



COMMUNICATION GUIDEBOOK MODULE

**Advocacy, Awareness, Capacity Building and
Public Participatory Platforms (AACB)**

WATER SECTOR TRANSFORMATION 2040



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WATER SECTOR TRANSFORMATION 2040 (WST2040)
COMMUNICATION GUIDEBOOK MODULE: ADVOCACY, AWARENESS, CAPACITY BUILDING AND
PUBLIC PARTICIPATORY PLATFORMS (AACB)

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THE BUSINESS UNUSUAL OF WATER

Message from the Chairperson

Advocacy, Awareness, Capacity Building and Public Participatory Platforms (AACB) is one of the sub-sectors of the Water Sector Transformation 2040 (WST 2040) Study of the Academy of Sciences Malaysia (ASM) in collaboration with the Economic Planning Unit (EPU), Prime Minister's Department of Malaysia.

The objective of AACB sub-sector is to get Malaysians to be aware about how important water is and what role they should play in protecting the resources.

The sub-sector emphasises the role of the people, who are the main driver to achieve the ambitious mission of transforming the water sector via accelerating the implementation of integrated water resources management (IWRM); enhancing usage of innovative water technology; achieving economies of scale; and in making Malaysia the Regional Water Hub over the 12th, 13th, 14th, and 15th Malaysia Plans (2021- 2040); with a special focus on five priority areas: People, Governance, Information, Finance, and Infrastructure.

Adopting the 'Business Unusual' approach, the AACB sub-sector developed training modules for the targeted groups, namely the Business and Industry, Community, Academia, and Government sector; written by experts from Universiti Kebangsaan Malaysia.

This guidebook is a quick reference for those attending the training programmes and others who would like to roll up their sleeves and do their part for water security, safety and sustainability in Malaysia.

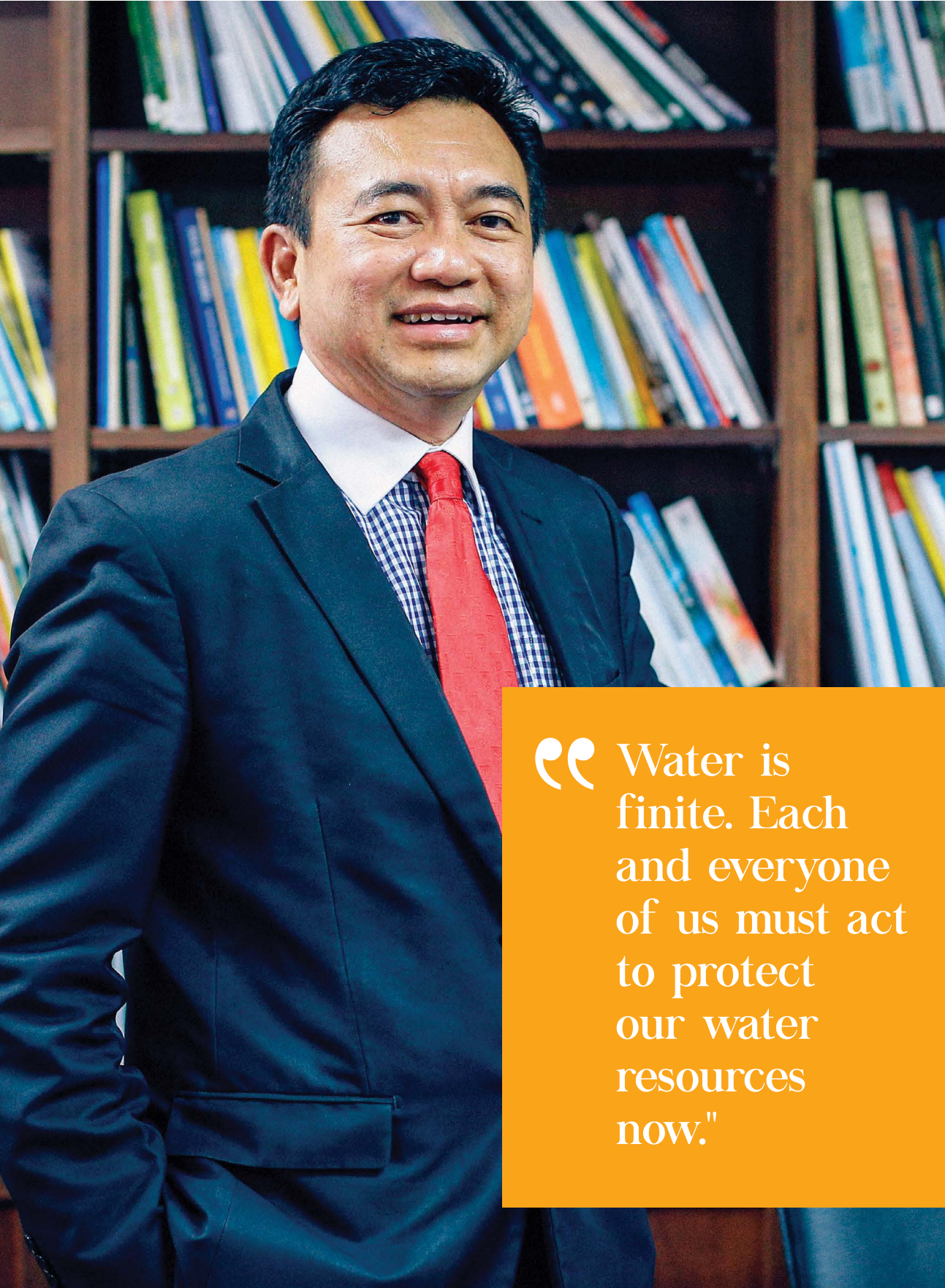
I would like to take this opportunity to express our sincere gratitude to everyone who has contributed to the Malaysian Water Sector Transformation Study, especially on the feedback and cooperation that had been extended to the AACB Sub-Sector Team.

