 66
 - reduction of energy consumption and water consumption, 69
- Hydroponic method, 92
- Iban community people, 60
- ICF Airports Antalya, 81–82
 - airport terminal management, 82–83
 - ecological objectives, 82
 - economic objectives, 82
 - environmental mission, 82
 - green company certification process of, 84–88
 - social objectives, 82
- Iranian Municipality waste management
 - case examples, 109–110
 - challenges in, 108–109
 - combustion technology, 107–108

- composting, 106–107
- future plans, 110–111
- issue of high waste generation and low-level recycling, 108
- landfilling system, 107
- operational problems, 109
- recycling, 105–106
- techniques for generating energy from wastes, 104–105
- ISO14001-certified manufacturing firms, 75–78
- Joy School Program, 13
- Kampung Sumbiling Lama, 59
- KeepAllFresh Inc, 53–54
- Lauk.com, 11
- Leadership in Energy and Environmental Design (LEED) accreditation, 17–18, 22–23
 - LEED Building Design and Construction (BD + C), 22–23
- Learning and sustainability, 20–22
- Legacy substances, 44
- Library designing, 17–18
 - green design, 23–24
 - LEED rating system, 22–23
- Loo Urban Farm, 95
- Malaysia
 - animal shelters in, 164–169
 - economy, 73–74
 - environmental concern, 115
 - export of petrochemical products, 115
 - food loss and waste (FLW) in, 3, 5–6
 - GDP, 73
 - green human resource management (Green HRM) of manufacturing firms, 76–78
 - HRM practices, 73
 - “no plastic bags on Saturday” campaign, 113–118
 - pet adoption scenario, 169–170
 - spending on waste disposal services, 115
- Malaysian Agricultural Research and Development Institute (MARDI), 3, 7, 14
- Malaysian manufacturing industry
 - green HRM practices, 76–78
 - ISO14001-certified firms, 75–76
- Malaysian Save Food (MYSaveFood) Network, 6–8
 - active MYSaveFood partners, 8
 - MYSaveFood Secretariat, 7
 - objectives of, 7
 - partners, 7
- Mansor, Datuk Seri Tengku Adnan Tengku, 14
- McLaven, Kevin, 20
- Mechanically recycled textiles, anomalies and challenges in, 38–45
 - APEO/NPO acceptance, 38
 - batch-to-batch shade variation, 44
 - labeling problem, 44
 - restrictions, 34–37
 - technological limitations, 44
- Media Prima Sdn Bhd, 11–12
- Mondelez International, 13

- MYSaveFood activities
 - awareness merchandises, 11
 - awareness programs, 9
 - charity-based programs, 14–15
 - media coverage, 9–10
 - @Ramadan 2017 project,
 - 14–15
 - at school, 11–14
 - social media coverage, 10–11
- MY Save Food awareness campaign, 4
- National Agro food Policy (NAP) 2011–2020, Malaysia, 91
- National Energy Conservation Authority (NEECA), 22
- National Energy Conservation Centre (ENERCON), Pakistan, 22
- National Save Food Network, 6–7
- Nayyar Ali Dada & Associates (NADA), 17–19
- Nik Ahang Co., 109–110
- “No plastic bags on Saturday” campaign, 113–118
 - consumer reactions, 116–118
- Pakistan, policy and regulatory environment in, 22
- Pakistan Green Building Council (PGBC), 22
- Persatuan Pemuda GEMA, 14
- PetroSains, 14
- Program Kebun Dapur or Kitchen Farm, 13–14
- Progressive Technical University (PTU), 123–124
 - Dr Kartini’s views of social innovation, 125–126
 - Gonzalez’s views of social innovation, 127
 - social innovation at, 124–138
- Ramadan bazaars, 14
- REACH, 33
- Rehman, Maarya, 20
- Rooftop farming, 92
- Save food initiatives, 6
- School Attack programs,
 - 11–12
- Sejahtera movement, 134
- SK Padang Jawa, 13
- Social innovation at PTU,
 - 124–138
 - Harmony and Hope Orphanage (HHO) project, 135
 - “The Grand Race”, 133–135
 - upscaling of, 132–133
 - views on activities conducted, 135–138
- Society for Community Outreach and Training (SCOT)
 - agriculture, 158
 - education, 158
 - financial challenges, 158–159
 - “Green Xchange” project, 155–156, 159–161
 - overview, 156–157
 - “The Youth against Poverty (YAP)” workshop, 157–158
- The Society for The Protection of Wildlife, Turkey, 47
- Solid Waste Management and Public Cleansing Corporation (SWCorp), 14
- Sri Lankan apparel industry, 65–66
 - See also* Hirdaramani Mihila Factory’s green initiatives

- Standard operating procedure (SOP), 3
- Sumbiling Eco Village (SEV), 58–63
 challenges, 62–63
 green activities at, 59–61
 popular activities at, 60
 promotion strategy, 61–62
 3R concept practice at, 61
 use of solar power, 60
- Sustainable Development Goals, 126
- Sustainable future through education, 11–14
- Teoh, Brian, 163–164, 171–172
- TESCO, 13–14
- Thomas, Stuart Aaron, 89, 96–99
- Traditional farming, 90
- Turkey's green airport project, 83
- Urban farming, 90–92
 challenges, 94
 forms of, 92–93
 in Malaysia, 95–96
 value, 93–94
- Vertical Aquaponics Aeroponics Planting system (VAAPS), 95
- Vertical farming, 89, 91
 in Europe, 94
 future of, 96
 products and services, 98
 sizes and shapes, 93
 vertical urban farming, 94
See also Babylon Vertical Farms (BVF)
- Waste management, 103
 in Iran, 103–111
- We Care For You (WCFY), 163, 170–172
- World Wildlife Fund (WWF)
 global goals, 48
 mission, 48
- World Wildlife Fund (WWF), Turkey, 47–48
 activities, 49–50
 challenges of implementing Green Office Program, 52–53
 Green Office Program, 48–52
- YOLO program, 149–153
- Yong, Alvin, 128–132
- “The Youth against Poverty (YAP)” workshop, 157–158
- Yunus Centre's seven principles of social business, 127–128