

GREEN BEHAVIOR AND CORPORATE SOCIAL RESPONSIBILITY IN ASIA

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GREEN BEHAVIOR AND CORPORATE SOCIAL RESPONSIBILITY IN ASIA

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Foreword

This edited book is an enthusiastic celebration of 16 cases related to green marketing, ecotourism, green human resource practices, green organization, corporate social responsibilities (CSR), social entrepreneurs, and philanthropy. This captivating book introduces its readers with different Asian countries' green and CSR-related issues in real-life settings. On top of that, there are innumerable vignettes that interweave the concepts and practices in a very appealing way.

The book, entitled, *Green Behavior and Corporate Social Responsibility in Asia*, demonstrates clearly the impact we can have on our own destiny through adopting green, sustainability, and CSR approaches. This book is destined to play a major role in exciting, motivating, and educating students and practitioners from around the globe who will be leaders of the next generation.

Although the emphasis of this book is to enhance classroom learning, it will also serve as the delight for readers who are interested to know more about green, sustainability, and CSR issues based on an Asian perspective. There is a growing need for reading and understanding the challenges faced by managers from the perspective of a developing country. Compared to the developed countries, the documentation of such cases is very few. In this regard, this book serves the purpose.

While exposing readers to such important, relevant, and current issues, the book conveys the material clearly through both practical examples and managerial decision-making dilemmas. Also, the problems and prospects of embracing green, sustainability, CSR, and philanthropy concepts are also highlighted.

I am confident that many readers will enjoy reading this book and gain a boarder perspective of green, sustainability, and CSR-related issues.

Nur Naha Abu Mansor, PhD
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August 20, 2018

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Preface

The concern over sustainability of the human race is a global phenomenon. Overconsumption of natural resources, air and water pollution, and aggressive expansion of industries has made individuals worried about the quality of life and well-being of future generations. Not only this, the depleting rate of natural resources signals that mankind needs to behave differently. Instead of following the need gratification motive, present-day consumers are embracing the concept like “less is more” and are motivated by “reuse, reduce, and recycle,” as well as concepts such as “go green”. Moreover, the concern over others’ welfare greatly influenced the act, for example, corporate social responsibility. It is reflected in every aspect of the human behavior be it in the organization or in daily consumption activity. However, the change is not moving in the same direction in different parts of the world which calls for more discussion on the issue. For many cultures, discussion on environmentally significant behavior and sustainable consumption is comparatively new which certainly requires further investigation in a different context and a different cultural setting.

The strategic approach of marketers, managers, as well as policymakers needs to be changed based on the recent changes in the global economy and as a response to the outcry for environmental welfare. There are numerous studies that are conducted in the perspective of a developed country, whereas little attention has been paid to the developing country aspect, which this book attempts to address. Considering this, this book, *Green Behavior and Corporate Social Responsibility in Asia*, showcases 16 cases that outline different aspects of green behavior and corporate social responsibility of seven Asian countries – Malaysia, Brunei, Turkey, Pakistan, India, Sri Lanka, and Iran. This edited book attempts to broaden the perspective of latest trend on “environmentalism” and “social welfare” such as “green organizations,” “green human resources management practices,” “ecotourism,” “MySaveFood,” “recycling–reuse,” “waste management practice,” “green space,” “green building,” “no-plastic campaign,” “green certification” “care for animals,” and “corporate social responsibility.” This book is divided into two sections as follows:

- green aspects including green behavior, green organization, green HR, ecotourism, and waste management and
- corporate social responsibility and philanthropy.

This book is unique in two major aspects: (1) it focuses on environment as well as corporate social responsibility and (2) it provides insight from an Asian-country perspective. This book is relevant to Marketing, Organization Behavior, Human Resource Management, and Corporate Social Responsibilities

disciplines and can serve as a guide for academicians, practitioners, and policymakers.

Not only this, *Green Behavior and Corporate Social Responsibility in Asia* will provide a broader aspect to think “out of the box.” Furthermore, the topics that are covered in this book highlight the latest issues, which are care for the environment and corporate social responsibility. The audience of this book will gain benefit by gaining insight from different Asian cultures.

Acknowledgment

First and foremost, all praises be to the Creator Almighty, the most merciful, the most benevolent, for His guidance and blessings for giving us the inspiration and opportunity to embark on this project and to make this dream a reality.