Sincerely,



Prof. Dato' ChM. Dr. Mazlin Bin Mokhtar, FASc., FMIC.
Chairperson,

Advocacy, Awareness, Capacity Building, and Public Participatory Platforms (AACB) Sub Sector, Water Sector Transformation (WST2040) Study Team, EPU-ASM & Director of LESTARI, UKM



“Water is finite. Each and everyone of us must act to protect our water resources now.”

Acknowledgements

The Business Unusual of Water is sourced from the WST 2040 study report by the Advocacy Awareness Capacity Building and Public Participatory Platforms Sub-Sector team. This guidebook was prepared by Siti Nurbaiyah Nadzmi, the Communications Strategy Expert for the sub-sector to complement the training modules. Special appreciation to Prof. Dato' ChM. Dr. Mazlin Bin Mokhtar for his direction and vision on this guidebook, and Dr. Zuritah A. Kadir for her input and review of this guide.

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Puan Raden Puteri Khairani Khierotdin (UKM)

Preface

Thank you for downloading this e-book!

This book is made possible after a year-long study by the WST 2040 Advocacy, Awareness and Capacity Building Sub-Sector. If you're reading this book, you're one of the best persons to kickstart the change in perception and behaviour to make water supply in Malaysia secure, safe and sustainable.

The abundance of water in Malaysia coupled with low tariff gives everyone at home the snug feeling that clean water is guaranteed to always be available and that the government is the sole custodian of an ever-flowing tap. The tap would never run dry, and even if it did, it would be restored just by lodging complaints to the utility company. Rainfall will correct any shortage of water and the polluter will be brought to justice, and as soon as the utility is up and flowing, we continue to be lavish in our water usage.

The water we consume is rare. We are able to have tap running water because we still have enough fresh water to be processed and supplied as potable water to our taps. If we continue to neglect our rivers and river basins, we are destroying the source of our drinking water. This guidebook will show how and why we should change our habits or face the possibility of a dry tap and increased water tariff.

AACB finds that it is time to treat the water sector as business unusual, we have to change the way we value and consume water. The book is written with you in mind because we want you to see the big picture and be part of the change. Reading this guidebook, you will gain the following knowledge and learn to:

- Understand the value of water
- Talk to others about water with the knowledge that you have gained
- Report water pollution to the authorities
- Seek help, advice and partner with water experts
- Participate in public forums on water-related issues

We hope you will share this guidebook with your family and friends, together we will make a long-lasting impact for a sustainable water sector in the country, or rather a continuous clean and safe water supply to everyone's home. Act now, this is business unusual on water.

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The Journey

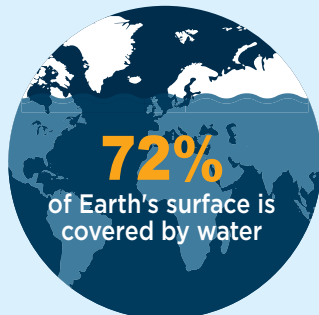
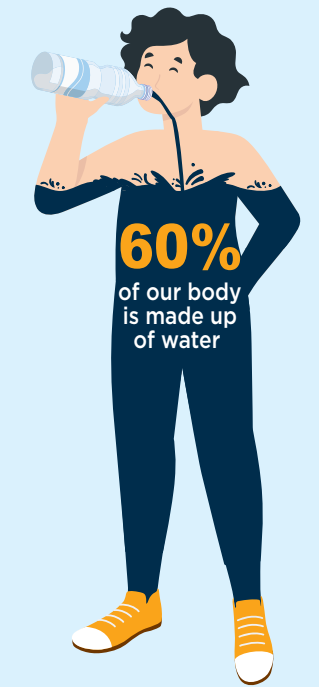
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3%
World's water is freshwater

0.5%
Available for drinking



What is Water Sector Transformation 2040?

Water Sector Transformation 2040 (WST 2040) is a project carried out by the Economic Planning Unit of the Prime Minister's Department with the Academy of Sciences Malaysia to study and build a comprehensive national agenda roadmap transforming water into a new economic sector that will boost national employment, drive the science, technology and innovation development, and at the same time contribute to our gross domestic product (GDP).

Looking back across the last couple of decades, we can see that rapid urbanisation, development, industrialisation, and population growth have increased water demands, consequently impacting water quality and water quantity which led to the critical need for a water sector transformation.

On top of that, Malaysians have not been paying enough attention to our water resources, despite being blessed with

ample rainfall, great networks of river basins and the ocean.

We are surrounded by so much water resources that we are lulled into thinking there will always be enough water to meet our ever-increasing demands without doing anything about it.

Spanning over four Malaysia Plans from the 12th to the 15th, WST 2040 Roadmap will chart the country's exciting journey of adopting integrated water resources management (IWRM), embracing new water-related technologies, achieving economies of scale and finally becoming a regional water hub.

WST 2040 Roadmap is hugely driven by people, therefore it is crucial to transform our perception, attitude and behaviours towards our water resources, which eventually becomes the water that we drink.

What is Integrated Water Resources Management and why is it important

Integrated Water Resources Management (IWRM) refers to a process which promotes a co-ordinated development and management of water, land, and related resources, to maximize the resultant economic and social welfare in an equitable manner without compromising the sustainability of the entire ecosystem.

The IWRM aims to transform the sectoral approach in planning, developing, and management of water resources to a more integrative and holistic approach among all stakeholders.

For decades the water resource management in Malaysia has been sectoral and fragmented but the National Water Resources Policy, launched in 2012, introduced the integrated water resources management in the crucial effort to transform the water sector. However, the water-related agencies are working in a fragmented manner, while poor understanding and awareness especially among public participatory platforms on water sector transformation hampered a meaningful implementation of IWRM in the country.

IWRM depends on the input and involvement of a range of stakeholders operating at different levels, including local water users, government agencies, industry and Non-Governmental Organisations (NGOs).

