



SUSTAINABILITY REPORT

IFMA MUAYTHAI WORLD CHAMPIONSHIP/JUNIOR
CHAMPIONSHIP MALAYSIA 2014



IFMA Muaythai World Championship in Langkawi, Malaysia Sustainability Report 2014

About IFMA & Persatuan Muaythai Malaysia (PMM)

The PMM local organizing committee for the 2014 IFMA Muaythai World Championship, a not-for-profit company, was entrusted by the International Federation of Muaythai Amateur (IFMA) to organize and host the World Championship & Junior Championship where athletes from around the world, (101 countries to be exact) can compete to test their abilities in the spirit of honour, tradition, respect, excellence and fairplay.

About AISTS Sustainable Sport & Event Toolkit (SSET)

The SSE Toolkit is an initiative developed by the AISTS Mastering Sport and VANOC, the Vancouver Organizing Committee for the 2010 Olympics and Paralympics Winter Games.

IFMA integrated the management and sustainability practices recommended by the SSET to give the World Championship in

Malaysia and the sports community a very tangible legacy, by incorporating sustainability into their daily operations in order to execute a successful and sustainable sports events.

In hope, that our sustainability initiatives & practices are inherited by the locals in sunny island Langkawi, Malaysia & athletes take home sustainable practices to be incorporated beyond the 10-day World Championships.



OLYMPIC COUNCIL OF ASIA



TAFISA
The Association For International Sport for All



Honour - Tradition - Respect - Excellence - Fairplay
Muaythai towards
Highest Sport Recognition



The name orangutan means “man of the forest” in the Malay language

As IFMA Muaythai World Championship formally concludes its operations, this report places a particular emphasis on our World Championship-time performance and activities, while reflecting on the lasting legacies.

The mascot of the World Championship itself resonates the constant fight for survival of the Sumatran and Bornean orangutans, which are Critically Endangered (estimated to number about 7,500 in the wild) and Endangered (41,000) respectively.

With a catchy orangutan mascot, IFMA aims to highlight the increasing alarming risk of extinctions due to deforestation and habitat loss. The mascot, designed by a Malaysian, brings social inclusion and aboriginal participation/collaboration to an international platform. Hitting home awareness, education and localisation, bringing tourists & conservationist alike to Langkawi & Malaysia in general, beyond the World Championships.

Participation with WWF-Malaysia via Tourism Malaysia would include conserving orangutan habitat, antipoaching, promoting sustainable forestry and agriculture, and halting pet trade, along with TRAFFIC (the wildlife trade monitoring network).

Definition of Sustainability

For IFMA, sustainability means managing the social, economic and environmental impacts and opportunities of our World Championships to produce lasting benefits, both locally and globally.

Mission

To touch the soul of Malaysians (locals, partners & suppliers) and inspire the athletes & delegates of the world by creating a sustainable World Championship with lasting legacies.

Vision

A responsible Malaysia by raising its passion for health, sports, culture and sustainability in organizing all sports & events.

Values

Honour | Tradition | Respect | Excellence | Fairplay

Definition of Sustainability:

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs”

- Brundtland Commission (1987)



IFMA & Muaythai towards Highest Sport Recognition

Muaythai under IFMA is already recognised by the Olympic Committee of Asia (OCA) and by SportAccord, which unites 104 world-recognised sports.

IFMA officially launched a campaign towards IOC recognition on the 3rd of April 2012. IFMA has been praised by WADA for their fair play focused, anti-doping program and also their educational drug awareness efforts. Muaythai has also been recognized by TAFISA, Sport for All and is included in many multi-sports games.

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Message from the President of the International Federation of Muaythai Amateur (IFMA)



The five pillars of Muaythai are built on respect, honour, tradition, excellence, and fair play and I am honoured to say that IFMA was able to uphold these values both inside and outside of the ring during the IFMA Muaythai World Championship in beautiful Langkawi, Malaysia, held from the 1st to the 10th of May, 2014.

At each of our Championships we make sure that no permanent damage has been done to the environment as well as raise ecological awareness through various activities involving children and adults all the same. Furthermore, IFMA has recently signed an agreement with the World Wide Fund for Nature (WWF) on saving the Orangutans.

IFMA was able to honour our commitment in creating an event that would not only benefit

all parties involved during the event, but to also leave a lasting, positive, beneficial and sustainable impression on everyone involved in a grand scale. Muaythai is not just a sport, it is a way life and we make it our goal at every IFMA event to apply a sustainability programme in order to make our world a better and cleaner place for the future generation.

I would like to give my special thanks to the Government of Malaysia, Malaysia Major Events, the Mahsuri International Exhibition Center of Langkawi and the Malaysian Muaythai Association as well as Dato' Shahnaz Azmi and his team. See you soon in Thailand for the 2015 Royal World Cup.