We believe the traditional consumption activities no longer follow a linear path. It is now shaped by global changes and baked by different kinds of wants and demands which deserve researchers' attention to discuss more to understand its micro- as well as macro-level impacts. Driven by this thought, we attempted to explore the issue more and came up with the idea of this edited book concerning green behavior and corporate social responsibility from an Asian perspective. Many people have contributed to the creation and completion of this book.

We would especially like to thank all chapter contributors who have diligently addressed reviewers' feedback and amended the chapters several times. We also express our humble gratitude to the companies that have provided their invaluable information to write cases about their company issues. We are indebted to those who provided us their support and feedback to improve the quality of this book.

It has been a great pleasure to work with the Emerald Publishing team. Thank you very much for your continuous support and cooperation. Special appreciation goes to our family members for their unconditional love and support to allow us to devote ourselves to the completion of this case book.

Finally, we hope that our readers will find this book interesting, relevant, and insightful.

Farzana Quoquab

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SECTION 1

GREEN BEHAVIOR

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Chapter 1

Stakeholder Expectations Toward Green Environment: “Malaysia Go Green” through MYSaveFood Initiative

*Ainu Husna M. S. Suhaimi, Aniadila Kamaruddin,
Nik Rozana Nik Mohd Masdek and Rozhan Abu Dardak*

Introduction

The issue of food loss and waste (FLW) is a global phenomenon. Statistics by the Food and Agriculture Organization (FAO) reported that around 1.3 billion tons of foods is lost and wasted every year in the world. It has been identified that the causes of food loss is mainly due to the lack of necessary infrastructure, technologies, or standard operating procedure (SOP). However, the causes of food waste are mostly related to the human behavior. It is recognized that individual and household behavior contributes to ecological imbalance. Irresponsible personal consumption and behavior can be wasteful and will create large-scale problems such as climate change, pollution, biodiversity loss, and natural resources depletion. Green behaviors are related to activities which minimize harm to the environment. This includes minimizing energy use, increasing sustainable practices, and reducing FLW.

In Malaysia, the estimated food loss was around 400,000 tons in 2015 which had been increasing every year. The amount of food loss could feed around 370,000 people in a year. The recorded organic waste reaching the landfill in Malaysia is 15,000 tons daily of which 3,000 tons is actually still edible. There is increasing policy interest on managing green behavior as to ensure sustainable environment in Malaysia. Ministry of Agriculture and Agro-based Industry (MOA) aims to embark on a Green Initiative that focuses on the management of food loss and food waste. The Minister has directed The Malaysian Agricultural Research and Development Institute (MARDI) to lead the project.

The Director General of MARDI requested the Director of Corporate Strategic Centre (CSC) to come up with a proposal. This proposal would be discussed at the management meeting at the middle of March, so that

The Director General could present it at the MOA management meeting. By considering the whole scenario, the Director of CSC is now contemplating whether to propose a strategic planning that focus on either (1) nationwide awareness campaign on FLW, (2) impact studies on current MY Save Food awareness campaign, and (3) new policies on reducing FLW, food rescue, and food safety. Different strategy requires different amount of budget and also create different level of impacts. She is in dilemma to understand which options would be the best for Malaysia.

Food Loss and Food Waste

The Global Scenario

The global food systems have changed drastically in the last century. Production of food has transformed from just for feeding the community and own nations, to business activities that create income for the country. Food is now produced at a large scale, utilizing modern technologies and infrastructure. This has caused food production to exponentially increase over the years as a result of population growth.

In general, the world produces more food required by the population. Although the amount is enough to feed the world, ironically, this does not happen. Poverty malnutrition is still at large across the globe. Out of the seven billion global populations, 1/9 still does not have enough food and 66 million kids around the world still go to school hungry. This scenario is perplexing and is caused by numerous reasons. One of which is that a large amount of food produced does not actually reach the consumers and gets thrown away and is termed as FLW. From the farm to table, one-third of all food produced globally ends up in the waste dump, which is equivalent to 1.3 billion tons, amounted around RM4.4 trillion every year. So much sweat, energy, and resources are wasted. Not only this but also food thrown away has detrimental effects to food security, environment, and economy.