Identifying the stakeholders' roles is the first step in the stakeholder involvement process and in the subsequent sections we will discuss about what each stakeholder group can do in implementing IWRM and how forging partnership between stakeholder groups or how IWRM implementation can be improved through partnership between stakeholder groups.

The WST 2040 Roadmap is a strong shift from the fragmented and sectoral management practices to an integrated water resources management offering a solid solution to water security and sustainability to the country.

Being aware of IWRM helps us participate in public discussions whenever a development is proposed in our area. Will the development affect our water resources? Will it pollute our rivers? Asking these questions offers societal checks and balances to profit-oriented decisions.



The Business Unusual of Water

WST 2040 Roadmap emphasises on advocacy, awareness, and capacity building through training and education programmes, modules and materials development, communication and delivery system, to improve the current water management system and practices in Malaysia.

Whichever way you look at it, the roadmap pivots on people to achieve its objective in making water supply secure and sustainable. AACB recognises its essential role as a game changer in pushing for a change in the water sector and aims to do the following:

- Recommend a management plan for the government to implement
- Educate the industrial sector on their water impact and the possible solutions
- Increased water awareness in communities and help translate their water aspirations into policies
- Incorporate academic knowledge to support sustainable water resources management

AACB sub-sector uses the quadruple helix model, a partnership model that builds and interacts innovatively between the four actors, in this case the government, academia, industry and community, to achieve WST 2040 goals.

From its study, AACB has designed training modules to empower the targeted clusters on water-related knowledge, communications and

leadership roles. The Clusters, chosen for their strong societal influence, are the government sector, business and industry, academia and community.

These training modules are expected to trigger positive behavioural changes towards water for the next 20 years through the 12th, 13th, 14th and 15th Malaysia Plans.

Ultimately, AACB aims to bring people closer to water, to rekindle the strong relationship we once had with rivers, river basins and the environment.

You would ask, why do we need to change? Isn't there already a system in place to ensure water safety, security and sustainability? Because you and I are part of, and dependent on a sustainable water management system. Therefore, you and I are inextricably part of the national water transformation agenda.



What we need to know about the water that we drink

This guidebook serves as an elementary reference on awareness-raising, advocacy, and capacity-building activities under WST 2040 Roadmap. In other words, if you drink water, this book is for you. WST 2040 Roadmap aims for a behavioural change from our present attitude towards water:

- We do not regard rivers as living entities that play a very important role in our lives.
- We are not aware and do not care about river pollution.
- We put the entire responsibility of preserving and conserving our rivers on the authorities.
- We wrongly believe tap water originates from clean dams.
- We are unaware that the water we consume daily undergoes heavy treatment because of polluted downstream river sources.
- We are not aware that every piece of trash discarded indiscriminately by the community will be swept into the drainage system before it floats to the retention pond, then the tributary and river and, finally, into the sea.

Not too long ago, we used to fish, bathe, and travel on the the rivers that we have in our country. The rivers were our lifeline, but urbanisation and modern living distanced us from these living water bodies, not just physically but also in our mindset.

As a society, we gradually become uncaring by dumping rubbish indiscriminately, polluting our rivers and worse, agreeing with unsustainable developments. We believe the sole responsibility to care for the rivers lies with the authorities.

While we know and agree that water is life, we contradict this maxim by continuously and collectively as a society, destroying the water bodies and river basins, subsequently depleting our water supply.

Blatant neglect of the rivers costs us greatly in flash floods, landslides, droughts and waters-cuts as these valuable water sources were blocked by rubbish and polluted by our wastes.

It is time that we turn a corner and pay great attention on a key element of our own survival: available drinking water.



What is a river basin?

Knowing your river basin is like knowing the address of the water that you drink. A river basin is the land that water flows across or under on its way to a river and then flows out to the sea. Just like a sink that catches water and channel it into the outlet, a river basin catches, absorbs and filters water from the surrounding land into a river and out to the sea.

The Drainage and Irrigation Department stated that the country has 189 river basins, each is greater than 80 square kilometres, with 89 of them are in Peninsular Malaysia, 78 in Sabah and 22 in Sarawak. The main channels flow directly to the South China Sea and 85 river basins being flood prone areas.

Developments within a river basin that failed to consider the health of the basin will cause environmental degradation and related problems. The increasing number of polluted rivers in Malaysia reflects the non-integration of river basin management between water-related agencies.

As a society we should be concerned with the health of our river basins because this is the source of our drinking water.