Dr. Sakchye Tapsuwan
IFMA President

Message from the President of Malaysian Muaythai Association

I'm pleased to introduce the 2014 report for sustainability initiatives of the IFMA Muaythai World Championship / Junior Championship in Langkawi, Malaysia. In this report, we share our challenges, successes and performance indicators, with hope to leave behind a legacy on sunny island Langkawi.

The 2014 World Championship provides an opportunity for Malaysia to show the world our people, culture, landscapes, seascapes and hospitality. With a diverse nation of multi-cultural and ethnic representation, our future youth, through participation in Muaythai as a sport inspires the IFMA team, our partners, athletes, delegates and special communities to deliver a stellar World Championship and put Malaysia on the world map, while sharing our sustainability stories with the world.

Throughout the World Championship, sustainability has managed to deal with social, environmental and economic impact; leaving behind a lasting benefit, both locally and globally. I will always remember the Muaythai World Championship Langkawi's greatest achievement in bringing the most global athletes in a single event - a stellar performance as Malaysians when we come together for a cause.

Going forward, I hope that sustainability initiatives would take mainstream in future IFMA sport events in years to come. We wish you the very best to Bangkok 2015.

Dato' Muhammad Shahnaz
President of Malaysian Muaythai Association



Sustainability Scorecard

Sustainability Performance Indications
(at a glance):

- Save the Orangutan Campaign (usage in World Championships mascot)
- Walking distance between airport, hotel & World Championship venue
- Tree Planting programme for spouses, where 40 trees were planted
- 2 demonstration sessions to make fish amino, Farmer's EM, container & heap compostings for 26 participants
- 1,150kg or 12.8% of kitchen waste (fruit peels only) composted and saved from the landfills
- 22,500 sqft of carpets upcycled
- 7,664 sqft of tarpaulin buntings upcycled
- US\$3,500 donated to Charity Club of Langkawi & Rotary Club Langkawi for hospital shuttles, food runs, education books, toilet & roof rebuilding
- Luncheon & ceremony for the 8-orphaned/underprivileged kids and 3-hardcore poor families
- Aboriginal artist exhibition & live painting demonstration
- Education kits by CAP distributed to farmers, gardeners, landscapers, and school teachers.
- 96% local sustainable purchasing with local partners & sponsors
- Social media reach of over 7,488 fans on Facebook, Twitter & YouTube

ENVIRONMENTAL

Stewardship and Impact Reduction

A Biodiversity and Habitat
B Energy and Climate Change
C Waste Management

We are reducing our environmental impacts by

- designing for less through smart site selection
- operating “eco-efficiently” by minimizing waste
- offsetting negative impacts

A Biodiversity and Habitat

Throughout the bid preparation & presentation by the Malaysian Muaythai Association (PMM) and Malaysian Major Events/Malaysian Government for the 2014 World Championship, Langkawi island had always been at the forefront to host the World Championship.

Pre-World Championship smart site selection was an easy task, because selecting the games venue and official hotel was a given. The Langkawi International Airport, situated merely 450 meters or a 5 minutes walk to the One Hotel Helang Langkawi (OHHL) made OHHL the obvious choice. Situated in the middle of the airport and games venue, Mahsuri International Exhibition Centre (MIEC), OHHL boast large rooms, amenities and the ease to shuffle delegates, athletes and their equipment a sustainable decision, resulting in a low carbon footprint.

World Championship Venue

Mahsuri International Exhibition Centre (MIEC), situated right beside OHHL, was merely 140 meters (2 minutes walk). All delegates, referees & judges, and athletes staying at the hotel walked to the games venue, thus contributing to a zero carbon footprint games venue.

MIEC is also a barrier-free access venue, wheelchair accessible and accessible for all modes of transportations.

Venue & Office Management

Paper used during the games were recycled and printed double sided, when applicable. The World Championship booklet was printed using eco-print technologies based on ISO 14001; modern presses which are 60% more energy efficient, using certified recycled paper & paper made from trees grown in sustainable and environmentally-managed forests (Forest Stewardship Council (FSC) or PEFC), while using vegetable-based inks; releasing only 2-4%

Smart Site Selection: One of the six steps VANOC applies in the planning, building and operation of our Games venues. Smart Site Selection is the process of clustering and consolidating venues.

- VANOC Sustainability Report 2010



Volatile Organic Compounds (VOCs).

PEFC is the Programme for the Endorsement of Forest Certification, an international non-profit organization dedicated to promoting sustainable forest management.

B Energy and Climate Change

Given that the games site didn't require any construction nor restoration, none of the flora & fauna were affected.

In fact, carbon offset programmes, such as the Spouse Tree Planting programme was carried out at Legenda Park on the 8th of May where 80 participants from 8 countries planting 40 trees.