FLW indicates the waste of resources – land, labor, water, energy – and efforts put into food production with negative impacts on food security. FLW also ranks as the third largest emitter of greenhouse gas (GHG) globally. Food loss is defined as decrease in quantity or quality of food that occur before retail. *Food loss* takes place largely along the supply chains that feed the mass markets and results largely from the lack of market orientation, poor infrastructure, weak integration of supply chains, poor farm management, and a limited knowledge base. Food waste is defined as the removal of food which is still fit for human consumption by choice or has been left to spoil or expire. Food waste takes place in food retail, and post wholesale market, food service sector, and at home.

There are many reasons for the occurrence of FLW. At the farm, it can be caused by pest and diseases or by inefficient harvesting techniques. Packaging techniques and bad transportation procedures also contribute to food loss. Another contributing factor is lack of communication on supply and demand

across the supply chain phases contributing to over production of food. Grading or so-called cosmetic standards is another reason where not look good fruits are thrown away.

There was a difference though where FLW occurred. Food loss was more common in under or developing countries where lack of technologies, SOP in postharvest handling, and lack of proper infrastructure were the main reasons that contributed to food loss. The more developed countries have more efficient food systems; hence, there was more food waste. Reduction in FLW is necessary as it has detrimental effects. As the organic material in FLW degraded, it emitted greenhouse gasses. Food wastage's carbon footprint is estimated at 3.3 billion tons of CO₂ equivalent of greenhouse gasses released into the atmosphere per year (Food and Agriculture Organization, 2018). The greenhouse gasses were equivalent to the third largest country after China and the USA, in 2012. The average carbon footprint of food wastage was about 500 kg of carbon dioxide (CO₂) equivalents per person per year, in the same year. Europe, North America, Oceania, and industrial Asia have the highest per capita carbon footprint of food wastage (approximately 700–900 kg of CO₂ equivalents per person per year), while sub-Saharan Africa has the smallest footprint per person (about 180 kg of CO₂ equivalents).

Obviously, this has great impact on the climate change that was already having detrimental impact on agriculture. The changes in trends of temperature cause new pests and diseases as well as disturb the growing and fruiting patterns of agriculture products. This is perhaps more subtle but equally damaging to extreme weather hazards such as flood, drought, earthquakes or tsunami.

Recognizing the urgent need to promote awareness of the magnitude of FLW and the impacts on food security and hunger, FAO of the United Nation launched the Save Food Asia-Pacific Campaign, a regional campaign in August 2013. This Regional Campaign sought to eliminate FLW based on the Save Food Campaign which was introduced by *Messe Dusseldorf* Group on January 27, 2011, in Berlin, Germany, in cooperation with FAO.

The Malaysian Scenario

The amount of FLW across the Malaysian food supply chain is not fully known. The only crop where postharvest losses (PHL) has been thoroughly studied is rice. Rice PHL has been stages studied during harvesting, transportation, storage, and milling. From these studies, a SOP was developed and properly followed can significantly reduce rice PHL. Rice PHL has reduced from 28.5% in 1985 to 7.89% in 2016 (Azman et al., 2017). The world trend indicated that, in general, agriculture loss for almost all agriculture produce is between 20% and 30% every year. And around 30–50% of fruits and vegetables produced do not reach the consumers and are lost along the value chain.

For food waste, the number that really caught everyone's attention was the colossal amount of food that Malaysians waste daily which is around 15,000 tons. This is as much as eight football fields. Recent findings also show that around 3,000 tons of edible food has been dumped in landfills every day in

Malaysia (SWCorp, 2015). To put it in context, 3,000 tons of food can feed at least 2.2 million people with three meals a day. SWCorp also highlighted that 44.5% wastes in the landfills were food waste, in 2015.

Government Initiatives to Reduce FLW

The Malaysian government recognized the importance of managing FLW along the value chain of agricultural produce. The government also recognized that these issues involved many ministries. The MOA would like to champion this issue and plan to introduce save food initiatives to promote a comprehensive and effective strategies to reduce FLW in Malaysia. The Minister said, “Effort must be taken to ensure this problem will not affect the environment.” The Ministry aims to introduce policy that can support and encourage green behavior through the save food initiatives. However, the Minister recognized that the level of policy intervention is a complex process since behavior is influenced by many factors. It is a responsibility of all community members, government agencies, NGOs and household. It is a long process that involves awareness programs, scheduled activities, and structured strategies. For example, the programs and activities include the following:

- regulatory – governing tools for controlling behavior such as laws and procedures;
- economic base – economic instruments that can influence the purchasing behavior such as taxes, discounted prices, and subsidies;
- informative – facts about the products and the impact of consuming the products. It can be in the form of product labeling, brochures, and others; and
- behavioral – social tools such as culture, religion, and system. This includes products associated with religion such as Halal for Muslim and beef for Hindus.