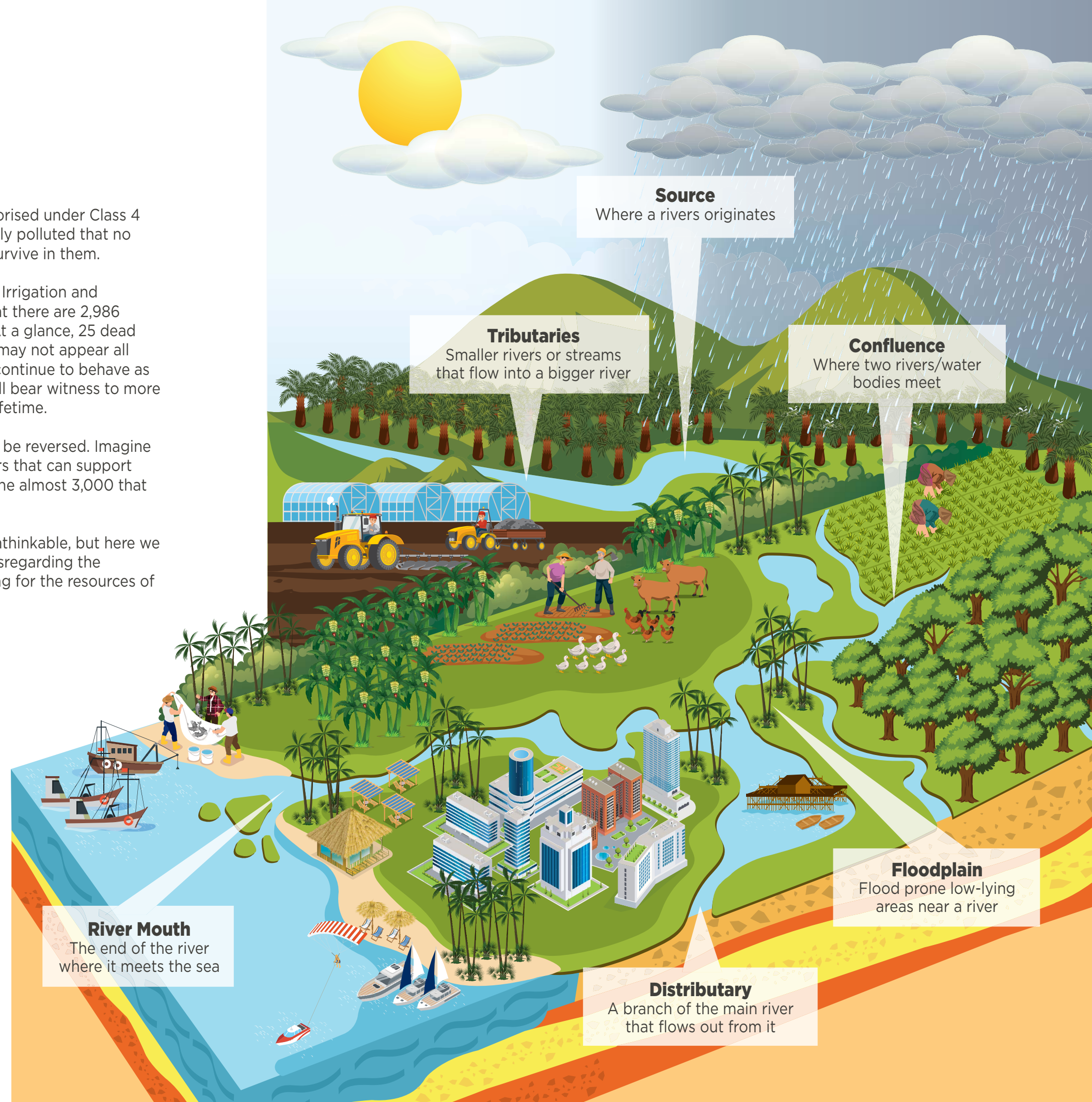
In February 2019, the Minister of Energy, Science, Technology, Environment and Climate Change disclosed there are a total of 25 'dead' rivers in Malaysia (with 16 in Johor, five in Selangor, three in Penang and one in Melaka).

These rivers, categorised under Class 4 and 5, were so highly polluted that no aquatic life could survive in them.

The Department of Irrigation and Drainage stated that there are 2,986 rivers in Malaysia. At a glance, 25 dead rivers out of 2,986 may not appear all that bad but if we continue to behave as we do today, we will bear witness to more dead rivers in our lifetime.

The numbers could be reversed. Imagine having only 25 rivers that can support aquatic life out of the almost 3,000 that flow in the country.

You may say it is unthinkable, but here we are continuously disregarding the importance of caring for the resources of our drinking water.



Tap water supply is not there by magic and water in Malaysia is not infinite

It is impossible to imagine Malaysia, a country blessed with rainforests, tropical rainfall and amazing river networks, to be without water. But if we continue to treat our water sector in a business-as-usual manner, we could end up in a dry state.

The rapid population growth leads to rapid development, urbanisation and pollution which directly impact water resources availability. The Department of Environment (DoE) Malaysia defines water pollution as the contamination of water bodies, largely caused by human activities. Over the years thousands of new buildings were built, millions of people added to our population and 25 rivers were declared 'dead' due to pollution.

The daily solid waste generated by Malaysians doubled from 19,000 tonnes in 2009 to 38,142 tonnes in 2018. Solid Waste Management and Public Cleansing Corporation (SWCorp) recorded an alarming estimation that a single person in Malaysia produced 1.17 kilograms of solid waste per day in 2018, compared to 0.8kg in 2005.