C Waste Management

During the planning phase, we made a commitment to pursue a “Zero Waste” strategy. IFMA & PMM established a target of diverting from landfills at least 10 per cent of organic fruit waste generated during the World Championships from 1st May to 10th May 2014. During the target period, we actually composted 12.8 per cent (1,150kg of fruit peels) at various hotels, restaurants, guesthouse, nurseries and agricultural/gardeners.

Technical parties included Consumer Association Penang (CAP) for composting. CAP ran 2 demonstration sessions before the World Championships, leaving behind knowledge and a legacy to locals & businesses (hotels and guesthouse) to continue the sustainability initiatives.

Composting sites & partners that “inherited” the World Championship’s waste includes the following:

- Frangipani Spa & Resort x6 occasions
- Pondok Keladi x2 occasions
- Resort World x1 occasion
- Sheela’s Restaurant x1 occasion
- Herbwalk x1 occasion

Our Langkawi partners listed above, armed with the knowledge, is now motivated to compost their own kitchen waste, beyond the World Championship and make fertilizers for their landscape and gardens, thus reducing expenditure to maintain their landscape, contributing to their business bottom lines.

Leftover food

Charity Club of Langkawi & Rotary Club Langkawi had pre-selected 16 families (with 33 adults and 35 kids) and assigned an orphanage, As’salam Boys Home (8 orphans) as the beneficiary of leftover lunch food from the games but seeing that there weren’t any leftover food throughout the 10-days, we scheduled a special luncheon for the special kids & families.

Definition of Sustainability:

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs”

- Brundtland Commission (1987)



Upcycling: Reusing waste

All the 22,500 sqft of blue carpets laid for the World Championship were upcycled by 3 contractors into multiple usages. They are as follows:

- Mr Robyn from Dewani Advertising: will reuse for Tzu Chi foundation
- Mr Azman/Carpet installers: will reuse for a badminton & futsal court in his neighbourhood
- Mr Lingam/Laguna condominium contractor: will use to cover tiles after renovating condo units.

Upcycling recipients were contacted prior to the World Championships and the portion of inheritance were given out on a first-come first-serve basis.



Tarpaulin buntings used throughout the World Championship came in all shapes & sizes and they were all upcycled as well. Here's the list of tarpaulin buntings used:

Definition of Upcycling:

"Process of converting waste materials or useless products into new materials or products of better quality or for better environmental value"

- Reiner Pilz of Pilz GmbH (1994)

- A) 22x in the hall (7x16ft)
- B) 2x main entrance (10x30ft)
- C) 5x outside MIEC walls (10x30ft)
- D) 1x prize giving ceremony backdrop (18x16ft)
- E) 8x pillars (7x16ft)
- F) 15x counter (3x8ft)
- G) Wood board (2x6ft)
- H) A-boards by Powermind 120x (3x6ft)

The beneficiaries and usage includes the following:

- Lingam/Laguna will use to cover cement, sand & for workers to lie on,
- Zuraidah/Frangipani will use to make tote bags,
- KEDA single mothers to make tote bags,
- Robyn purchased unused A4 & A3 paper,
- the other ideas included using as boat roof covers & rental companies to cover their unused vehicles.



SOCIAL INCLUSION

and Responsibility

A Inner-City Inclusive Commitments
B Employment and Training

Being social inclusive and responsible meant that IFMA considered the needs and interest of its workforce, contractors, athletes and our sponsors and partners (including government & sport partners). We were particularly aware of the positive impact to:

- Economically-disadvantaged communities
- Giving back to the community through CSR
- Leaving a legacy through training & education

A Inner-City Inclusive Commitments

The World Championship venue is a barrier-free venue and operations, equipped with ramps and lifts to all areas of the games venue.

Entrance to the whole event (3 rings), including the final event were free of charge, inspiring students, islanders and providing those unable to attend world class sporting events to watch live and exclusive.

Muaythai Khan courses were also donated to participants free-of-charge, as a result of last-minute ticket donations received during the World Championship. Qualified trainers and participations were enriched with certificates of participation.

Health and social services were enhanced by the participation of government doctors at the games venue, in collaboration with Langkawi Hospital and other agencies, to ensure the World Championship did not negatively affect access to health services. Special pickup shuttles were constantly on standby to ferry athletes with major injuries to the nearby Government hospital.

Buses were the main source of transportation with vans standing in as fillers. Free buses were also provided during the last 2-days of the games, courtesy of Hop-On Hop-Off



B Employment and Training

We engaged many community services and programs to deliver activities that created awareness and increased accessibility to jobs, training initiatives and volunteer opportunities. Volunteers were mostly from the northern region (States of Penang, Kedah and Perlis), nearing Langkawi, Kedah.