Malaysian Save Food (MYSaveFood) Network

Based on the awareness on FLW, MOA, represented by MARDI, decided to jump on the bandwagon and established the Malaysia Save Food (MySaveFood) Initiative on October 15, 2015. MARDI signed an agreement with FAO to develop a national Save Food Network which is referred to as MYSaveFood. This initiative is aimed to establish a network and, together, create awareness on FLW in Malaysia. It was launched by Datuk Dr Ahmad Zahid Hamidi, Deputy Prime Minister of Malaysia, and Dr Jose Graziano Da Silva, FAO Director General, on March 8, 2016. The event had triggered a general awareness on FLW in Malaysia.

The initial roles of the National Save Food Network include the following:

- serve as a platform for concerted and harmonized multistakeholder efforts geared toward raising awareness and advocating for the knowledge-based economic, health, humanitarian, cultural, social, and environmental values and

benefits of reducing and preventing food loss and food waste in Malaysia, operating under the umbrella of the FAO Save Food Asia-Pacific Campaign and MOAs;

- implement activities within the framework of MYSaveFood Network;
- serve as a platform for sharing and exchange information, experiences, and knowledge on food loss and food waste in Malaysia and the implementation of joint activities under the Save Food Asia-Pacific Campaign; and
- create a network of experts to provide guidance on ways and means to reduce and prevent FLW.

The objectives of the MYSaveFood Network are as follows:

- to encourage dialog among industry, research, public sector institutions, and civil society on FLW;
- to raise public awareness on the impact of FLW; and
- to support any initiatives to reduce FLW.

Partners of the MYSaveFood network

Several efforts were made to encourage partners to join the MYSaveFood Network. Initially, only several organizations had given commitment to establish the network and run the awareness activities. Until the end of 2017, there were more than 150 organizations and individuals have signed in as partners. Partners can be divided into the MYSaveFood Secretariat which is led by MARDI, active partners who have done programs with MYSaveFood and inactive partners.

The MYSaveFood Secretariat

MYSaveFood Secretariat consists of several main organizations listed below. The secretariat is responsible to develop the Term of Reference and Organizational Structure and also plans for road maps and activities.

- FAO of the United Nations;
- MOA;
- Ministry of Health (MOH);
- MARDI;
- Solid Waste Management & Public Cleansing Corporation (SWCorp Malaysia);
- Southeast Asian Council for Food Security and Fair Trade (SEACON);
- Federal Agriculture Marketing Agency (FAMA);
- Ministry of Domestic Trade, Co-operatives, and Consumerism (KPDNKK);
- Food Aid Foundation;
- The Lost Food Project; and
- GEMA Malaysia.

The MYSaveFood Active Partners

These active partners are those who support and have done projects. These partners consist of government agencies, local authorities, GLCs, private companies, and NGOs. They gave their support to be part of MYSaveFood network and contributed to the initiative in various ways and are listed in Table 1.

Table 1. List of Active MYSaveFood Partners.

Government Agencies and Local Councils	GLC and Private Companies	NGO and Social Enterprises
Islamic International University Malaysia (IIUM)	Nestle (M) Sdn Bhd	Malaysian Plastic Manufacturers Association (MPMA)
Universiti Putra Malaysia (UPM)	Media Prima Sdn Bhd	Forum Air Malaysia
Univeriti Kebangsaan Malaysia (UKM)	Unilever	Federation of Malaysia Consumer Association (FOMCA)
Universiti Teknologi Malaysia (UTEM)	Mondelez	Penang Consumer Association (CAP)
Universiti Malaya (UM)	TESCO Malaysia	GrubCycle
Khazanah Research Institute	Petrosains	Ecoknights
TV Alhijrah	Sama-sama Hotel	Lauk.com
Majlis Perbandaran Ampang Jaya (MPAJ)	Messe Worldwide Sdn Bhd	
Majlis Perbandaran Subang Jaya (MPSJ)	Standard Chartered BAC College Petronas Johnson & Johnson	

Source: [MARDI](#) (unpublished data).