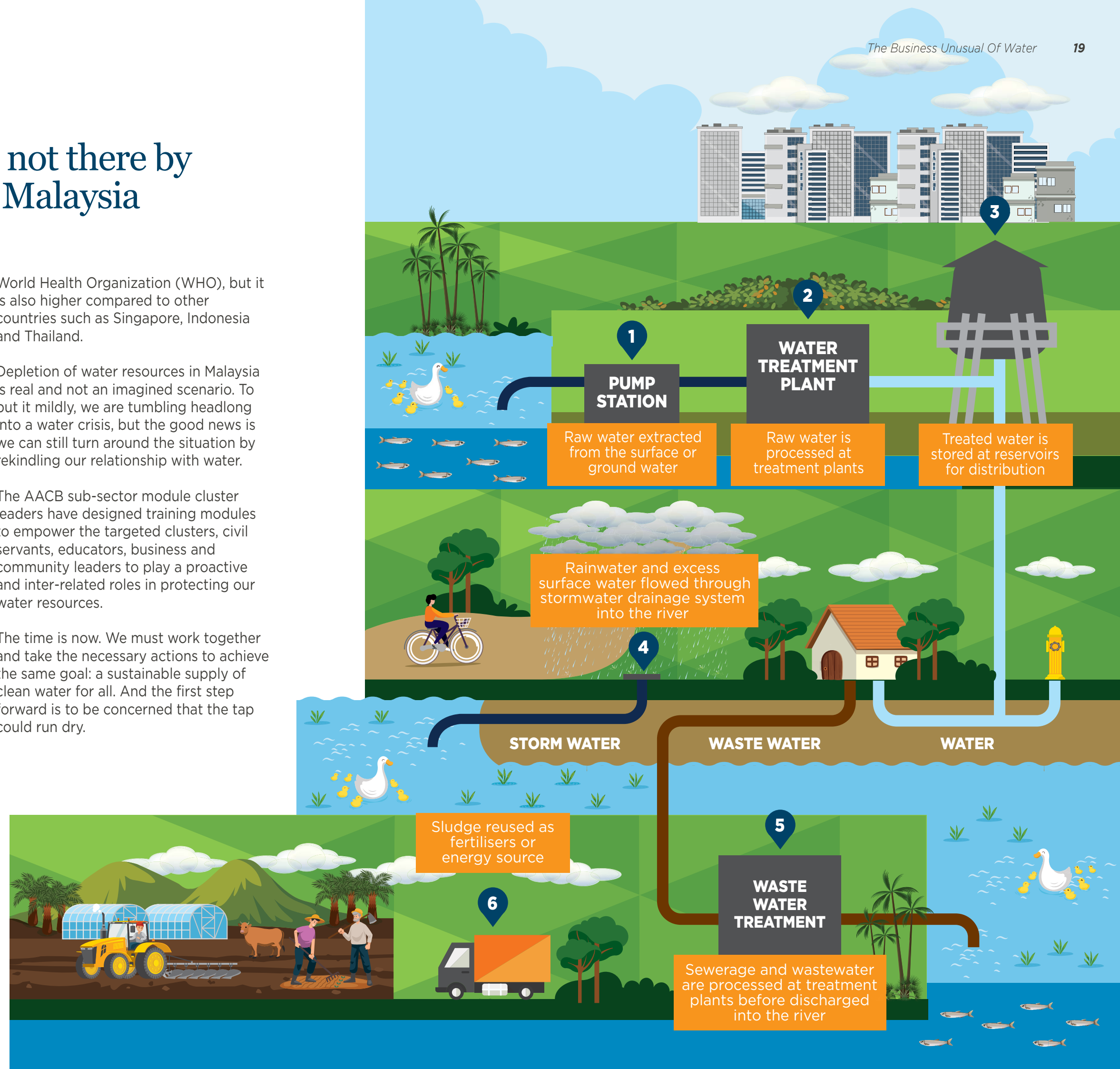
National Water Services Commission (SPAN) statistics showed Malaysians consume an average of 201 litres of water per person per day, which is equivalent to 134 bottles (1.5-litre capacity each). Malaysia's average daily per capita consumption is not only higher than the 165 litres a day recommended by the

World Health Organization (WHO), but it is also higher compared to other countries such as Singapore, Indonesia and Thailand.

Depletion of water resources in Malaysia is real and not an imagined scenario. To put it mildly, we are tumbling headlong into a water crisis, but the good news is we can still turn around the situation by rekindling our relationship with water.

The AACB sub-sector module cluster leaders have designed training modules to empower the targeted clusters, civil servants, educators, business and community leaders to play a proactive and inter-related roles in protecting our water resources.

The time is now. We must work together and take the necessary actions to achieve the same goal: a sustainable supply of clean water for all. And the first step forward is to be concerned that the tap could run dry.



This is where we want to be

WST 2040 Roadmaps aims for a Malaysia with secure and clean water supply for all. Together, we can build this reality.



If you're a civil servant, here's what you can do:

The main objective of AACB government sector in the roadmap of WST 2040 is to enhance leadership skills among local government staff in order to accelerate the implementation of IWRM through the business unusual training module of AACB.

The expected output will be the IWRM training of the local authorities and district offices staff along with the civil servants from various ministries and agencies. The officials of the Department of Irrigation and Drainage will be the key resource persons to train other civil servants for the training of trainers (ToT) module.

Therefore, the expected outcome will be the proactive and effective leadership roles of civil servants for the participatory decision-making processes to accelerate the implementation of Integrated Water Resources Management (IWRM).

The training of local authorities and district offices staff is to enable them to take on proactive leadership roles to accelerate the implementation of IWRM. Capacity building and continuous improvement of leadership skills of civil servants especially the staff of the 154 local authorities and 171 district offices will be enhanced via the AACB training programme.

Therefore, their communication skills, river care knowledge, environmental knowledge such as on ecology, general organisation and management skills and other subjects related to IWRM will also be enhanced.

The AACB Training Module will enhance the awareness of the civil servants about the value of water. Therefore, the civil servants will be more willing to take better care of water resources while promoting and managing river basins for other uses such as recreational or tourism activities.



If you're an educator, here's what you can do:

For the academia cluster, we target to train 211,570 teachers and 25,043 researchers on how to use creative and immersive learning experience to inculcate values in their students, raise awareness on the sustainable water resources management with emphasis on rivers as the water resources, and by using the nearest rivers as study and activity subjects.

The Academia Cluster module applies the following strategies:

Strategy 1:

Reiterate the importance of rivers as water resources for human and the environment

Using the illustration below, teachers can talk about tap water, its source and treatment, reiterating the importance of caring for the rivers. Teachers can share stories, case studies and water related concerns.



Strategy 2:

Instilling local values in promoting sustainable water resources management

Using the illustration below, teachers are encouraged to organise activities they can carry out with students, reinforcing local values associated with the rivers closest to the school. Teachers may emphasise the local initiatives in river protection and cleaning, and the local entities responsible for managing the rivers.



Strategy 3:

Enhancing the roles of researchers from higher education institutions in promoting sustainable water resources management

Lecturers are encouraged to compile and share success stories on water resources management. They will be trained on water resource management topics and activities especially on the Integrated Water Resources Management (IWRM). Furthermore, a preliminary list of 154 resource persons consisting of local universities lecturers with specialisation in the water sector has been compiled.

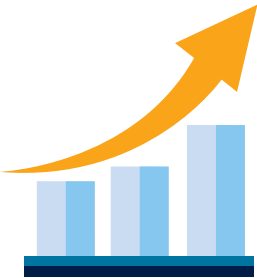


If you're a business owner, here's what you can do:

The Business and Industry training module understands the importance of balancing the cost, compliance, risk and revenue in integrating water management initiatives into a business or industry operation and as business or enterprise owner you will be equipped with how to address this situation.