A total of 650+ volunteers were assisting various teams, coming from various institutions:

- National Service, Kedah
- UiTM, Shah Alam
- Colleges, Penang

Composting training & demonstration sessions were carried out prior to the World Championship, to get buy-ins from locals (hoteliers, restaurateurs, landscapers, gardeners, C-levels) to come onboard to inherit our waste. 2 demonstrations were carried out by Consumer Association Penang to make fish amino, Farmers' EM and how to do container & heap composting methods. Both sessions were attended by 10 and 16 participants in both Herbwalk and Frangipani respectively.



ABORIGINAL

Participation and Collaboration

A Partnership and Collaboration

B Sport and Youth

C Awareness and Education

Initiatives and events to showcase and celebrate:

- Aboriginal arts and culture
- Locals volunteering and participating in assisting the World Championship as liason officers
- By creating awareness and running training sessions for the locals, hoteliers and restauranteurs

A Partnership and Collaboration



Aboriginal artists from Langkawi were contracted to produce artworks for the Muaythai World Championship aboriginal art program, using coffee beans as the medium on paper. A coffee painting exhibition and live coffee painting demo was performed by Ms. Amandawati from Red Door Gallery.



Daily "live performances" from partnering organizations were preceded by official blessings and welcomes from IFMA representatives. These ceremonies played an important role in bringing together community leaders, like the Malaysian Government Youth & Sports Minister, honouring the participation of local partners.

B Sport and Youth

A special luncheon cum ceremony with 8-orphans and 3-hardcore poor families took place to merge sports, promoting health and wellness within Aboriginal communities. IFMA delegates, sponsors and World Championship organizers donated US\$3,500 to Charity Club of Langkawi and Rotary Club Langkawi. Charity Club will utilize the funds to shuttle families to hospitals and perform monthly food runs to 26-families across Langkawi island. Meanwhile, Rotary Club Langkawi will donate education books to school in Tuba Island off Langkawi and rebuild toilets & roof repairs to hardcore homes across Langkawi. The donation came from IFMA, PMM, private donors and WESING Muaythai equipment manufacturer. A Youth and Sport Conference was also conducted with the local volunteers invited to participate and take part in the event. Speakers from SportAccord, UNITE, the Malaysian Government and IFMA were featured during the conference.



C Awareness and Education

Education kits were distributed, courtesy of Consumer Association Penang (CAP) in a form of natural farming, composting recipes, and herb that can be used for pest management. 26 kits were distributed to gardeners, hoteliers, restaurateurs, school teachers and herbalist. CAP also setup a composting exhibition booth throughout the games with sample compost and vermicompost materials.

ECONOMIC

Benefits

- A Financial Performance
- B Buy Smart: Sustainable Purchasing, Licensing & Business
- C Sustainable Innovation & Practice

Events such as the World Championship can generate sustainable economic benefits for communities and regions, including:

- Jobs, business development opportunities
- Trade and infrastructure improvement
- Tourism sector, social & sport activities

A Financial Performance



C Sustainable Innovation & Practice

IFMA & PMM focused on practical approaches to implementing sustainability as a means of fostering support, demonstrating practical approaches and solutions in action. The following are our sustainable partners, sponsors and collaborators.

- Consumer Association Penang: performs natural farming based on organic fertilizers and educates Malaysian farmers to compost, reuse waste
- Frangipani Spa & Resort: perform waste separation throughout their resort, composting on a regular basis and supports a wetlands within their premises.
- Rotary Club Langkawi: constantly reaching out to Aboriginals/locals, providing infrastructure, education, healthcare funds.
- Charity Club of Langkawi: constantly provides food run and shuttles hardcore poor Aboriginals/locals to hospitals and regular check-ups.

B Buy Smart: Sustainable Purchasing



CONCLUSION

A Summary



In the aftermath of the World Championship, we hope our Langkawi Malaysia 2014 experience will:

- Influence how the general public & athletes incorporate sustainability into their lives, work and projects
- Convince other major event organizers to pursue a green agenda while promoting other core values of respect, friendship and excellence.

All those involved in the build-up to and running of the World Championship return to the day-to-day world once they are over, bringing their new-found interest in the natural world and sustainability into their lives and future employment.

- VANOC Sustainability Report 2010

A Summary

PMM and the local organizing committee is aware that organizing the World Championship involves hundreds of people, many of whom are volunteers.

The determination of PMM to ensure sustainability training for all these people prior to the World Championship are room for improvement and we acknowledge that some additional specifications and training would have enhanced the results. Deliberately generating a ripple effect.

In the aftermath of the World Championship, we hope our Muaythai Langkawi 2014 experience will influence how the general public, locals/islanders, IFMA, athletes, delegates and volunteers, sport and other major event organizers incorporate sustainability into their lives, work and future projects.