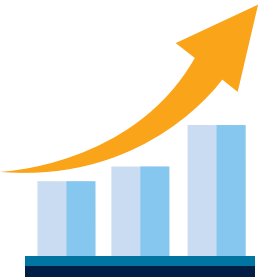
The module will help the business and industry sectors create partnerships with local authorities and communities in managing river basins, and in turn offers good branding through CSR initiatives.

The importance of the water cycle and the ecosystem, explanation about the integrated water resource management policy and how to form partnership with water-related agencies are among the points that are covered in the Business and Industry module.



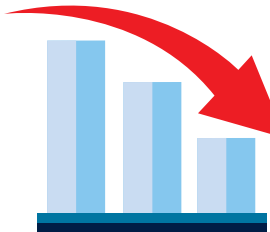
Compliance
Strengthening water management beyond regulatory compliance

Strengthening water management beyond regulatory compliance not just by reinforcing the legal implications of illegal wastewater discharge but also by pointing out the benefits of going above and beyond what is required by the law. We are also promoting businesses to be responsible and accountable beyond regulatory compliance through ESG reporting of water management performance.



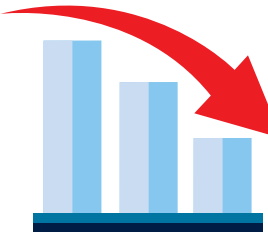
Revenue
Increasing revenue through the six-step principles action framework

Increasing revenue by adopting water as a valuable resource, reducing externalities and adopting best practices in managing water resources throughout the value chain.



Cost
Reducing cost through the adoption of circularity in water management

Reducing cost through the adoption of circularity in water management by understanding the true costs of water in business and industry's processes inside the fence line, to critically reduce, reuse, recycle, restore and recover water, and implementing circular processes in the operation and value chain to improve resilience towards water scarcity, optimise cost and ensure the continuity of the operations..



Risk
Mitigating risk related to water supplies and negative impact on the environment

Mitigating risks related to water supplies and negative impacts on the environment through sound water management policies to improve water stewardship in managing business risks, such as risks to operations (e.g. water shortage, flooding), financial and regulatory risks (e.g. clean up cost, penalty) and reputational risks (e.g. temporary loss of operating license). By adopting 5R water management strategy namely reduce, reuse, recycle, restore and recover, negative impacts on the environment can be greatly minimised.

If you're a community leader, here's what you can do:

The AACB community training module will guide the community to understand their river basins, know the development process taking place there and identify the risks present before disaster, natural or otherwise, occurs. With sufficient knowledge, they will be able to prepare themselves not just to changes to the environment brought on by development and urbanisation but also by the impacts of climate change, thus increasing their chances of averting disasters.

The Community Leader Cluster Module has a two-pronged strategy:

Strategy 1:

Increasing community awareness and instil ownership towards rivers and other water sources in their river basin.

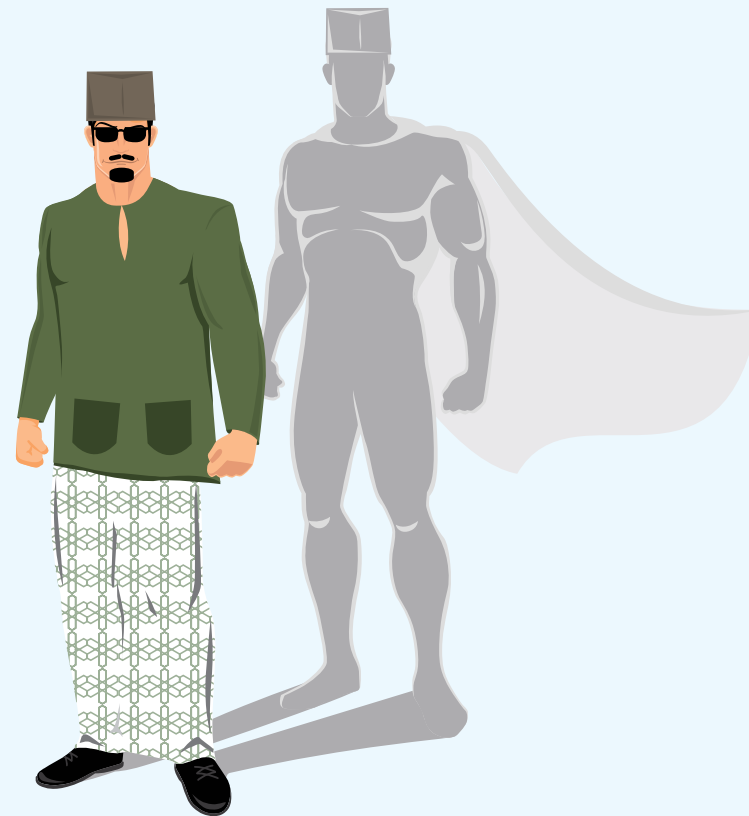
Strategy 2:

Empower the community to effectively participate in IRBM, be aware and able to adapt to climate change and reduce the risk of disaster.

When the community have a sense of ownership towards their rivers, they will realise that their activities in the upper or lower basin will affect the other communities in the river basin. They will be more interested to know the happenings in their river basin in terms of development.

Strategic partnerships between NGOs and the community will be organised to tackle issues faced by them effectively, to increase the community awareness and to instil a sense of ownership towards their rivers.

BE A WATER HERO



Beginner Level

- Aware of the rivers and river basins around them.
- Understand the issues present in the water sector.
- Aware of the activities that have impacts on their rivers and their river basins.
- Know the status of their rivers.
- Aware about the duty of the community in river protection.
- Appreciate the importance of their rivers' history, documenting and sharing it with the community.
- Appreciate the history and values of their rivers by sharing them with the community to inculcate sense of belonging and the need to protect the rivers for future generations.



Intermediate Level

- Be vigilant of the activities taking place at their river basins and able to identify whether the activities were licensed or unlicensed.
- Recognise the level of pollution and the potential of floods in their river basins.
- Able to convey the right messages and inputs to the right agencies when dealing with water-related problems faced by the community.
- Can share their viewpoints on the water resources in Malaysia and proposed the best action plans that suit the needs of the community at their river basins.
- Understand that every action plan made for disaster risk management needs to be monitored and fine-tuned from time to time.
- Able to identify the strengths, weaknesses, opportunities, and threats to their community's growth in the river basin.
- Have a clearer view in the risk awareness of their own river basins and can plan and strategised accordingly.
- Aware about their community's role in preventing disaster and protecting their river basins.



Advanced Level

- Understand the concept of levelling up in IWRM Spiral in terms of identifying, conceptualising, coordinating, and implementing all that are required by the IWRM Spiral.
- Understand the meaning of sustainable development for their community, and share or discuss their views on sustainable development
- Be aware about their community's role in protecting their river basins.
- Can speak up for their river basins and express their views on the development process taking place at their river basins through proper channels.
- Have the general idea of policy development documents and be able to discuss them with the community.
- Understand the public agenda set in the documents and able to conduct research to influence policy development in their river basins.
- Recognise the latest development in the water sector such as water footprint, water-energy-food-nexus, water 8is, and water in the circular economy.
- Be able to organise awareness programs for their community
- Be able to get funded, awarded or recognised as water heroes.

Directory

AUTHORITIES TO GET HELP FOR EMERGENCIES

Malaysia Emergency Response Services (MERS)

- Royal Malaysian Police (RMP)
- Fire and Rescue Department of Malaysia (FRDM)
- Ministry of Health Malaysia (MOH)
- Malaysian Maritime Enforcement Agency (MMEA) and Department of Civil Defence (DCD)
- ☎ 999

WATER-RELATED AUTHORITIES

Kementerian Alam Sekitar dan Air

- ☎ +603-8091 7000
- 🌐 pro@kasa.gov.my

Department of Environment

- ☎ +603-8889 1972 (Complaint Line)
- ☎ 1-800-88-2727
- ✉ aduan_k@doe.gov.my
- 🌐 <https://www.doe.gov.my/portalv1/en/>

Department of Irrigation & Drainage

- ☎ 013-756 2983
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- ✉ web@water.gov.my
- 🌐 <https://www.water.gov.my/>

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- ✉ Aduan@span.gov.my
- 🌐 <https://www.span.gov.my/>

Institut Penyelidikan Air Kebangsaan Malaysia (NAHRIM)

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- 🌐 <http://www.nahrim.gov.my/>

STATE WATER AUTHORITIES AND WATER SUPPLY OPERATORS

Badan Kawal Selia Air Johor

- ☎ +607-266 1201
- 🌐 <https://www.johor.gov.my/bakaj>

Ranhill SAJ Sdn Bhd

- ☎ +607-225 5367
- ☎ +607-225 5368
- ✉ customer.care@ranhill.com.my
- 🌐 Website : e-aduan

Lembaga Sumber Air Kedah

- ☎ +604-702 7667
- ✉ info@lsank.gov.my
- 🌐 www.lsank.gov.my

Syarikat Air Darul Aman (SADA)

- ☎ +604-740 0500
- ☎ 1-300-88-0017
- ✉ aduan@sada.com.my

Badan Kawal Selia Air Negeri Sembilan

- ☎ +606-765 9900
- 🌐 korporatsukns@ns.gov.my

Syarikat Air Negeri Sembilan (SAINS)

- ☎ +606-603 3500
- ☎ 1-800-88-6982
- ✉ aduan@sainswater.com
- 🌐 <https://www.sainswater.com/index.php/ms-MY/#>

Badan Kawal Selia Air Melaka

- ☎ +606-333 3333 ext. 7674 / 7686
- 🌐 <https://www.melaka.gov.my/ms/jkmm/bahagian-unit/timbangan-setiausaha-kerajaan-pembangunan-1/badan-kawal-selia-air-bksa>

Syarikat Air Melaka Berhad

- ☎ 15800 (Message)
- ☎ +6013-751 5800
- ✉ aduan@samb.com.my
- 🌐 <https://samb.com.my/en/>

Perbadanan Bekalan Air Pahang

- ☎ +609-573 9999
- ✉ aduan@paip.com.my
- 🌐 <https://www.paip.com.my/>

Perbadanan Bekalan Air Pulau Pinang (PBAPP)

- ☎ +604-200 6600
- ✉ customer@pba.com.my
- 🌐 <https://pba.com.my/>

Lembaga Air Perak

- ☎ 1-800-88-7788
- ☎ 1-800-88-15353
- ✉ admin@lap.com.my
- 🌐 <https://mylapapps.lap.com.my/>

Jabatan Air Negeri Sabah (JANS)

- ☎ +6088-232 391
- 🌐 <https://water.sabah.gov.my/?q=ms/webform/borang-aduan> / <https://water.sabah.gov.my/?q=home>

Lembaga Air Kuching

- ☎ +6082-222 333
- ☎ +6019 886 6650 (SMS)
- ✉ kwb@kwb.gov.my
- 🌐 <https://www.kwb.gov.my/modules/web/index.php>

Lembaga Urus Air Selangor LUAS

- ☎ +603-5511 1800
- ☎ +6019-264 7904
- ✉ aduan@luas.gov.my
- 🌐 <https://www.luas.gov.my/v3/my/>

Lembaga Sumber Air Terengganu (LAUT)

- ☎ +609-627 4242
- ✉ laut@laut.gov.my
- 🌐 <http://jba.terengganu.gov.my/>

Syarikat Air Terengganu Sdn Bhd (SATU)

- ☎ 1-300-88-2111 (Careline)
- ✉ 1-300-88-5511 (Careline)
- ✉ helpdesk@satuwater.com.my
- 🌐 <http://www.satuwater.com.my/index.php/ms/>

Jabatan Bekalan Air, Wilayah Persekutuan Labuan

- ☎ +6087-410 200
- ☎ +6013-856 0755
- 🌐 <https://www.facebook.com/JBAWPL/>

Syarikat Air Perlis Sdn Bhd

- ☎ +604-977 9300
- ☎ +604-978 1300
- ✉ aduan@airperlis.com.my
- 🌐 <https://www.airperlis.com.my/index.php/en/>

NON-GOVERNMENTAL ORGANISATIONS (NGOs) TO PARTNER WITH

Kuala Lumpur

Malaysian Nature Society (MNS)

- 🏠 MNS Headquarters
JKR 641, Jalan Kelantan
Bukit Persekutuan, 50480 Kuala Lumpur
- 👤 Mr. I.S Shanmugaraj
- ✉ mns@mns.org.my
- ✉ director@mns.org.my
- ☎ +603-2287 9422

World Wide Fund for Nature (WWF) Malaysia

- 🏠 No. 1, Jalan PJS 5/28 A
Pusat Dagangan Petaling Jaya Selatan
46150 Petaling Jaya, Selangor
- 👤 Daria Mathew
- ✉ dmathew@wwf.org.my
- ☎ +6019-286 9600

Eco Knights

- 🏠 No. 41, Lorong Burhanuddin Helmi 11
Taman Tun Dr Ismail
60000 Kuala Lumpur
Wilayah Persekutuan Kuala Lumpur
- 👤 Dr. Yasmin Rashid
- ✉ yasmin@um.edu.my
- ☎ +603-7731 8361

Selangor

Global Environment Centre (GEC)

- 🏠 2nd Floor, Wisma Hing, 78
Jalan SS2/72
47300 Petaling Jaya, Selangor
- 👤 Dr. Kalithasan Kailasam
- ✉ kalithasan@gec.org.my
- ☎ +603-7957 2007

Treat Every Environment Special Sdn. Bhd. (TrEES)

- 🏠 No. 72, Jalan SS4/10, SS 4
47301 Petaling Jaya, Selangor
- 👤 Leela Panikkar
- ✉ treateveryenvironmentspecial@gmail.com
- ☎ +603-7876 9958

Pertubuhan Pelindung Khazanah Alam Malaysia (PEKA)

- 🏠 No. 15, Jalan Akuatik
13/77C DKayangan, Section 13
40100 Shah Alam, Selangor
- 👤 Puan Sri Datuk Shariffa Sabrina Binti Syed Akil
- ✉ hello@pekamalaysia.org
- ☎ +603-5512 1006

Pahang

Sustainable Development Network Malaysia (SUSDEN)

- 🏠 B-2114, Tingkat Satu
Jalan Merpati
25300 Kuantan, Pahang
- 👤 Mr. Bishan Singh Bahadur
- ☎ susden.malaysia@gmail.com
- ✉ +609-5133 160

MNS Pahang

- 👤 Noor Jehan Abu Bakar
- ✉ versed_anggerik@yahoo.com
- ☎ +603-2287 9422 (HQ)

Regional Environmental Awareness Cameron Highlands (R.E.A.C.H)

🏠 3rd Floor, No. 1, Main Road Brinchang
39100, Cameron Highlands, Pahang
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✉ reach.president@gmail.com
☎ +605-491 2978

Kelantan

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🏠 No. 204, Jalan Sultan Yahya Petra
15150 Kota Bharu, Kelantan
👤 Nazahatul Anis Amaludin
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Terengganu

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🏠 No. 24896, Taman Kiara, Pekan Batu 6
21200 Kuala Terengganu, Terengganu
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✉ mnsterengganu@gmail.com

Persatuan Khazanah Rakyat Ma' Daerah (MEKAR)

🏠 No. 8, Pejabat Pos Kerteh
24300 Terengganu
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Johor

Malaysian Nature Society Johor

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Green Earth Society

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80100 Johor Bahru, Johor
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☎ +6016-716 3636
☎ +6016-716 5565

Negeri Sembilan & Melaka

Malaysian Nature Society - Negeri Sembilan & Melaka

👤 Vuthy Taing
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☎ +6016-348 6345

RCE Melaka, Green Growth Asia Foundation

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75150 Bukit Baru, Melaka
👤 Sri Themudu
✉ sri.tbb@greengrowthasia.org
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Penang

Sahabat Alam Malaysia (SAM)(HQ)

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11400 Penang
👤 Ms Meenakshi Raman
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☎ +604-827 6930

Water Watch Penang (WWP)

🏠 3A-32-03, N-Park Resort Condominium
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11700 Penang
👤 Prof Dr. Chan Ngai Weng
✉ info.waterwatchpenang@gmail.com
☎ +6019-575 1253

Consumers' Association of Penang (CAP)

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11600 Jelutong, Pulau Pinang
👤 Mohideen Abdul Kader
✉ info@consumer.org.my
☎ +604-829 9511

Malaysian Nature Society MNS Penang

🏠 Nature Information Centre (NIC)
673-B, Jalan Kebun Bunga
10350 Penang
👤 Tan Choo Eng
✉ chooengtan@yahoo.com
☎ +604-227 3673

Persatuan Pendidikan Dan Kebajikan Jaringan Nelayan Pantai Malaysia (JARING)

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☎ +6012-457 3243

Kedah

Malaysian Nature Society Kedah

🏠 No. 3, Jalan Timur 1
Kawasan Perusahaan Mergong Barrage
05150 Alor Setar, Kedah
👤 Lt. Col. (Rtd) Husamuddin bin Yaacob
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Friends of Ulu Muda

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FLAG - Friends of Langkawi Geopark

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MNS Perak

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✉ mnsperak@gmail.com

Friends of Nature Activists Society - KUASA

🏠 No. 2, Bercham Bestari 1
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Persatuan Penggerak Bumi Hijau Malaysia

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Perlis

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☎ +6019-918 2801

Sabah

Sabah Nature Club

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WWF Fund Sabah

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Sarawak

Sarawak Eco - Warriors

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